



NETWORKING FOR SUCCESS

Business networking is an effective and efficient way for business people to connect, develop meaningful relationships, and grow their businesses. These achievements don't come through a direct sales approach, however. They come from being interested in helping others, in listening, and in purposefully meeting and introducing people to one another. In this two-day course, participants will learn the essential ingredients for business networking, including in-person, people-centered connections and online spaces such as LinkedIn.

This two-day workshop will help you teach participants how to:

- ✓ Introduce themselves in a meaningful, memorable way, even if they have never worked on an elevator pitch before
- ✓ Be goal focused about networking so that they can make the most of events that they attend
- ✓ Apply the concept of give first and be helpful as part of a system of reciprocity
- ✓ Use strategy and systems in order to network effectively
- ✓ Leverage the availability and usefulness of the Internet, including LinkedIn and Twitter

COURSE OUTLINE

Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

Assessing Your Networking Skills

To begin, participants will consider what networking is all about and evaluate how committed they are to networking.

Identifying Opportunities and Customizing Your Approach

In this session, participants will explore some ways to differentiate themselves from the competition and contribute to a networking group.

Creating a Positive First Impression

This session will share ways for participants to leverage body language, business card etiquette, and name recall to make a positive first impression. Participants will also learn the CONDUIT acronym.

Your Memorable Intro

During this session, participants will develop an introduction that concisely and accurately outlines what they have to offer.



Starting the Conversation

In this session, participants will learn how to start, manage, and exit a conversation.

The Handshake

To start Day Two of the course, participants will learn about the five factors of a good handshake and practice their skills.

Business Cards

Next, participants will learn how to accept and distribute business cards. QR codes will also be covered.

Handling Tough Situations

This session will share ways to handle awkward situations. Participants will also consider the characteristics of introverts and extroverts.

Following Up

In this session, participants will learn some techniques for following up with networking contacts.

Organizing Your Network

Then, participants will learn how to manage contacts. Key skills for networking will also be discussed.

Leveraging the Internet

In this day and age, not all networking will take place in person. This session will share ways to use LinkedIn, Twitter, Facebook, and other social networking tools to build a digital network.

Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.