

Volume 1

Effective Networking Strategies



Donna Messer

*// Networking is the single most effective way
to build a successful business //*

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THE INUKSHUK

The Inukshuk is a universal symbol of the importance of friendship, and of our dependence on one another. It is given to acknowledge or establish a fellowship between people, companies and countries.

In the Arctic, within a few miles of the coast are Inukshuk, massive stone figures used as landmarks to show direction. Back to the sea ... back to a home. A legacy of a people determined to survive and determined to succeed.

*“The difference you make today, counts
in all our tomorrow’s ...”*

For centuries, massive stone figures built in the image of a human have stood silhouetted on the treeless Arctic horizons. The Inukshuk figure is a meaningful powerful symbol of the importance of making an effort today ... doing something, saying something, giving something ... that will make the way better and safer for all of us tomorrow.



WHAT IS NETWORKING?

Networking — “making connections among peers”.

One person with a need contacts another person with a resource and networking begins. The best way to network is to band together through shared values and ideas.

Remember when you could get a job just by applying through an ad in the paper?

Now you have to know people, hear about the position and make your own opportunities.

Remember when you could sell your wares just by hanging out a shingle?

Now business is so vast and competitive, you have to network to develop a good client base.

Remember when an advertisement brought virtually instant business?

Now everywhere we turn we see ads and messages, all fighting for our limited attention. The only effective way to make your message stand out is through networking.

Remember when you could go to college and be guaranteed a job upon graduation?

Now you must network to find work, and often you must network to find and be accepted into an educational program.

Remember when you could meet friends and mates just by going to parties and clubs?

Now many people are too busy for purely social activities. They want to combine business with socializing. They want to attend meetings that help them reach their goals while allowing them to build deeper relationships.

Remember when business meetings were run on overloaded agendas, with no time for networking?

Now people are beginning to talk with each other instead of being talked at.

NETWORKING


Networking has been practiced by humanity for thousands of years. It was originally done to find the best hunting grounds, a source of safe water or a supply of needed herbs for healing. Today, we use it for the same reasons, just updated for our millennia. We find our restaurants, hairdressers, daycare, churches, sports clubs, bars, friends, doctors, clients and even spouses through networking. We can't blame networking for our children but almost everything in our life has come to us through one form of networking or another.

It is only common sense that we learn how to use this powerful and pervasive tool effectively.

Effective networking demands that you know who you are and what you want before you can effectively communicate and establish a mutually rewarding, sustainable relationship with someone. There are a plethora of excellent books on the market, readily available at bookstores and libraries, to help you discover yourself. Use any tool that will help you learn more about yourself —meditation, journaling, workshops, support groups, astrology, etc. (If it works, don't knock it.)

Networking is not a difficult skill to master. You can easily learn everything you need to know. The hardest part is remembering to just do it —anytime, anywhere, with anyone. Effective networking requires a dedication to your goals and a loyalty to the members of your network. When you start to network with someone it is because you need the skills or service or product that person offers or someone he knows has to offer. That person will only network with you if your services are what he, or someone he knows, needs. At networking events, you don't come out and say, "Here, buy my product." You need to get beyond "what's in it for me" to the point of "what's in it for everyone in the room".





It sometimes helps to set down the goals you would like to achieve. Once written, it is easier to decide which network will help you achieve those goals.

Networking gives people practice in getting out of their cocoons, according to Gwen McIvor-Knox who taught at Centennial College. People learn how to get up in front of a group of people and talk about themselves and their businesses. She cautions, for some people, it opens up too many opportunities. They find they have become extended into a universe that they may not be prepared to handle. They may not be grounded enough in the issues that have to be dealt with in business. Consequently, some people find that this sort of networking carries a certain burden. Networkers need to be ready to accept the challenge.

Networking is not just a tool to get a job or further a career. It's a valuable method for gaining information to help you in whatever your interest may be.

- Networking produces information and information is power.
- Networking is different from asking favours. It's giving as well as receiving information and advice. Successful networks give as much as they receive.
- Networking helps more people further their careers and start their jobs than anything else.
- Networking is the business of making others look good and making them feel good about you, so you can get what you want.
- Networking is the skill of linking enough people/contacts together to reach your objective. Remember: everyone you meet has the power to lead you to others.

ESSENTIAL SKILLS

Effective networkers utilize these three essential skills:

- creative visualization
- lateral thinking
- artful listening

When you have mastered these skills you can network effectively and creatively.

