



Ten Keys for Effective Networking

Adapted from *Power Networking: 55 Secrets for Personal & Professional Success*. Donna Fisher & Sandy Vilas.

- **Give up the “Lone Ranger” Mentality.**

No person is an Island - others have invested in your life. Don't forget them. There are thousands of people with ideas, resources, abilities, information & expertise, who can help you get to where you want to get to more quickly and more easily. *The power of networking is in the human interaction and the personal value generated by the interaction.*

- **Honour Your Relationships**

Networking is all about *relationships* and *resourcefulness*. Relationships are the basis of all results and accomplishments, and communication is the link in relationships. Your network is only as strong as the relationships in it. Genuine networking is based on one of the most powerful non-optional principles in life is: *You reap what you sow*

- **Acknowledge People - invest in your network**

Nothing makes a network sparkle more than an exact handle on what makes other people really happy. Let people know what they mean to you. Express gratitude, appreciation etc. - A generous and spontaneous investment of positive input makes the world of difference. *Random acts of kindness.*

- **Manage Yourself as a valuable Resource**

You are a wealth of information, resources and opportunities. Continue to train yourself to be a growing, healthy resource for others in your network. Learn, and keep learning. Read and read more. Connect, and keep connecting. *Everyone must develop network-building skills, to hire people who have them, to train people who don't, to reward those who network well.* Tom Peters

- **Leadership - taking the Initiative**

You are the centre of our own network. You set the tone, invent the culture, pace & direction through your personality, actions and attitude. When you work with someone, you're joining two personal networks, creating even greater potential. Put together a team, and you've assembled a vast and powerful network, a complex set of internal and external relationships. *The power of influence is greater than the power of position*

- **Be Your Own Best PR Person**

Networking provides opportunities for you to be seen, to get known, and to move ahead. No-one knows more about you, your talents and abilities than

- **Develop a Memorable Introduction**

In twenty five words or less, be prepared to say who you are and what you do...in a way that will make the other person want to know more about you. Then, immediately ask questions about your new contact. Use their name several times during the first five minutes.

- **Use the Right Tools Every Time**

Always carry your business cards, and where appropriate an attractive easily read name tag. If possible create intrigue with words or image that will arouse interest and reinforce name recognition. John Doe, Business Coach, Jim Stinton Risk Management Specialist. Or a good quote. Keep your cards clean and presentable.

- **Be Prepared to Give and Take**

Networking is a reciprocal process. It is about giving and getting information, resources, advice and referrals. Maintain a mental "Give list"....a tip, an idea, a recent discovery you can share. Your "Get list" will be information you are seeking, people you want to meet, and referrals you would appreciate.

- **Organise Your Network Resource Bank**

Record your new connections and acquaintances on your "Team 100" list, in a rolodex, on your computer or with an index card. Whatever works for you best, just make sure you have a system.

- **Follow Up**

Use your resource file to keep in touch with those in your network. Never give out your card and say, "give me a call." Follow up is your responsibility. Research shows that amazingly, only 20% of sales leads are ever followed up.....80% of potential opportunities are lost by failure to follow up. Use every opportunity to send a follow up personal note, a thank you, a congratulations, or a relevant article of information.

- **Work**

The only place success comes before work is in the dictionary. Remember, work makes up the better part of networking. Make sure your "Net" is working.

"It takes years to become an overnight success"

Harvey McKay - Author, *Dig Your Well Before You Get Thirsty*
- *The Only Networking Book You'll Ever Need*

Compliments of Lindsay Armishaw
and Lynne Armishaw

Lindsay@solutions.gen.nz
Lynne@ solutions. gen.nz