



The Art of NETWORKING

Theresa Taylor
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About Theresa

- 27 years in Business Management
- Auction College in 1997
 - Entrepreneur of the Year - 2001
 - AAO Member of the Year - 2002
 - Canadian Ladies Champion - 2004
 - ICCA Designation - 2004
 - CAI Designation - 2005
 - Ontario Champion 2007
 - AARE designation 2008



What is Networking?

- Networking is the art of building alliances
 - In your personal life
 - In your business life
- It is the act of socializing
 - Getting to know people
 - Letting people get to know you

Bad Networkers in the Animal Kingdom



Ostrich

Good Networkers in the Animal Kingdom



Penguins

What is networking?

- You are networking when you...
 - Attend business meetings
 - E-mail people
 - Talk to other parents at soccer games
 - Volunteer for a local park "clean-up" day
 - Stop to talk to your neighbours
 - Strike up a conversation with someone else waiting at the vet's office
 - post messages on Facebook

Net Worth + Social Capital = Networking

**“Someday this will be true to all of us:
Our network will equal our net worth!”**

Tim Sanders

**“Social capital refers to what flows from
connections amongst individuals; the value
created by our personal networks and the
trustworthiness that follows...”**

Dr. Anderson

Why Network?

People do business
with those they
know and trust

The Art of Networking

- Everyone can learn the art of networking
- You have been doing it all your life!
 - Need a mechanic I know an excellent one here is his number
 - lets do lunch I want to introduce you to a friend of mine
 - Can't find a _____? Let's see what I can do...

Positive Networking

- Positive networking is helping someone else
- Keys to positive networking
 - Focus on the other person
 - **Listen** to what they are saying
 - Search for clues to what they need
 - Match your skills to their needs

Negative Networking

- Avoid the pitfalls of negative networking, which is putting yourself first
 - It's all about you, your company, your product
 - You are only after one thing – the sale
- The Bad and Just Plain Ugly Networking
 - no business card exchange
 - setting our expectations too high
 - investing a lot of energy on too few
 - not conversing
 - missing opportunities that surround us
 - unawareness of a network situation
 - having no joy when we network

The Art of Networking



Nobody likes to be left out.

4 E's of Networking

- **Four simple steps to making networking easy:**
 - **Establish** eye contact
 - **Extend** your hand
 - **Exchange** business cards
 - **Engage** in conversation

Establish Eye Contact

- Get out there and put yourself in a position where you will meet people
 - Don't stay on the edge of the crowd
 - Join groups and wait for your chance to join in the conversation
 - Sit down at a table with people already at it
 - Look up and out, avoid sending “do not disturb” messages

Exchange Business Cards

- Never leave home without them!



- You can never have too many, too few is a missed opportunity
- Introduce yourself by name, hand out a card make it a habit
- Ask them for their card, helping them by giving them the password
- Treat a person's card with interest and respect
- Avoid archeological digs

Insider Tip

Show respect and show interest when receiving and giving out business cards.

- Many people in big cities are adopting the Chinese style of exchange: Use both hands to present and receive cards.
- Present the card so that it your name is facing your counterpart.
- If it is a bilingual card, present the side printed in the native language of the recipient.
- Read the card: When you exchange cards, read over the card to avoid being impolite.
- Display the card: It is polite to lay the cards out on the table next to you. Placing cards in order also helps greatly in remembering people's names.



Engage in Conversation

- Practice the gentle art of conversation - when all else fails there is always the weather
 - Research your group attendees prior
 - Know something about the event
 - Ask questions
 - Be prepared & know your info commercial
 - Read the newspaper on current events
 - Steer away of politics and religion

Insider Tip

- **Be a good listener, and be amazed at how people will want to hear what you have to say!**
- Pay attention when listening, and remember key things
- Use **positive** body language:
 - Tilt your head to one side
 - Angle your body open
 - Look at the person
- Avoid **negative** body language
 - Do not cross your arms
- Avoid technology
 - Do not take cell calls in the middle of a conversation
 - Do not read your Blackberry!
 - Take out your Bluetooth earphone!



The 5th E

Equality

Treat everyone like royalty!

