Six Secrets to Strategic Networking

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2.2 BILLION
2 new members every second
we’re wired to connect
Geoffrey Jarvis

- Experienced trainer
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Global training and coaching excellence
Six Secrets of Strategic Networking

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
Take a strategic approach
What is networking?

Building mutually beneficial relationships
Why is networking essential for success?
Benefits of networking

- 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 can you do?

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?
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
Networking reluctance

‘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?
Raising your profile online

Why is that important?

How do you do it?
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
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?
Making lively conversation

Observe
Ask
Reveal
Share
How do you exit with grace?
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
Move from a **Strategy**

To a **Plan**
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