

# A4 – Effective Networking



## **CAAWS: Canadian Association for the Advancement of Women and Sport and Physical Activity**



# Workshop Agenda

1. What and why - definition and value
2. Tips and suggestions
3. “Wine and Cheese” Reception
4. Creating Your Networking Plan
5. Post Cards



# Introductions

- What comes to mind when you hear the word networking?



# What is Networking

- Cultivating & nurturing a relationship
- Mutual exchange of information, support, advice and resources are given & received
- “Pay it forward” and “giving back”
- Learnable skill - requires both time and planning



# Networking – What’s in it for Them?

- Many people genuinely want to help
- People who have benefited the network often want to give back
- Research has confirmed the existence of “self-reward” for people that help others



# Personal and Organizational Networks

- We all have a networking “pond”
- Worksheet #1
- Who is in your pond?
- What is the value of your networks?



# Networks – The Value of Variety

- Bonnie Erickson - U of Toronto
- “Diverse” networks - better jobs, more cultural interests, feel healthy
- Men and women tend to associate professionally with their own gender – gives men greater access “up” the occupation ladder



# Tips and Suggestions Worksheet #2

1. What can you offer your network
2. Where can you go to network
3. Tips for being effective at events
4. Suggestions for following up with current and new contacts



# It's WHAT & WHO You Know

- It's what you know
- It's who you know
- It's who knows what you know
- It's who knows what you need to know



# Preparing for an Event

- Select an event where you can meet the people you want to meet
- Review the participant list
- Select your sessions
- Print your business cards
- Practice your hand shake



# Final Preparation – Just Before the Networking Event

- Position your Business cards
  - Yours in the right hand pocket
  - Theirs in the left hand pocket
- Eat before the function – (drink after)
- Name tag - high and on the right side



# Preparing to Work the Crowd – Worksheet #3

- Consider who you may see
- Prepare a strategic, up-beat intro
- Prepare conversation starters
- Have a “exit strategy”



# Follow-Up after the Event

- Write notes on their business card
- Place cards and information in your “networking file”
- Identify how you will follow-up and with whom



# Wine and Cheese Reception

- Place your business cards in your pocket and know where you'll store other peoples' cards
- Pick up your glass
- Get up and briefly meet 3 new people
- Exchange business cards



# Networking Nightmares

## Worksheet #4

- Don't know anyone in the room
- Being ignored by a group
- The person you're speaking with is scanning the room
- You have a "cling-on"
- Wearing the wrong clothing



# Other Success Factors

- Treat everyone with equal respect
- Exhibit “host” behaviour
- Remind people of your name
- Bring a friend
- Give your undivided attention
- Read body language



# Networking in Cross-Cultural Environments

- Be informed about the cultures and traditions before your meeting
- Handshakes, how to respectfully address someone, business card exchange, personal space,
- Helpful web sites [executiveplanet.com](http://executiveplanet.com)  
[learnaboutcultures.com](http://learnaboutcultures.com)



# A Networking Strategy

- **Plan** – Consider what you need to know and who you need to know – select the right networking events
- **Implement** – Connect with people – attend events, parties, workshops and meetings – exchange business cards
- **Follow-up** – Stay visible, give-back and stay in touch with people in your network



# Your Networking Strategy Worksheet #5

- Where will you go to network?
- What can you offer your network?
- Who will you add to your network?
- What follow-up will work for you?
- What tips + strategies will you use?



# Next Steps

- Prepare for tonight's reception
- Write a post card to yourself + leave them on your chairs
- Visit [www.caaws.ca](http://www.caaws.ca)

