

Six Secrets to Strategic Networking



Geoffrey Jarvis



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Professional Trainer & Coach

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Ana Maria Alexandra Nica
new job.

Social Media Coordinator
(temporary) at The Universi

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Sabiha Tariq has a new connection

30s



Josueth Acevedo

Socio fundador de Social Media Panamá, Consultor Mar...

Connect

Reecha Phull likes this

1m



Gaurav Shimon Kachchap

Restaurant Manager

If you want to
grow your
business,



2 new members
every second



we're
wired to
connect



Geoffrey Jarvis

- Experienced trainer
- Background working in Banking
- Expert in networking and personal impact
- BA in Economics
- Senior Consultant Speak First



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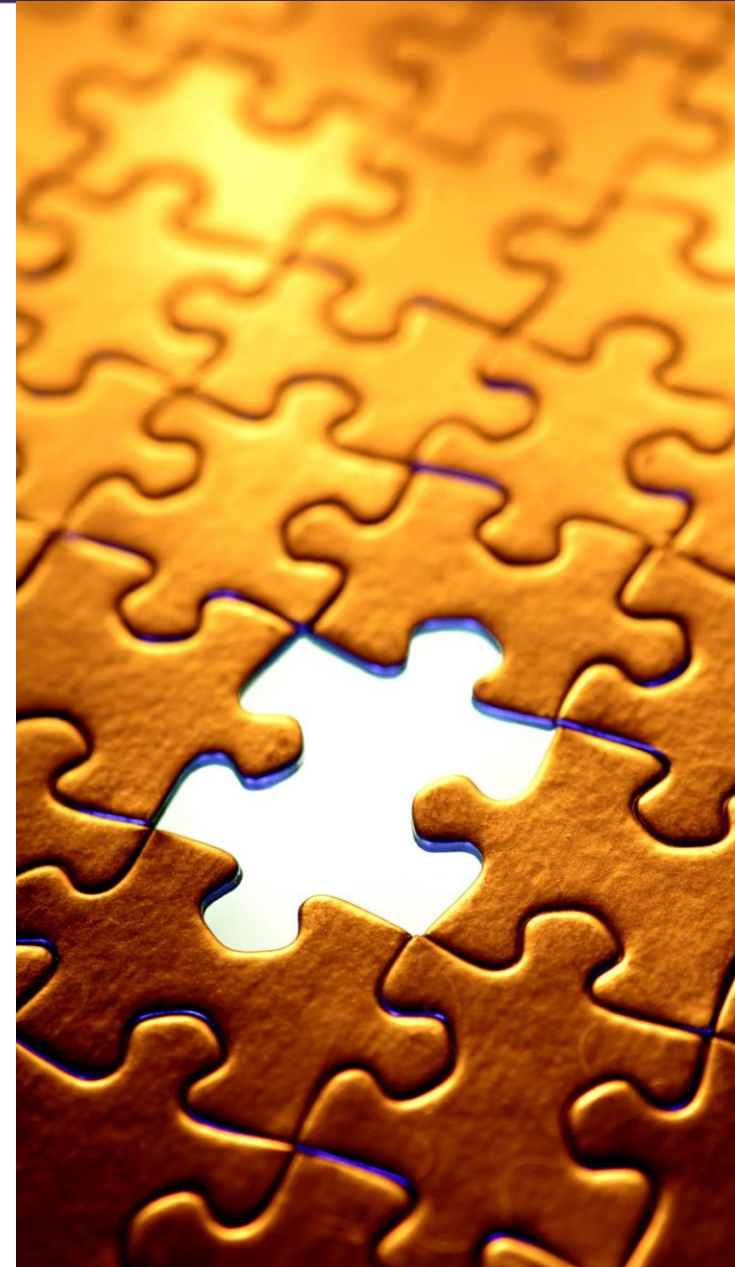
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Honeywell



1. Take a strategic approach to networking
2. Manage nerves and feeling confident
3. Approach people you don't know
4. Be memorable
5. 'Click and connect with others
6. Develop the relationship



1

Take a
strategic
approach



What is networking?

**Building mutually
beneficial relationships**

Why is
networking
essential for
success?