CREATIVE VISUALIZATION

This is the process of dreaming about your future, and turning the dream into reality by using your own skills, tools and strategies. You can use this process to help create a wish list, set goals, and find ways to achieve them.

For right-brained people, creative visualization and lateral thinking are fairly easy skills to use. Don't type-cast yourself in one hemisphere. Let yourself imagine. Making things happen is within your power. When you dream, write down a description of those dreams.

What do you see when you look in the mirror? You don't always see the whole picture. When you visualize with mind's eye you tend to look at the big picture, where there aren't barriers of colour, oceans, or languages. Often a little sign flashes in your head — "You can't do that." The subtle message automatically raises barriers to realizing our visualizations. Refuse to listen to that sort of message. Positive thinking plays a big part in the process. With some effort you can reject your own negatives.

During this process ignore all the reasons, financial or personal, that will prohibit you from doing something. Eliminate all selfimposed barriers to wishes. "I can't", "but", "if" are not used in this exercise.

There are several steps to the process. Imagining your life path is only part of the exercise. The challenge is to express, in writing, where you really want to go. With the written description of a mental vision, you develop a target, a goal. It is tangible; you can really make it happen. Target some bite-sized achievements that you can accomplish in a specific time frame along the way to the big goal.

LATERAL THINKING

Lateral thinking is a term developed by Dr. Edward DeBono in 1967 and is now defined in the dictionary as "seeking to solve problems by unorthodox or apparently illogical methods." You can use pictures to move your thoughts to other levels until you come up with an image you can use. In computer lingo they call it "fuzzy logic" where there are no limits of right/wrong. Lateral thinking stretches your imagination to see a win in every situation.





In life and in business, when something negative happens, try to think of a way to turn it around.

HOW CAN YOU TURN A NEGATIVE INTO A POSITIVE?

By listening to what people tell you, you can make connections that result in mutually beneficial business arrangements. Suggesting that two people contact one another may seem a mismatch to those involved because they don't see the common link. Lateral thinkers broaden the possibilities by looking beyond the obvious and leaping to un-thought-of opportunities.

Allow yourself to think in pictures. Images will help you to find new ventures. This is an encompassing process.

Focus on one thing. It could be a business issue that needs a resolution, a product for which you are seeking a market, a service that needs a new market or method of delivery. Close your eyes and think. Words pop into your mind and then the pictures appear and the process goes from there. You build up layers of images. This process of lateral thinking gives us imaginative choices. Using images to spark a thought can make it easier for you to make a connection.

ARTFUL LISTENING

Listening is an art form. At networking sessions it is important to use the creative art of listening. You need to be able to really hear what fellow networkers are saying if you want to make connections with and for them. Artful listening helps you make the connections in your own mind that help you to remember the person and the message. This essential creative skill helps you to encourage speakers and lateral thinkers. It is important to create an atmosphere between you and the people you are listening to that is safe and caring. This creates a situation where ideas and feelings can be expressed freely.

HOW TO BE AN ARTFUL LISTENER

- Prepare to listen. Focus your attention on the speaker. Tune out your surroundings.
- Avoid distraction. Ignore what is going on beside you or outside the window.

- Concentrate on what is being said rather than on what you will say when it is your turn.
- Listen for the tone of voice. What is the person really saying to you?
- Sit or stand properly. Use body language to let the speaker know that you are attentive. Nod, smile, make eye contact to let the speaker know that you are listening.
- Take notes. You know the adage about strong memories and pale ink!
- Ask questions.
- Limit your talking. Show respect for the other's right to speak and be heard. Refrain from talking to your neighbour during a presentation.
- Don't jump to conclusions.
- Listen for ideas and facts.
- React to the ideas and facts **PROFESSIONALLY**, not personally.

TAXI CABS - THEY'RE ALL THE SAME!

No way! Here is a story that guarantees food for thought. Everyone knows that you can't improve or change the cab industry. A cab driver in New York decided to improve his service. He looked at his client base and decided he wanted to upgrade. Here is what he did! He had his "mission statement" printed on a plastic-coated business card. When the cab driver arrived to pick up a customer he handed his card first, then asked if the passenger was ready to allow him to be his driver. When the passenger got into the car he found several "new" marketing concepts ... the driver offered a choice of newspaper, a cold or hot drink, choice of radio station — and at no extra charge! According to the story, this cab driver has increased his business by over 500%, and now has people making reservations!



