

Networking

Introduction

"The best way to increase your net worth is to increase your network." Mark Victor Hansen

Marketing yourself through networking is essential for ongoing career and professional success. But are you intimidated by meeting all those strangers? Do you wonder what on earth to say to them? Are you often left standing in a corner by yourself? Do you worry so much about networking that you don't enjoy the event? This highly interactive course will equip you with the skills to maximise the value of professional networking meetings.

Course Objectives

You will leave this workshop with the following skills:

- Understand why networking is the key critical success factor for business people
- Develop a Networking Strategy
- Conduct a networking audit through the "Beehive" process
- Design and deliver your "elevator speech"
- Know how to "work" a room in a way that feels comfortable to you
- Identify the characteristics of the most successful networkers
- Know where to go to expand your network

Course Outline

Business Communication Skills

- What is effective communication and why is it so important?
- What makes communication successful?
- What is your preferred communication style?
- What are the barriers to effective communication?

Verbal and Non-verbal Communication

- How to communicate – not just inform
- Establishing open and honest, two-way communication
- Getting your point of view across – in conversation or to a group
- Enhancing your listening and questioning technique
- Avoiding ambiguity and misunderstandings – sending the correct messages
- Non-verbal communication – personal image and positive body language
- Communicating – one-to-one – informally – at meetings
- Identifying and overcoming the barriers to effective communication and relationship building

Networking – Developing Relationships and Learning from Others

- The values and benefits of networking
- Building cross functional relationships
- Understanding where networking opportunities exist
- The importance of networking to accelerate your growth
- Relationship management and networking within your client base
- Productive meetings and how to achieve them

Contributing Positively to Meetings and Groups

- Information gathering for meetings and briefings
- Participating and contributing to meetings – getting your point of view across
- Responding to others' ideas – sharing understanding, support and appreciation
- Holding interest when speaking
- Speaking in a persuasive manner

From Relationship to Partnership

- Building rapport – sounding friendly and confident
- Strengthening the relationship through regular contact
- Alliances across an organisation to maintain preferred supplier status