- Find **information** quickly
- Create **shortcuts**
- **Solve** problems easily
- **Know** what going on
- Increase **business**
- Meet **new people**
- **Raise** your **profile**
- Become **more successful**



Business
is
personal

People prefer to do
business
with people
they **know**
and **like**
and **trust**

networking

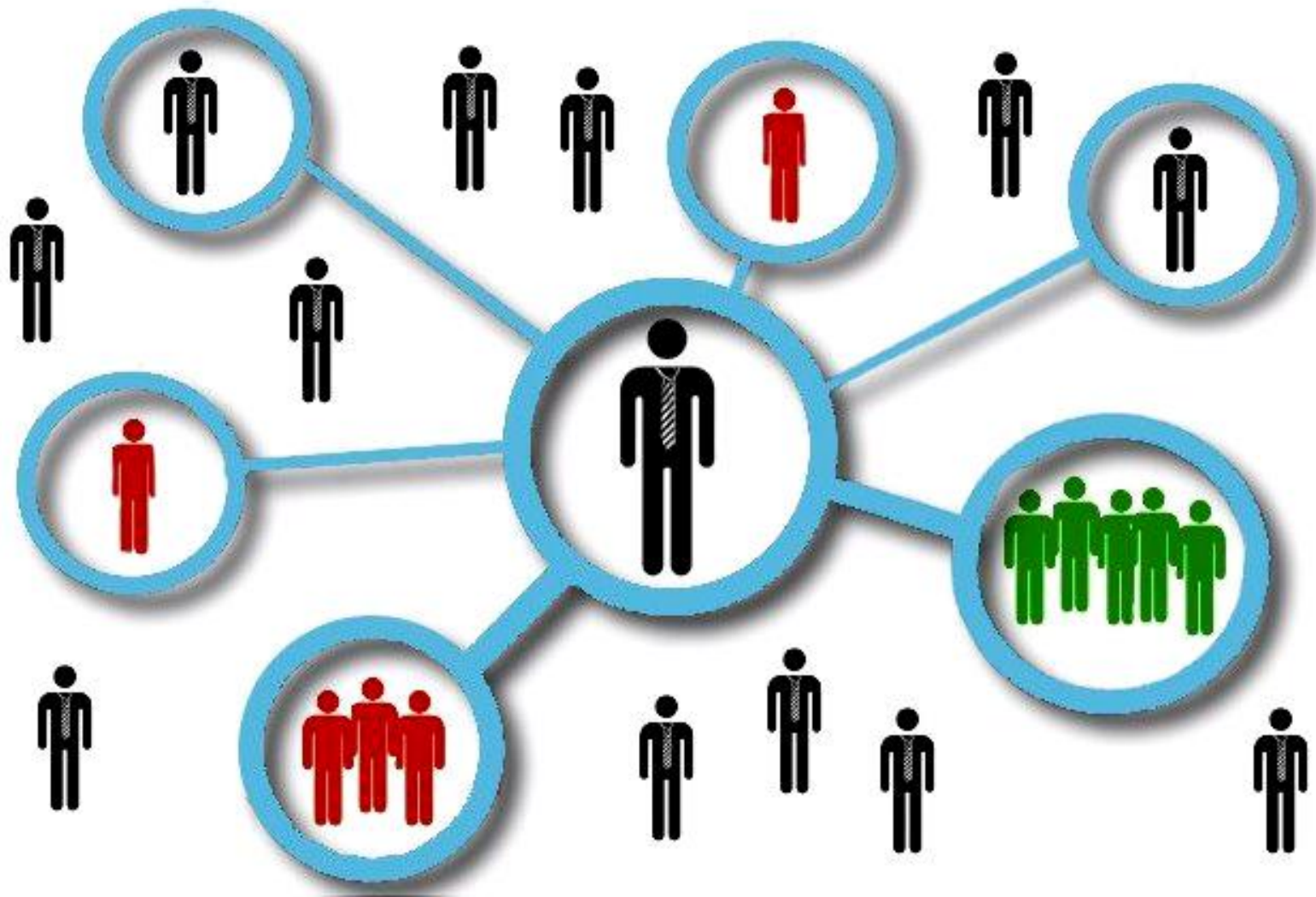
WORKS

It's all
about
STRATEGY
not
SERENDIPITY



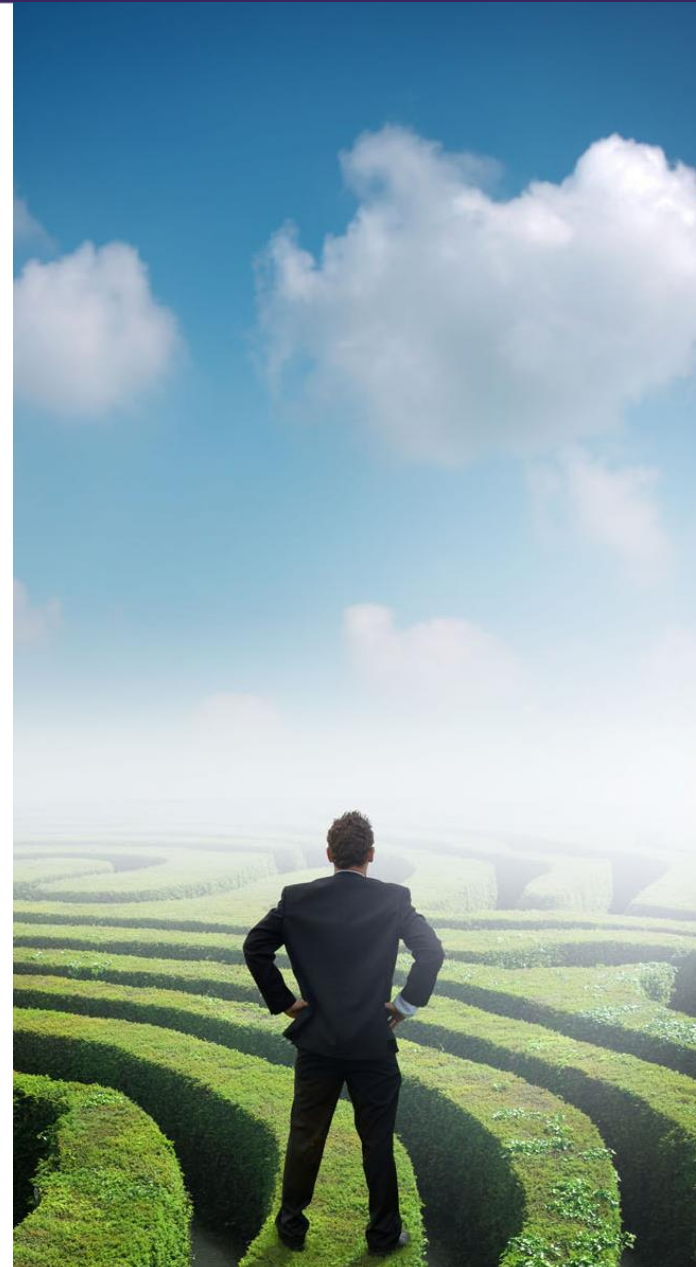
What's the gap
between your
current network
and what you
want it to be?