Double the Fun

- Travel in pairs & have more fun
 - Support and security
 - Rescue
 - Position
 - Act as a host
 - Glowing intro of others
 - Spouses intro

Connect to People

- Opportunity is everywhere – discover your world's connections
 - Business and social situations
 - Join organizations linked to your industry or some that are not
 - Volunteer, give back to your community
 - Periodically assess functions you are attending

Maximize your time

- Use your time wisely
 - Before the event: list three things you want to accomplish
 - Meet another attendee
 - Say hello to the speaker
 - Ask a question
 - Arrive early & scope out the room
 - Contribute more than your silent presence

Insider Tip

- Dress for success!
- Wardrobe and hygiene is important!
 - Update your look to remain current
 - What works in Dallas may not necessarily work in Cornwall
 - People should remember you for you, not your clothes or your hair



Be Visible

- Engage!
 - Anytime you meet someone you have an opportunity to develop a stronger network
 - Even weak connections have value
 - Build a variety of contacts in many different areas
 - Don't be a no show to events
 - Experience rejection? Too bad, so sad, move on ...

Keep it Going

- The art of the follow-up and relationship building
 - Find out what you can do for someone and do it
 - Holidays are one of the best times to recharge your network
 - Ask permission to follow up
 - Reliability builds your reputation. Write it down and follow through

Keep it Going

- The art of the follow-up and relationship building (continued)
 - Follow up with care
 - Invite them to another event that they maybe interested in
 - Send copies of pictures taken by you at an event
 - Do they have a newsletter that you could be a subscriber?
 - Reconnect by sending personal note

Insider Tip

- You do not have to *pay* a lot to network effectively, but it will *cost* you a lot if you miss these obvious “musts”
- **Team Cornwall**
 - One time fee, no annual dues
 - Most meetings less than \$10
 - If Cornwall grows, so does your business
- **Chamber of Commerce**
 - Directory is a key resource
 - Most events are free
- **Network Organizations**
- **Seminars**
 - Update your skills and meet people with similar likes
 - Most local seminars are free or low cost
- **Volunteer**
 - Give back and meet new clients for free



Team Cards are a great icebreaker!

Insider Tip

We live in a digital world. Make it work for you.

- **Facebook**

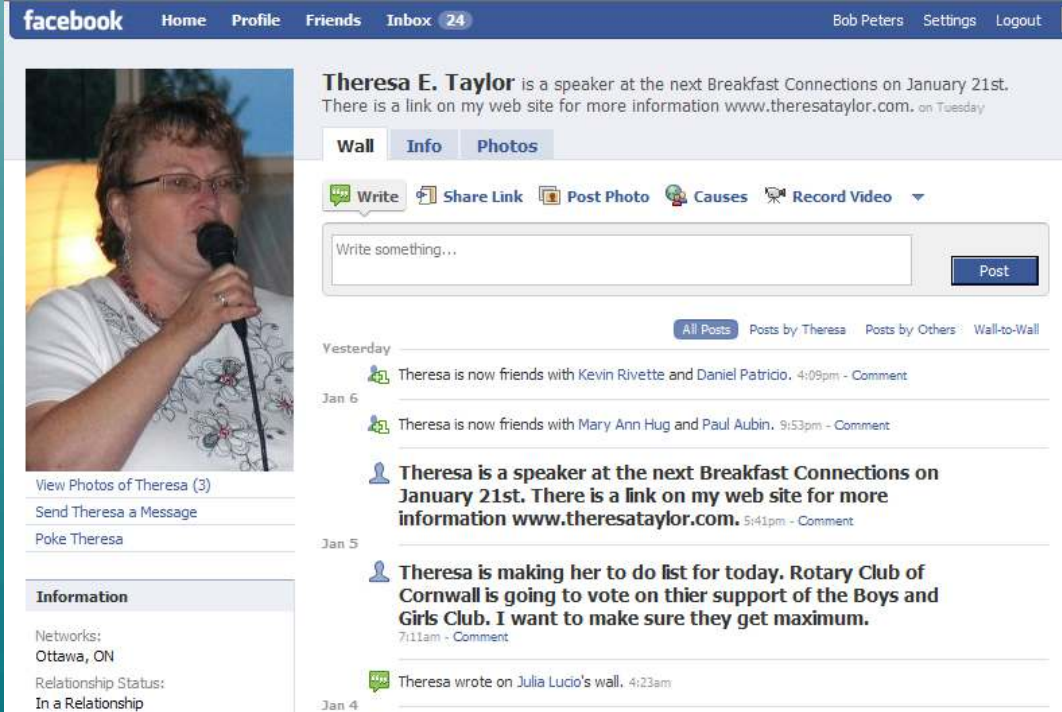
- Keep track of people you know online at social networking sites

- **YouTube**

- Remember, they said rock and roll was just a fad

- **E-Mail**

- If people value your thoughts, they will read your email (which by the way is free)