WHERE DO YOU NETWORK?

- Associations, Clubs
- Schools, Educational Facilities
- Special Interest Groups, Not-For-Profit Associations
- Buses
- Board of Trade, Chamber of Commerce
- Entrepreneurial Groups, Networking Groups
- Grocery Stores, Gas Stations, Banks, Planes, Trains and Boats
- Everywhere!

WHY DO YOU NETWORK

- To find employment
- To achieve goals
- To find opportunities for growth
- To find profitable connections for everyone of our network
- To build business contacts, meet new friends and associates

HOW DO YOU NETWORK

- By thinking laterally
- By listening carefully
- By giving an effective one-minute infomercial

HARRY'S STORY

I was preparing for a seminar once and I needed to Cerlox bind some reports for the participants. I didn't have a Cerlox binder and so I called the first place in the yellow pages in order to get one. It turned out that the gentleman I spoke with was coming to the seminar that evening and he was very helpful to me. Within half an hour of our conversation I had the binder in my office and Harry (the gentleman) was helping me do my binding. That evening I introduced Harry to the group and told them that he had done a very good job for me and I would recommend him to anyone needing equipment such as his. (I believe that this is just good networking.) At the end of the evening I challenged each person there to go out the next day, approach the first person they saw outside of their family and say, "I want to make your day. What do you need?" I told them that helping people would build business opportunities and this was a good way to get started. Harry came up to me and promised that he would do this and call me tomorrow with the results. About 11 a.m. I received a phone call and it was Harry. He said, "You're not gonna believe what happened!" I said, "Try me." So, he told me this story: I walked out the front door on my way to work and I saw my neighbour, Bill, getting into his car. I've known Bill for 20 years but we've never really gotten to know one another, so I yelled out, "Hey Bill. Wait a second." I hurried over to his car and said my line 'I want to make your day. What do you need?' Bill thought I had been drinking and said as much. I told him about your seminar and your challenge and then I repeated my question. Bill told me that there was nothing I could do for him. There was a big piece of printing equipment he needed for work. He had found the equipment for sale in the United States for \$120,000 U.S. but he wanted to buy it in Canada and he wanted a better price. I looked at him for a moment and then said, "I can help you with this." Bill laughed and told me that he knew I did bindery stuff but was sure that this was way beyond what I did. I looked at him again and said, "I make that piece of equipment. I can sell it to you for \$89,000 CDN. I can have it delivered to your place of business before the day is out." Harry became a believer.



How Do You THINK?

WHO ARE YOU?

Through a process of creative self-discovery you can find out who you are and what you want to do. You can identify your skill sets and talents. Based on this information you can then use networking to achieve your goals. There are books available at your bookstore or library, self-help groups that focus on self-discovery and understanding, and professional therapists dedicated to helping you better understand yourself. This process is outside the scope of this book, however, it is a vital part of the networking process. If you are not familiar with yourself and how you work, it is very difficult to get the most out of networking. Use all your available resources to learn about how you work and think. I include here some information and exercises that can help you determine how you think.

USING YOUR HERITAGE

A Spanish gentleman started a computer repair company. He wanted to help people buy both computers and software. His problem was that he had a heavy Spanish accent. Unfortunately, a substantial number of people hung up before he could do any business. What he did was to take advantage of his ethnic background.

He changed the name of his company to Computador (like matador) and showed the Computador waving the cape at a computer (instead of a bull). On the bottom of his brochure was the statement, “Computer service guaranteed — no bull!” His business increased dramatically by using the ethnic “hook” humorously.

RIGHT OR LEFT BRAINED?

Over the years experts have discovered that the brain has two distinct hemispheres; each works in a different way. With its own special role in dealing with current situations, one side of the brain usually dominates the other in what we do.