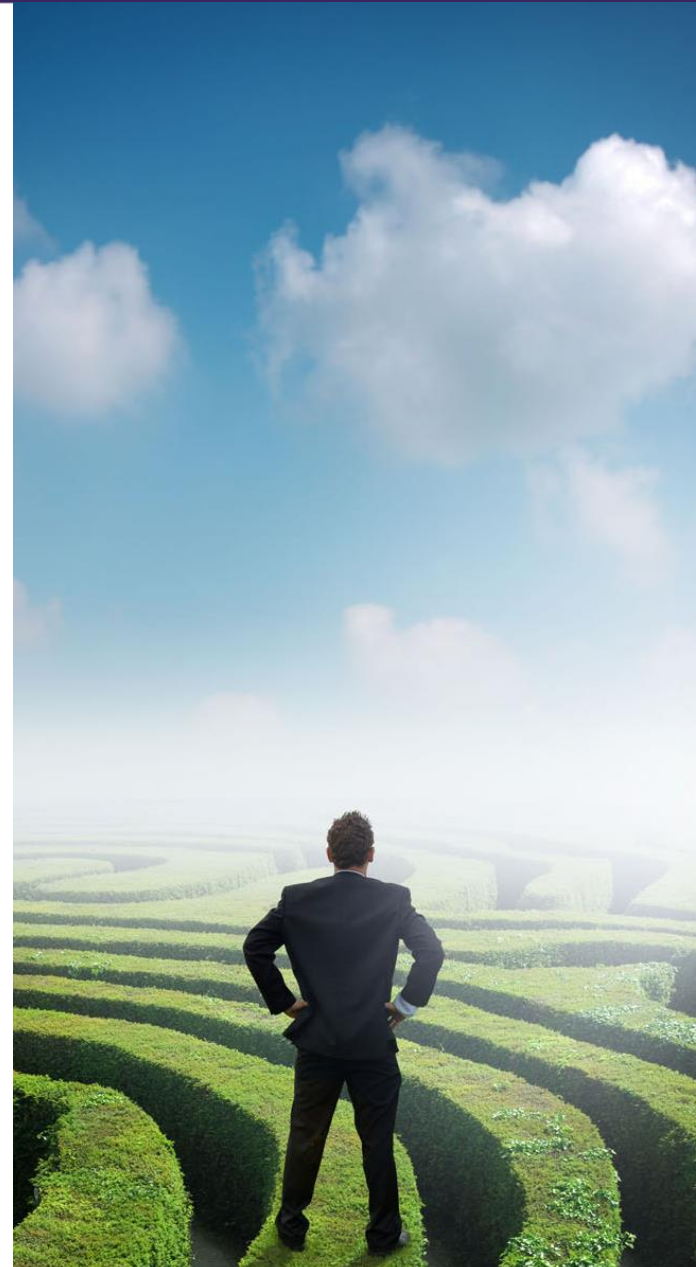
You can draw your own Netmap

Who specifically
(named individuals
or types of people)
do you
want to be
connected with?



What should you **prepare before** the event?

- Check the **attendance list**
- Consider **who** you want to speak to
- Plan **what** you want to speak about
- Think **how you can help** them



What can you do?

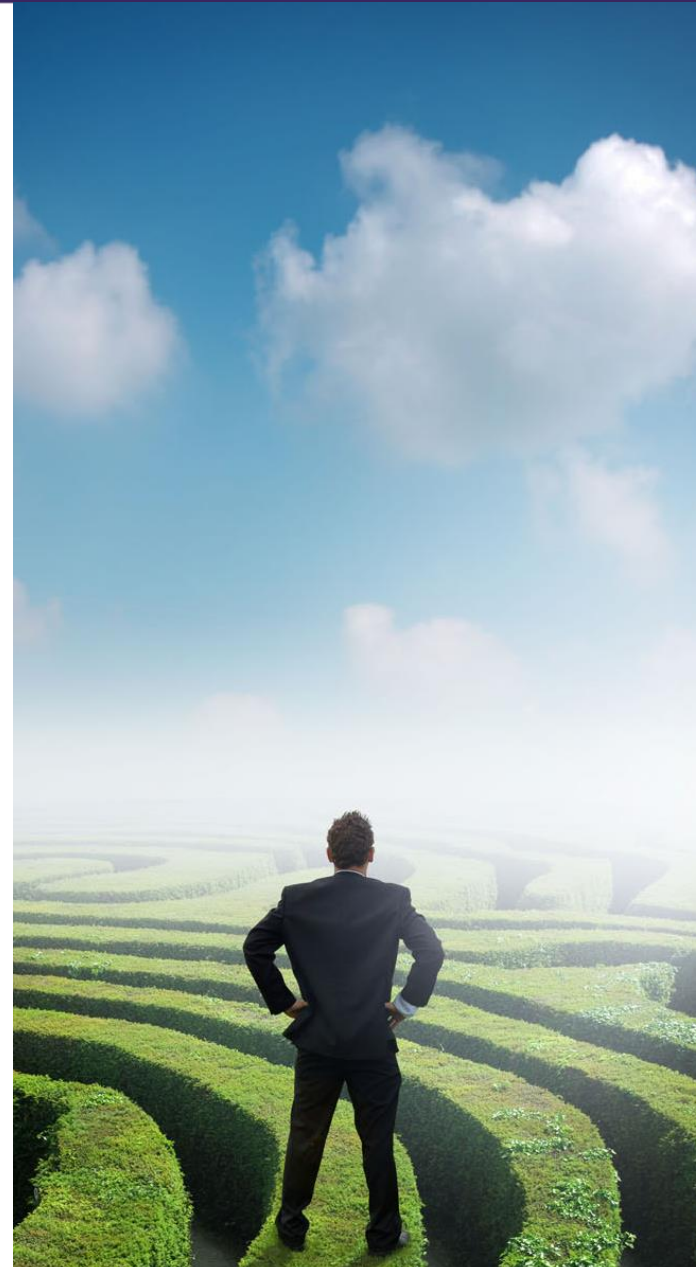
What do you need to consider when
connecting via Social Media?

You have a voice

and

Others have a choice

**What measures will
differentiate you?**





Vilfredo Pareto

80

20



The Pareto Principle



Who – **for you** – are the **20%** and the **80%**?

