

Networking

or - *“Meet & Greet for Fun & Profit”*

Kim Lindsey || November 3, 2015

Fulfilling Work – Christian Perspective

4 Types of Networkers

Making a Positive Impression

Where to Meet People

Networking “Kit”

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Reality

Key points

What God wants for you is

Exercise 1: Your Personal Brand Statement

Instructions:

1. Start with a single sentence describing what you do (or want to do) for a living.

I'm a senior customer service manager.

2. Add your best “selling point” as an employee – your best talents, work skills, or outstanding work achievements.

I've run large customer service groups and twice built the operation from the ground up.

3. Explain why you want to connect with people.

I am looking for a new position in customer service management.

4. Write a sample of how you would ask for referrals. Imagine that you are talking to someone who may be connected to the work you seek or the companies you're interested in.

I'm looking for contacts at XYZ Company. Who do you know there? May I contact them and use your name?

What I do (or hope to do):

My best selling points:

Why I want to connect with others:

What I will say when asking for a referral:

Exercise 2: Your Comfort Network by Relationship

Instructions:

Put at least 1-2 names in every box that you can. Remember, each of these people knows 250 other people!

Family	Friends	Neighbors	Your friends' parents
Your parents' friends	Your parents' colleagues	Your children's friends	Your children's friends' parents
Classmates / Alumni	Local chamber of commerce	Members of your church	Professors
Teachers	Seminar instructors	Mentors	Former bosses
Colleagues (co-workers)	Customers	Employees you managed	Members of your clubs

Exercise 2: Your Comfort Network by Relationship (cont.)

Professional group members	Service organization members (Rotary, etc.)	School committee members	Counselors
Friends from military service	Coaches (sports, arts, hobbies, etc.)	Your doctor	Your lawyer
Your insurance agent	Your accountant	Your auto mechanic	Manager of your favorite coffee shop
Owner of your favorite restaurant	Your barber or hairstylist	Your mortgage broker	Your real estate broker
Your veterinarian	Your dry cleaner	Shop or business owners you know by name	Acquaintances who owe you a favor

9 Essential Networking Habits

1. **Seek relationships, not just contacts.**
2. **Focus on referrals.**
3. **Work outward from trusted relationships.**
4. **Find ways to be helpful.**
5. **Take advantage of group settings.**
6. **Seek network connections everywhere.**
7. **Follow up / follow-through.**
8. **Bring networking to every corner of your life.**
9. **Develop your own networking style.**
10. *Lighten up!* Have a sense of humor.

“People who start networking every time they switch jobs but don’t stick to it in the interim are like the folks who exercise and diet for two weeks because the doctor ordered them to lose weight, but then drop the healthy lifestyle until the next crisis.”

Quote from Monster Careers: Networking, by Jeff Taylor & Doug Hardy