LEFT-BRAINED PEOPLE

- are logical
- verbalize their ideas
- have facility with numbers
- use analysis of all information to formulate new ideas
- draw rational conclusions from this information
- tend to break things into segments to analyze
- abstract specific information bits from the whole
- generally have a good sense of humour
- possess a poor sense of spatial relationships
- think linearly with one idea following another.


detail-oriented	analytical	rigid
verbal	practical	rational
logical	concrete	scientific

RIGHT-BRAINED PEOPLE

- use gestures or pictures in descriptions
- put parts together to form a whole
- see things as they are
- make analogies and see likenesses
- often have a poor sense of time
- rely on intuitions and instinct
- have a poor sense of numbers
- have a good sense of spatial relationships
- are intuitive
- think holistically
- see patterns linking ideas as a whole
- act emotionally
- develop spiritually
- act playfully

holistic	imaginative	visual	flexible
spiritual	emotional	playful	conceptual
musical	artistic		





In business it used to be common to tell people to use their brain — to be creative. Studies have shown that when a person is being creative, both sides of the brain are involved. In most people the right- and left-brain characteristics combine to contribute to the whole; however, sometimes the separation is quite evident. Knowing where your tendencies lie will help you find methods to achieve goals.

BODY LANGUAGE

FROM WHICH SIDE DOES YOUR BODY SPEAK?

By the age of five we have settled down to becoming right- or left-handed. Nobody yet knows why. About 10% of the world's population are left-handed. Whether you are right-handed or lefthanded, it is unlikely you are exclusively either. The language your body speaks may have a left or a right bias, but just how left-bodied or right-bodied are you? Answer the questions below and find out your action bias.

You can confirm your bias by taking measurements on the left and right sides of your body. The side used more often tends to develop more muscles and thus be larger.

DID YOU KNOW THAT YOU HAVE A DOMINANT EYE?

You can find out which eye is more dominant by raising your thumb at arm's length and covering a spot across the other side of the room with it. Close first one eye and then the other. When your dominant eye is the one that is open, your thumb will still be covering the spot. When your less dominant eye is open, the spot will be at one side of your thumb.

HOW MUCH DO YOU KNOW ABOUT BODY LANGUAGE?

No matter what we say to each other in conversation, our bodies send very clear messages. The way we sit or stand, the expressions on our faces and the gestures we make are mostly quite unconscious, but other people respond to them. If our words and our body language match, we feel comfortable in conversation.

BODY LANGUAGE — WHAT ARE WE SAYING?

We are at an interview. We lean forward, poised on the edge of the chair, feet crossed, hands clasped comfortably in front of us. What are we saying? “We’re listening, paying attention, we’re interested in what is being said. We are comfortable and will add carefully thought out comments to the interview.”

We are at the same interview. We sit back, cross our arms in front of us, stretch our legs out and wait for the interview to begin. What are we saying? “ We don’t need to be here, we already know more than you do, and you probably won’t add anything of value to the meeting.”

Body language is very important. Paying attention to our actions and the way we give off non-verbal signals is as important as what we say. A few of the following signals are important.

“MUST LEARNS” IN THE BUSINESS OF COMMUNICATING:

The Scenario — An Interview in a Prospect’s Office

Eyes — are they directed towards you, do they meet yours on a regular basis?

Head — is it tilted towards you?

Arms — are they crossed or uncrossed?

Hands — clasped, comfortably visible, or hiding behind something?

Feet — are they crossed, tucked under the chair, or stretched out in front of you?

Body — still and relaxed or agitated and active?

The Scenario — A Networking Function at a Stand-up Affair

Eyes — in contact with yours or darting all over the room?

Head — tilted towards you or swiveling from side to side?

Arms — on you, around you, or comfortably relaxed?





Hands — did they shake? What did the handshake say?

Firm, limp?

Feet — shuffling, firmly placed?

Body — standing too close, too far away, just right? Leaning towards you, away from you?

By learning to read the body language of others, every contact is more profitable. By understanding your own body language, you learn to put more nonverbal positive messages into your communications.

Observe Yourself in Action

Decide which side you use most often in reply to each of the following questions. If left side, put L in the left-hand side of the page; if right side, put R in the right-hand side of the page.

Fold your arms; which arm is on top?

Which hand do you use for writing?

Which hand do you use to scratch when the middle of your back itches?

Tilt your head sideways without moving your shoulders; which shoulder is your head closer to?

Clasp your hands together; which thumb is on top?

Stand on one leg; which leg did you stand on?

When you cross your legs, which leg is on top?

Which hand is on top when you clap your hands?

When lying in bed, on which side do you turn first?

If you suck your thumb, which one do you suck?

Look in a mirror. Which shoulder is higher, if either?

Which eye is higher, if either?

On which side of your head does your hair part naturally?

If you can't hear something, which hand do you use to cup round your ear?

Which leg do you prefer for kicking a ball?

Which hand do you prefer for throwing a ball?

In which hand do you carry the heavier bag when carrying two bags at once?