2

Manage
nerves and
confidence



Why are people sometimes **nervous about networking?**

Discuss with the person next to you

2 mins max

What to do if you're nervous

It's normal to feel nervous and there are things you can do to help

- Get there early – even if it's on-line
- Go with a friend
- Have greater visibility
- Prepare, prepare, prepare
 - Who will you speak to?
 - What will you talk about?



But



If networking's **so great**,
why are so many people
reluctant to get involved
or **give it a go...**



3

Approach
people you
don't know



'I don't have time'

'I tried it and it didn't work'

'It seems like a lot of effort'

'I don't know what to say'

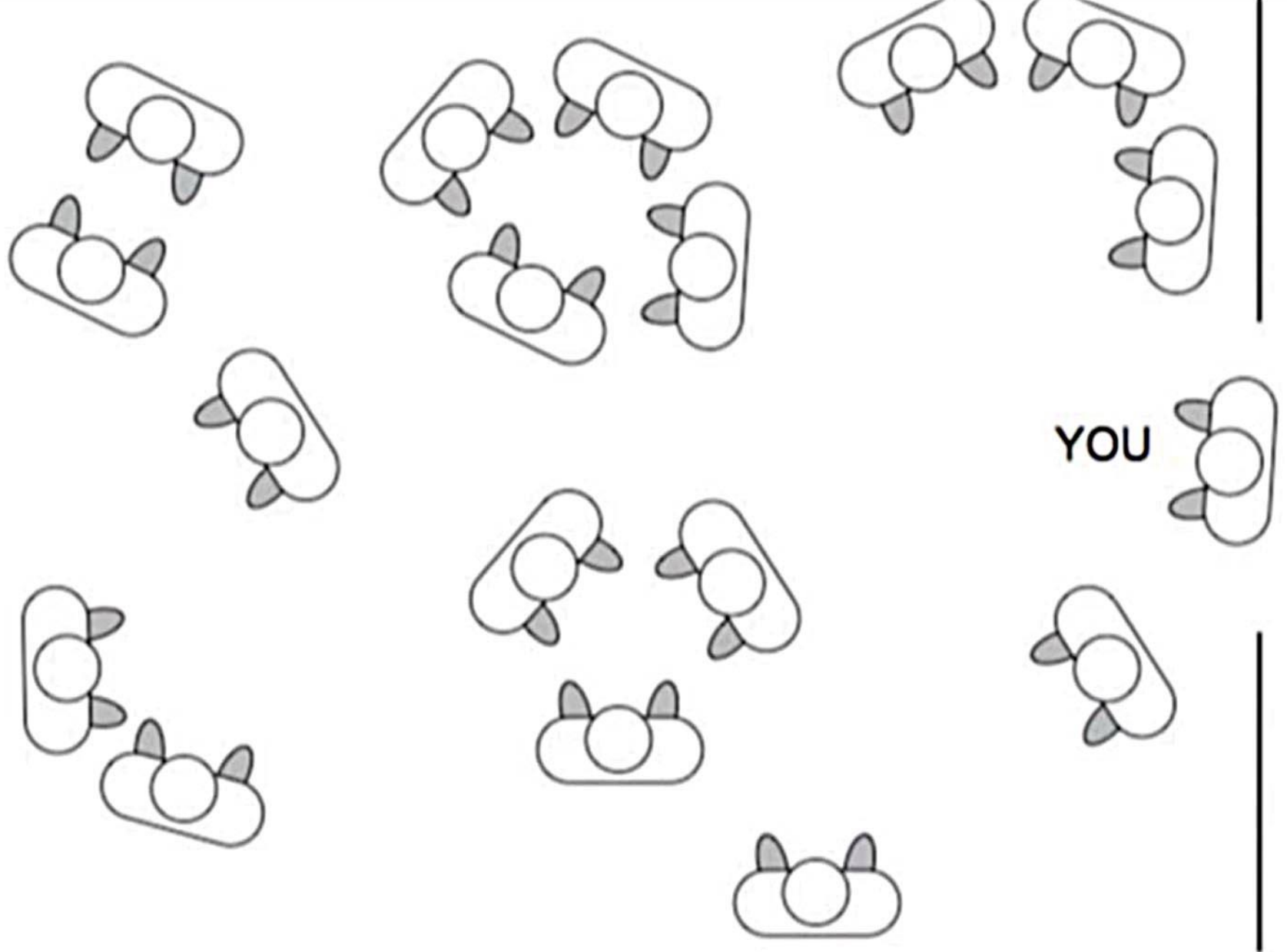
'Other people are hard work'

'I'm quiet' – 'I'm shy'



What are the
dangers
of spending **too long**
with colleagues?





