

Networking Your Elevator Speech



1. Write down services or features you provide (or what you are passionate about).

2. Share the benefits that your clients or employer could derive from these services (why are you passionate about these things?).

3. Grab the listener's attention.

4. Leave them wanting more (ask advice).

5. Listen to and practice it.

Networking Opportunities/Resource Worksheet

Name	Email	Cell	Passion/Position	Who can you connect them to?	Comments	Actions Taken
1.						
2.						
3.						
4.						
5.						
6.						

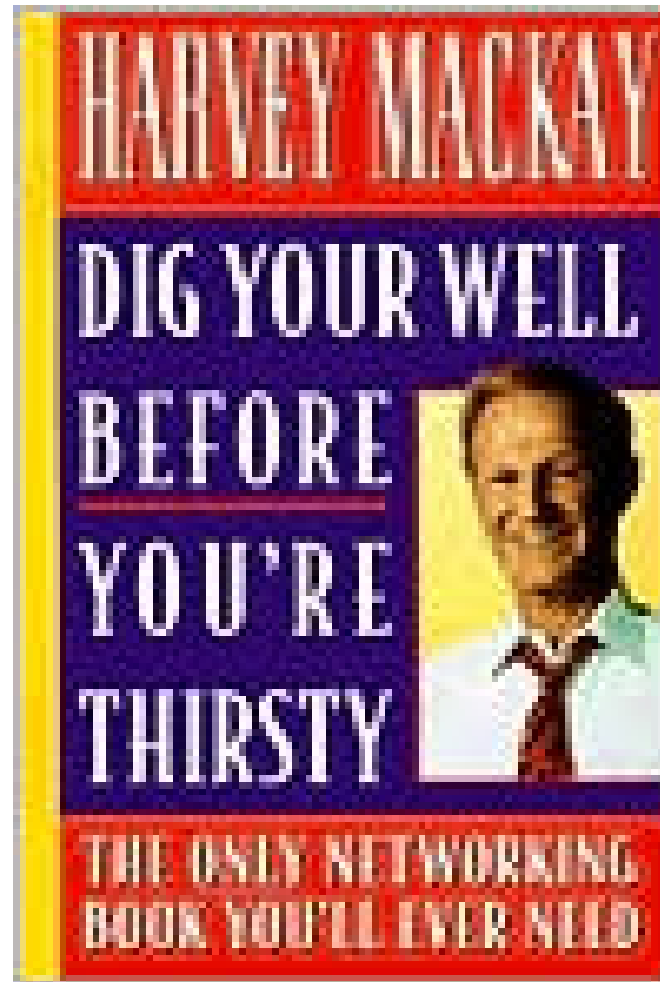
“The idea is to be on other people’s lists as a person they can count on. Become a reliable resource.”

Diane M. Wiater, Ph.D.

Networking Essentials

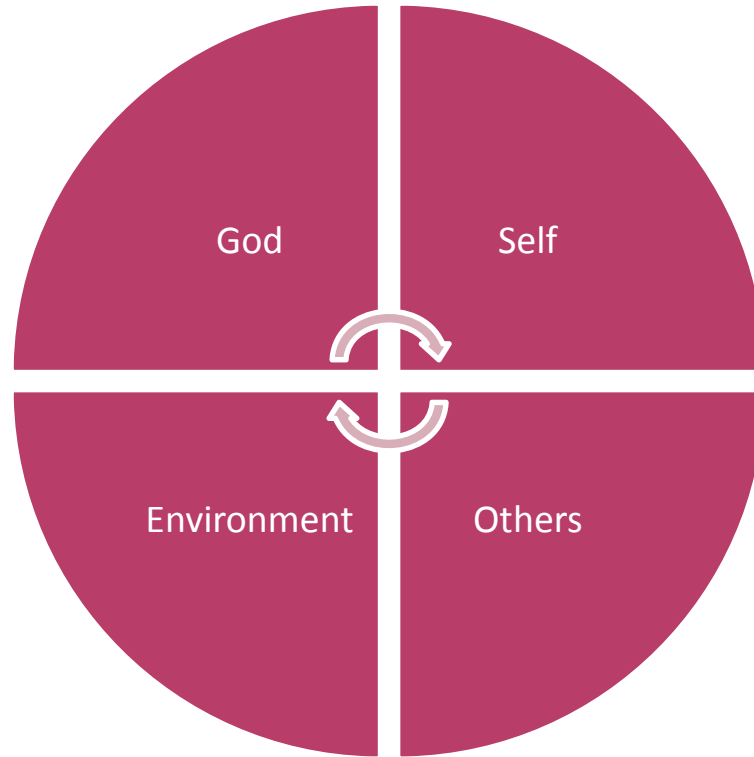
Objectives:

- 1) Better Understand Networking
- 2) Seeing Networking as Service NOT Schmoozing
- 3) Feel more comfortable actually Networking



Dr. Diane M. Wiater

Leadership Intersection



Networking Essentials

If I had to name the single characteristic shared by all the truly successful people I've met over a lifetime, I'd say it is the ability to create and nurture a network of contacts.

No matter how smart you are, no matter how talented, you can't do it alone.

Harvey Mackay

What is Networking?

Networking is...

“The systematic process of seeking mutually beneficial relationships and forming strategic alliances that will help individuals and organizations grow.”

Mark Begley, MBA

Networking is about Service.

It is about others

How can I serve others?

What are they passionate about?

What do they need?

How can I help them?

Who do I know that I can connect them to?

Networking Assessment



Getting Started: Retrain your Brain

Common Outlooks on Networking:

- I just feel like I am talking to someone to get something from them.
- I don't know enough to engage this person in an intelligent conversation.
- I've never been good at meeting people, that is not my personality.

Ways to change your attitude about Networking:

- Understand what God has called you to do
- Know your values
- Redefine what it means to interact with “strangers”
- Try and get to know who you are talking to
- Prepare and practice your self-introduction
- Risk rejection

Compiling your list – being on someone else’s list

“Networking is not a numbers game. The idea is not to see how many people you can meet; the idea is to compile a list of people you can count on.” Harvey MacKay

“The idea is to be on other people’s lists as a person they can count on. Become a reliable resource.”

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Opportunities Worksheet



The Elevator Speech



What is your elevator speech?

- Quick verbal personal promo
- It's the verbal tool you use to create interest about you and what you do
- It's the auditory reminder that helps people remember you

How to create an “elevator speech”

- Speech should be between 15-30 seconds
- First write down the services or features that you provide (talk about your passions)
- Share the benefits that your clients or employer could derive from these services (why are you passionate about these things?)
- Grab the listeners attention
- Leave them wanting more
- Listen to and practice it

Networking Event Etiquette

- Proper food etiquette
- Start with a purpose and goals
- Place your name tag on the right side
- Introduction etiquette
- Have an effective handshake
- Spend 8-10 minutes with each person
- Ask questions about them
- Always have your business card available

Business Card Etiquette

- Don't leave home without them
- When you give one, ask for one
- Be generous
- Ask for referrals (be someone they will remember and tell about)

Following up

Personal touches still matter

- Make notes for yourself following an event or encounter to help you recall info about the person
- Send a note (email is generally fine, and immediate)
- Remember personal details
- Create and use a system for keeping up with who you meet
- Send thank you notes

Review

- Effective leadership is how well we intersect, God, ourselves, others and the environment
- Networking is about others and it is a service
- We have to retrain ourselves about how we think about Networking
- The “Elevator Speech” is a tool for engagement and remembrance
- Proper event etiquette honors others

Review

- Business cards, bring them, give them, receive them
- Follow-up – personal touches still matter

Networking

Please give us your [feedback](#).