Which shoe do you put on first when dressing?

Which foot steps first when going upstairs?

Imagine you are winking at someone; which eye winks most easily?


Multiply your score by 5. If your higher score was RIGHT 12 (5 x 12) gives you a 60% bias to the right. If anyone asks you can say, "I have a ___ % action bias to the ___"

HOW DO YOU LEARN?

MULTIPLE INTELLIGENCES

It is recognized now that all people do not learn in the same way. When information comes in, different people process it in different ways. All of us use every one of these different ways of learning but we are generally stronger in some and weaker in others.

At a special school in Seattle a seven-year-old boy was demonstrating great difficulty in learning his alphabet. The boy was bright, personable and relatively well-adapted but not able to learn in the classroom. The teacher noticed that the boy was physically gifted — coordinated, quick, talented at sports and realized that the boy was a body/kinesthetic learner. She had the boy do jumping jacks at the back of the class while he recited the alphabet to her. He got it letter perfect.



Knowing your learning style is an important part of developing your networking style. It can even influence the work that you choose as being most appropriate and fulfilling for you to do. There are seven types of intelligence identified here. There are more.

VERBAL/LINGUISTIC INTELLIGENCE relates to words and language. We use this intelligence in listening, speaking, reading and writing.

LOGICAL/MATHEMATICAL INTELLIGENCE deals with inductive and deductive reasoning, recognition of patterns, numbers and relationships. When you make connections between pieces of information you are functioning within this intelligence.

VISUAL/SPATIAL INTELLIGENCE includes being able to visualize an object and to create images in your head. You learn better when you can see something. Visual arts, navigation, architecture, engineering and certain games such as chess depend on strong visual/spatial skills.

MUSICAL/RHYTHMIC INTELLIGENCE includes the ability to recognize tonal patterns, rhythm and beat. It includes sensitivity to environmental sounds, the human voice and musical instruments. If you studied better with the radio on, your musical intelligence is probably higher than you think.

BODY/KINESTHETIC INTELLIGENCE is related to physical movement and the knowledge of the body and how it functions. It includes the ability to use the body to express an emotion, play a game or to create a new product. Actors, athletes and massage therapists use this intelligence in their work.

INTERPERSONAL INTELLIGENCE is used in person-to-person relationships.


It includes the ability to communicate with others and to have empathy for their feelings and beliefs. Successful sales people have a well-developed interpersonal intelligence.

INTRAPERSONAL INTELLIGENCE is based on knowledge of the self. It includes metacognition (thinking about thinking), emotional responses, self-reflection and a sense of spiritual realities.

Multiple Intelligences Checklist

- I enjoy doing jigsaw puzzles, mazes, and other visual puzzles. (3)
- Books are very important to me. (2)
- I regularly spend time alone meditating, reflecting, or thinking about important life questions. (1)
- I engage in at least one sport or physical activity on a regular basis. (6)
- I frequently listen to music on radio, cassettes or compact disc. (4)
- I enjoy being around people and have many friends. (5)
- I can easily compute numbers in my head. (7)
- I like to get involved in social activities connected with my work, church or community. (5)
- I like to gather information from movies, videos, slides and pictures. (3)
- I show an aptitude for word games like Scrabble, Anagrams or Password. (2)
- I march to the beat of a different drummer in style of dress, behaviour or general attitude. (1)
- I would rather spend my evenings at a lively social gathering than stay at home alone. (5)
- I believe almost everything has a rational explanation. (7)
- I play a musical instrument. (4)
- I enjoy mathematics and/or using computers. (7)
- I often like to spend my free time outdoors. (6)
- I think in images and pictures. (3)
- I can hear words in my head before I read, speak or write them down. (2)
- If I hear a musical selection once or twice, I am usually able to sing it back fairly accurately. (4)
- I have a special hobby or interest that I keep pretty much to myself. (1)
- I like to devise experiments to test out things. (7)
- My best ideas often come to me when I'm out for a long walk or a jog, or when I'm engaged in some other kind of physical activity. (6)
- I can easily keep time to a piece of music with a simple percussion instrument. (4)