Who do you approach?





tumblr.



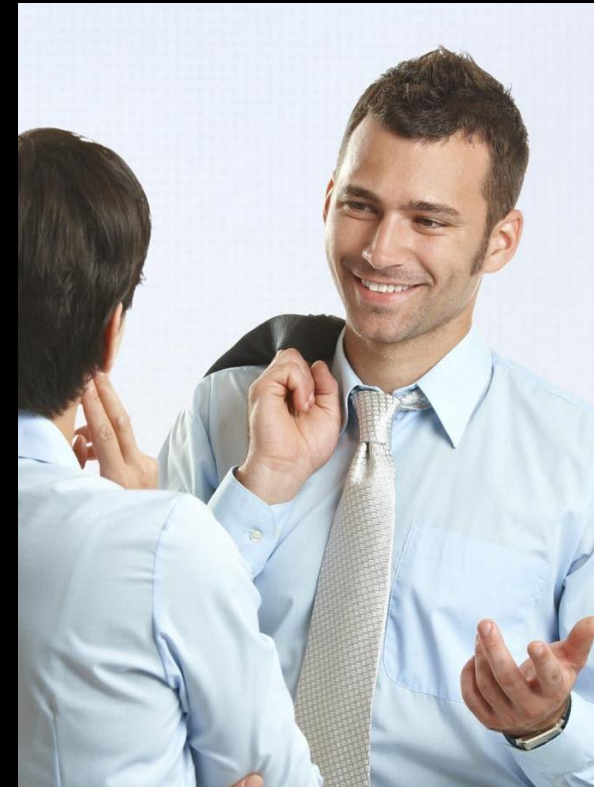
It's not **enough**
just to **join**
other people...

You need to make
a **positive first**
impression...





Elements of a positive first impression



You already have a
personal brand

It's what people currently
think and say about you



*Your brand is what
people say about
you when you're not
in the room"*

Jeff Bezos, Amazon

personal branding

is about

actively managing

and **shaping** the

perception others have of you

personal branding

is **not** about **creating a false self** –

it's about

presenting your authentic self

as **effectively** and **powerfully**

as possible

4

Be
memorable



Developing your
'elevator pitch'



Create a '**hook**'
and focus on
the **benefit** of
what **you do**



Prepare your message:

- **Benefit** of what you do
- Make it **memorable**
- Around 15-20 seconds
- **2 mins** to prepare
- **Share it** with the person sitting next to you then swap





Telling your **'story'**



The **STAR** model

Situation

Task

Action

Result

Create a short STAR
based story highlighting
your value

2 mins

5

**Click and
Connect
with
others**





Introduce yourself to someone you **don't know**

How do you
make yourself the
person **others want**
to connect with?

What is the impact of a
“charismatic”
presence?





Now use the '**Hello Old Friend**' technique

When using Hello Old Friend people generally...

- Are more **friendly** and more **positive**
- **Accelerate** the process of getting to know the person
- **Speak louder** with **greater energy**
- Get '**personal**' much more quickly than normal





How do you connect and **'click'** with others?

O bserve

A sk

R eveal

S hare



EXIT STRATEGY



How do you **exit** with **grace**?

6

Develop the
relationship



It's easier to **follow**
up with someone if you
have a **way of helping**
that person



