

Making Good Connections

What is Networking?

Networking today, more than ever, is driven by value-add relationships. This requires a new mindset and approach. To earn time and attention in our easy-to-access information society, we **MUST** be willing to provide people with **VALUE**, without asking for anything in return.

"You need to give with zero expectation of return."

– Gary Vaynerchuk

The multiplier effect

The real power of networks is in the multiplier effect. Put simply, that is the fact that the power can grow exponentially as the more dots that there are on your radar the more the chances are that you have of joining some of those dots together around you. So if we go back to the simple sum of $2+2=4$ but with networking it can equal 5 or more, then a much better way of thinking about the sheer power that they can bring is by replacing the '+' symbol with a 'x' symbol.

**Evaluate your current
network - Map it out**

**The most valuable
network we have isn't
the one “out there”, but
the one we already have.**

**Enhance your most
valuable relationships -
Figure out who matters
most.**

Be curious

**If you want to connect
with someone, find a
way to help that person.**

**Think people, not
positions.**

You have to have a generous spirit. The greatest networkers I know genuinely like to help others. They're always doing it. And if they ever do need anything, people will fall over themselves to help them.

**Expand your existing
network**

**The Power of Your
Network is the “Ask”**

**The quickest way for
people to like you is for
you to show genuine
interest in them.**

– Dale Carnegie

**Give Before You Receive -
The key of successful
networking: Give before
you can get.**

Explore new networks - Keith Ferrazzi wrote in *Never Eat Alone*, “Successful networking is never about simply getting what you want. It’s a sort of career karma, too; how much you give to the network determines how much you’ll receive.”

**Follow Up - and Then
Follow Up Again**

**Doing your homework
shows a sincere interest
in the other person as an
individual, and not just as
a business contact**

**Seek Common Ground -
There is a shortcut to
fostering a new
relationship with real
roots: Figure out what
you and the other person
have in common**

**Ask for a Strategic
Introduction - If you can
find it, a third-party
endorsement will give
you a powerful edge**

Extend your reach - the starting point will still often be from within your existing professional network

Be yourself

Who's in the room?

The art of conversation

The Champion

The Connector

The Wing

The Mentor

**The Industry
Insider**

The Realist

The Visionary

**The
Brainstorm**