- 
- I have a deep awareness of my inner feelings, strengths and weaknesses. (1)
 - I like to write, read and listen to learn. (2)
 - Geometry was easier for me than algebra in school. (3)
 - I would describe myself as well-coordinated. (6)
 - I prefer group sports like volleyball or softball to solo sports such as swimming and jogging. (5)
 - I can reason out things in a logical manner to solve problems. (7)
 - I react with strong opinions when controversial topics are being discussed. (1)
 - I can read maps, charts and diagrams easily. (3)
 - I learn best by relating and cooperating. (5)
 - I learn best by moving around, touching things or acting things out. (6)
 - I am able to organize information and then analyze, interpret, and make predictions. (7)
 - I sometimes catch myself walking down the street with a television jingle or other tune running through my mind. (4)
 - I like to organize people and can be manipulative at times. (5)
 - I like to draw and doodle. (3)
 - My conversation includes frequent references to things that I've read or heard. (2)
 - I have a deep sense of self-confidence. (1)
 - I have a well-developed vocabulary and use language fluently. (2)
 - I know the tunes to many different songs or musical pieces. (4)
 - I am skilled at handcrafts (woodworking, sewing, sculpting). (6)
 - I read social situations accurately and understand feelings. (5)
 - I have an appreciation for colours and shapes. (3)

WHAT DO YOU WANT?

“No one was less surprised to be appointed vice president of Ford Motor Company at the age of thirty-six than Lee Iacocca. After all, while still in college at Lehigh University, he had decided to become a Ford vice president — by age thirty-five.”

GOALS

When we set goals for ourselves we are providing two very important keys to success. Goals tell us where we are going and let us know when we have arrived at our chosen destination. Both are equally important.

When you set your goals it is very important that you ask for precisely what you want. Otherwise, you may spend a lot of time climbing the ladder of success only to find it's leaning against the wrong wall.

A woman living in San Francisco decided she needed to find a new place to live. When she was asked why she wanted to give up her beautiful home, she pondered for a while and then came back with a list of things that she expected to add to her life by finding a residence in a new location. The list included more fresh vegetables (she was willing to garden), more time outside in the fresh air and more exercise. She adapted her goal accordingly. Soon after this she met a man and they began dating. It turned out that the man was a greengrocer and provided her with fresh fruits and vegetables every day. He was also a member of the Sierra Club and went hiking in the mountains each weekend. They eventually married, settled in her beautiful home, hiked weekly and ate fresh food each day. If this woman had not identified the deeper goals behind her wish to move, she might never have realized that she truly had attained the goal that she set for herself.

GUIDELINES FOR NETWORKING

*This above all:
to thine own self be true,
And it must follow,
as the night the day,
Thou canst not then be false
to any man.*

Shakespeare

THE CANADA GOOSE

Next fall, when you see
Geese heading South for the winter
flying in V formation ... you might consider
what science has discovered ... Why do they fly this way?

As each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in V formation, the whole flock adds at least 71% greater flying range, than if each bird flew on its own.

People who share a common direction and sense of community can get where they are going more quickly and easily if they travel on the thrust of one another.

When a goose falls out of formation, it suddenly feels the drag and resistance of trying to go it alone, and quickly gets back into formation to take advantage of the lifting power of the birds in front.

If we had as much sense as the goose, we would stay in formation, traveling with those who are headed in the same direction.

When the head goose gets tired, it rotates back in the wing, taking advantage of the lift from the rest in formation. Another goose flies point taking a turn at leading the way.

WHO IS IN YOUR NETWORK?

*Coming together is a beginning, staying together is progress,
working together is "SUCCESS"*

I was asked to speak to a group of high-school students about goal setting, opportunities and believing in yourself. I was the last speaker in a week-long series on health related issues such as drug abuse and incest. These kids had spent the last week finding creative ways to entertain themselves throughout the seemingly endless parade of speakers. It seemed as if each kid had picked the knees out of their jeans, their hats were on backwards and they were mumbling as I walked on stage. They weren't mumbling, "Oh wonderful. I'm so excited!" either. I looked out at the sea of 15, 16 and 17 year-old faces and knew I had to get their attention, so I yelled at the top of my lungs, "I made a million dollars", then I said "I didn't get to keep it, I just said that I made it, and what I want to tell you is that I made the money through setting goals and building teams. I want to show you how you can do the same thing." I then asked everyone in the room if they had a special goal or a special need. I said that I was their fairy godmother and if they were brave enough to come up I would grant their any wish (meanwhile having my fingers crossed behind my back). A young man at the very back of the room put up his hand and said, "I'll come up." Instead of just walking up to the front of the gymnasium he swaggered up, and instead of climbing the stairs, he did a back-flip onto the stage. I thought that he would try to give me a hard time. "So you're my fairy godmother?" "Yes," I replied. "And you can grant my any wish?" "Yes, I can," I said keeping my fingers crossed behind my back. I then said in my heart, 'Please God, let me help this kid'. He looked at me and then said "Okay ... I want to fly. I want to be a pilot."