effective networking is all about

give

and

take

Be a

giver

not a

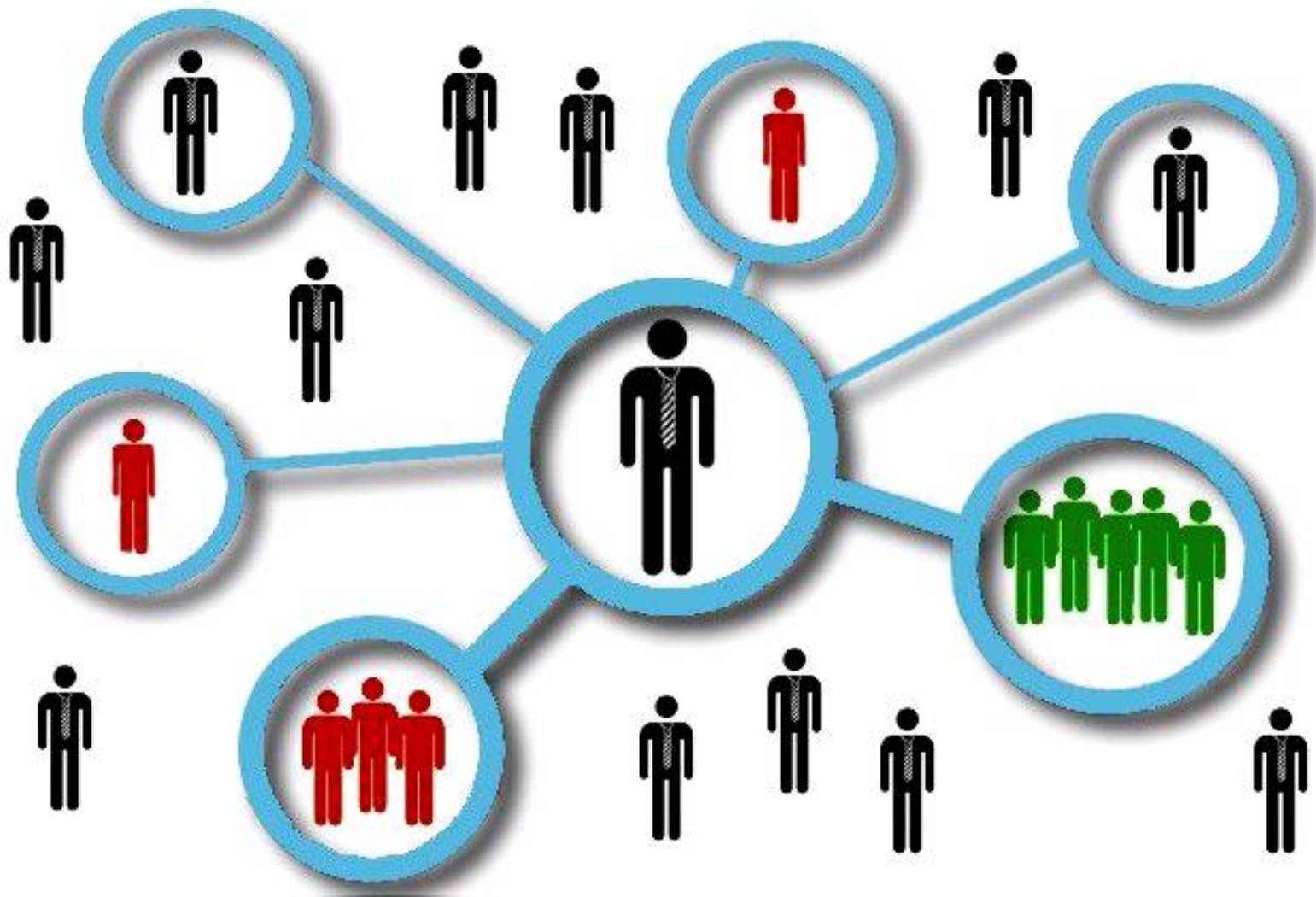
taker

Look for ways you can
help the other person

Ask yourself...

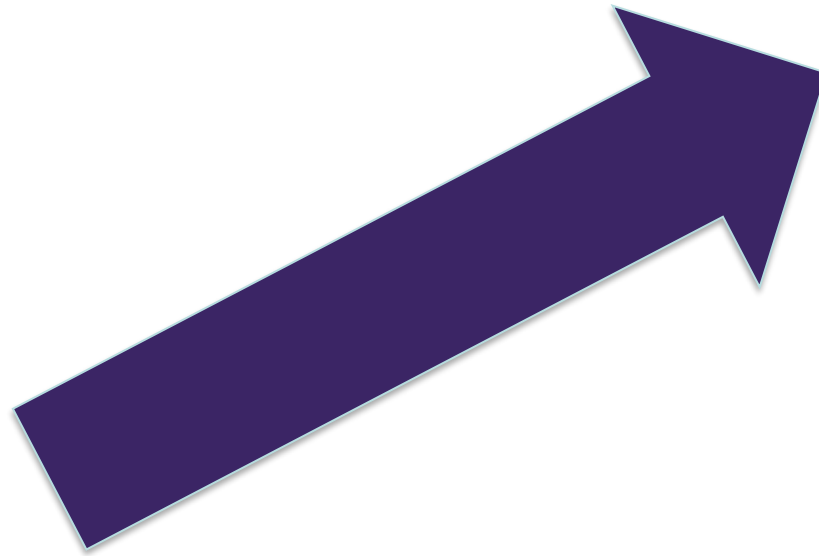
*“What kinds of
things could I do to
help this person?”*