The screenshot shows a Facebook profile for Theresa E. Taylor. The profile picture is a woman with glasses speaking into a microphone. The bio states: "Theresa E. Taylor is a speaker at the next Breakfast Connections on January 21st. There is a link on my web site for more information www.theresataylor.com. on Tuesday". The page shows a post from yesterday: "Theresa is now friends with Kevin Rivette and Daniel Patricio. 4:09pm - Comment". Another post from Jan 6: "Theresa is now friends with Mary Ann Hug and Paul Aubin. 9:53pm - Comment". A post from Jan 5: "Theresa is a speaker at the next Breakfast Connections on January 21st. There is a link on my web site for more information www.theresataylor.com. 5:41pm - Comment". A post from Jan 5: "Theresa is making her to do list for today. Rotary Club of Cornwall is going to vote on thier support of the Boys and Girls Club. I want to make sure they get maximum. 7:11am - Comment". A post from Jan 4: "Theresa wrote on Julia Lucio's wall. 4:23am".

Positive Networking

- 1) “ You have to kiss a lot of frogs to find a prince”
- 2) Positive networking is not about you.
- 3) Introduce yourself by name, hand out a card, make it a habit
- 4) Treat everyone as equals
- 5) Give everyone the password – **Permission**
- 6) Learn the power of asking questions and use it
- 7) Be there and know something.

Networking

**“The most important person
you know is someone you
haven’t met”**

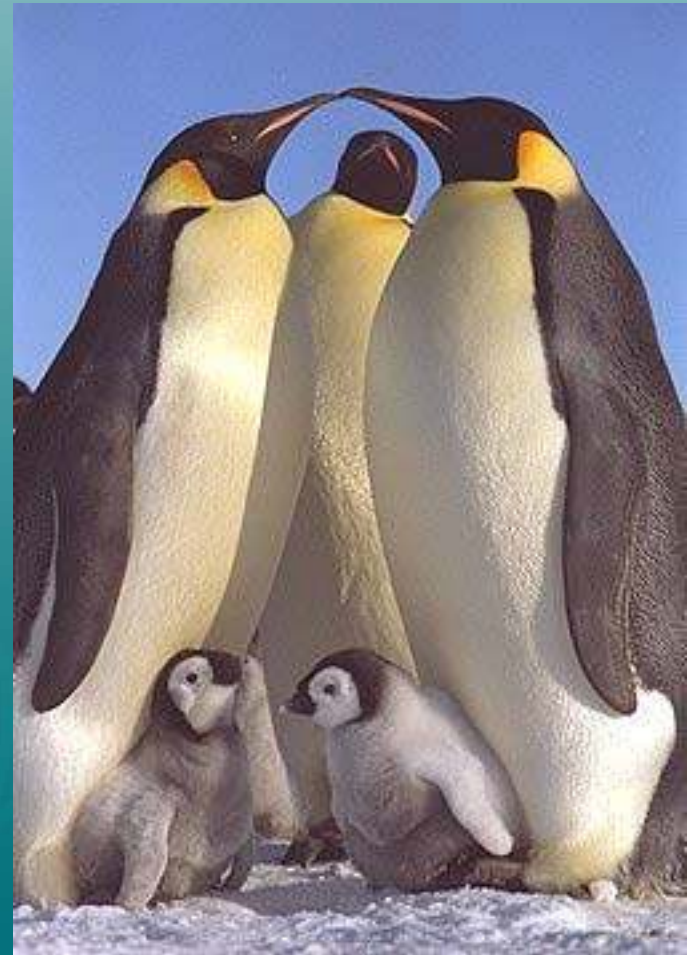
Clay Shirky
Wired Magazine

Networking

“YET”

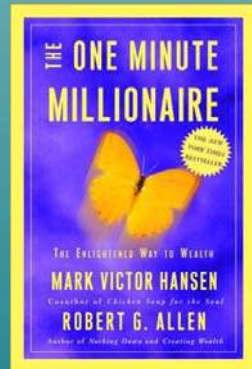
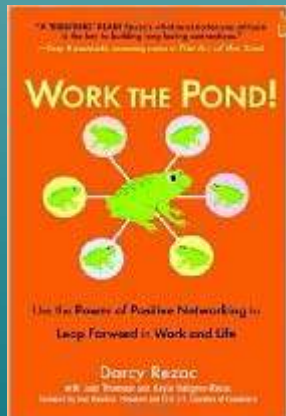
Networking

Be a penguin...
...not an ostrich!



Reading Material

Work the Pond! Darcy Rezac
www.workthepond.com



Effective Networking Strategies
Donna Messer
www.connectuscanada.com

Make it, So you don't have to FAKE
IT! Patricia Fripp
www.fripp.com



The One Minute Millionaire
Mark Victor Hansen
www.oneminutemillionaire.com