



## Networking for People Who Hate to Network

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### The Beliefs:

1. *“We have to stop pretending we are individuals that can go it alone.”*  
Margaret Wheatley
2. The more people you help, the more you will be helped in the process.
3. The key to networking is generosity and not greed.
4. Don't keep score; just keep giving.
5. You must reach out to others long before you need anything at all.
6. You need to connect authentically and seek quality over quantity.

### The Toolbox:

1. Discover how to introduce yourself so people want to know more.
2. Learn how to connect with others through small talk.

### Ideas to Implement

## What is networking?

The exchange of information or services among individuals, groups, or institutions; the cultivation of productive relationships for employment or business.

Merriam-Webster



## Introducing Yourself So People Want to Know More

### “So, what do you do?” The *Conversational Elevator* Speech

“So, what do you do?” (Needs to be short, concise and intriguing enough to get them to want to know more by giving the Scooby Doo response...huh?)

**Lead In:**

“So, how do you do that?” (Needs to be short, concise and differentiate you from your competitors.)

**Differentiator:**

Engagement: (Need to ask a short, concise open ended question that will get them to better understand what you do in terms of their world.)

**Engagement Question:**

**Call to Action:** (Use the powerful phrase “We should meet” and put a specific day and time.)

### Ideas to Implement

## Connecting With Others Through Small Talk

### The Goal:

1. Have a goal or mission that others can help you with..
2. Start a conversation
3. Keep it going
4. Create a bond
5. Leave them liking you in a favorable light

### How Do I start?

1. Be the first to say hello
2. Be yourself and show vulnerability which allows you to find something in common i.e., having difficulty opening something
3. Share your passion i.e., cooking, travel, golf but don't monopolize or tell long winded stories
4. Ask questions
5. Don't interrupt
6. Remember their name

### Ideas to Implement

### **What if I am shy?**

1. Find a role model by watching those that connect naturally
2. Learn to speak by joining Toastmasters International
3. Get involved by joining clubs and taking a leadership role
4. Therapy for anxiety- seek help when needed
5. Just do it- set goal of meeting one new person per week

### **How to Avoid Becoming a Networking Jerk?**

1. Don't schmooze
2. Don't rely on gossip
3. Be willing to give before receiving
4. Don't treat those under you poorly
5. Be transparent
6. Don't be too efficient

### **Ideas to Implement**

## Making a Positive, Lasting Impression

1. Find a way to become part of those things that are of most interest to them
2. Bond and impress by doing your homework when possible
3. Learn the powerful phrase “Tell me more”
4. Three topics that engender deep emotional bonds between people are **health, wealth** and **children**
5. Be interesting by staying current on local and world events, sharing your expertise and exposing yourself to unusual experiences

### Ideas to Implement

## More Connecting Opportunities

1. Write a goal on sticky name tag for members to read and help
2. Try and meet one new member at each meeting
3. Sit with someone that you may be able to help
4. Review members list and call ahead to sit with someone or meet before or after meeting
5. Get to meeting early with idea that the room will fill with new friends and colleagues
6. Give a few minutes to agenda for practicing elevator speeches with each other
7. Create a buddy system with new attendees paired with seasoned attendees

### Ideas to Implement

### Sources and Additional Reading:

*Never Eat Alone* by Keith Ferrazzi

*How to Win Friends and Influence People*

By Dale Carnegie

Brian Walters, CSP National Speaker's Association Voices of Experience