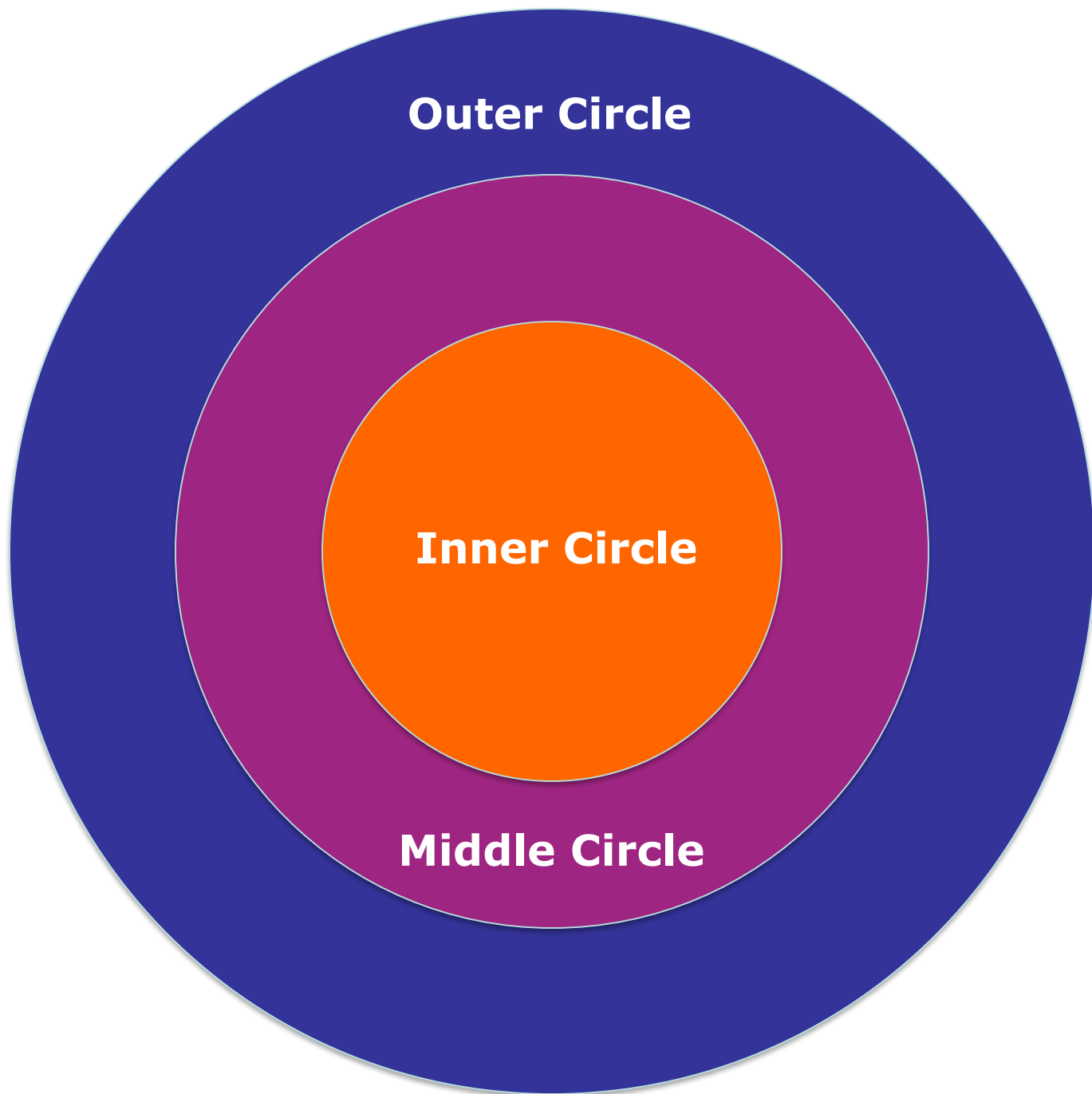


Using your Netmap

To a **Plan**



Move from a **Strategy**



Six Secrets to Strategic Networking



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