MAKING IT WORK

*In The End, The Only People Who Fail Are
Those Who Do Not Try.*

INFOMERCIALS

“My name is Donna Messer. How can I help you?”

This is my signature introduction. I use it on the telephone or in person and usually elicit a question as a response, such as, “I don’t know. What do you do?”

This serves as a door opener, and allows me to explain what I do. It also gives me an opportunity to ask others about their skills, their interests and aspirations. The ability to ask questions and to listen to answers is a foundation stone of good networking.

My success over the last number of years is based largely on learning how to ask questions and not being afraid to ask. Because I assume the people I ask are experts, most people don’t feel threatened. Most are willing to share their knowledge and look forward to an interactive exchange. People like to talk about what they know! I believe the ability to ask, coupled with the willingness to listen, are the cornerstones of my success. Good networking requires these basics.

To communicate effectively you need to establish a mutual trust with your audience. With some form of understanding of one another, each person can let down the barrier of suspicion and allow a rapport to build. When your audience is defensive, you need to go on the offensive to create a constructive situation. This holds true with one-on-one communication and with large audiences. The speaker has to establish a rapport with the audience and the audience has to want to listen.

At structured networking sessions you have a message to deliver. The minute you walk into the room you are creating a message.

SUCCESS TEAMS

A success team is a group of individuals who want to achieve a goal with the help of a team. The team usually consists of likeminded people each with a network of friends, colleagues, business associates and relatives who can add value to their own personal contacts. The team meets on a regular basis (usually once a week) and the sole purpose is to help other team members connect and focus on successfully completing their goal.

The team will help design an action plan and focus on results. The secret of the success of this whole plan of action is the support you receive from your team. That is why the plan works when others don't. Wishes and dreams are achievable goals when everyone works together. Being accountable to the other members of the team help keep everyone on track. The club members are your support team, they are there for you, you are for them, **AND YOU CAN'T LET THEM DOWN!**

You need ongoing sustained effort over an extended period of time in order to achieve your goals. You need support and encouragement when times get tough, you need encouragement when you run into the inevitable interruptions, setbacks and fears that are part of every journey to the top. But when you have a team behind you, you can succeed!

By living our dreams, we can contribute not only to ourselves, but to everything around us. The saddest thing of all is that most of us are not only not living our dreams, we have stopped believing in them.

NETWORKING AND MARKETING

How do they work together?

Doing business without advertising is like winking at a girl in the dark. You know what you're doing but nobody else does.

Stewart Britt

WHAT IS AN ENTREPRENEUR?

Entrepreneurs are unemployable, so they must start their own companies.

Entrepreneurs refuse to accept defeat and are driven to the point of ruining their health.

Entrepreneurs often come from families where there were problems, and household responsibilities were thrust upon them at an early age.

Entrepreneurs have spotty academic records, but lots of street smarts.

Entrepreneurs have commitment, and want to control their venture.

Some Entrepreneurs may have learning disabilities and are not able to comprehend the numbers so necessary to bankers.

An Entrepreneurial company values its employees and does community service work with no expectation for commercial gain.

Entrepreneurs don't blame the government, the economy or God for their problems.

NETWORKING IN THE FUTURE

*One can never consent to creep when one feels
an impulse to soar.*

Helen Keller

*I know God will not give me anything I can't handle. I just
wish that He didn't trust me so much.*

Mother Teresa

NETWORKING IS THE FUTURE!

Times have changed. It's not what you know, but who you know that is important. We have to become more aware of the role of networking in the future. A recent article in The New York Times describes a new breed of executive, so new they've invented a name for them — the CLO, or Corporate Learning Officer. Their job? "Encouraging employees to share knowledge, networking!" The growth of information and the often huge size of companies make the task difficult, and because the stakes are high, a growing number of corporations, including Coca-Cola, Cigna, Hewlett-Packard and Monsanto, are hiring CLO's and paying them salaries between \$300,000 and \$700,000. If networking is the way of the future, you have to become plugged in and keep the wires humming!

Networking is the future, and your future will only be guaranteed if you learn to network.

