

Foundational Principles for Effective Networking



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Foundational Principles for Effective Networking

Or . . .



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What I wish someone would
have said behind a podium
when I was at BYU



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Foundational Principles

- * Make other people more successful
- * Work hard to give more than you get
- * Find out others' interests
- * Don't keep score
- * Remember that the key to success is generosity
- * Build your network before you need it



Foundational Principles

- * Be personal
- * Be interesting
- * Package yourself in a personal brand and broadcast your brand
- * Join associations
- * Be humble
- * Reach back in your past
- * Find mentors
- * Learn from many people



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Step 1: Planning

- * Do your homework
- * Find your mission in life
- * Start connecting with people you do know
- * List the people you already know



Step 1: Planning

* Create a *Relationship Action Plan*

1. Your goals up to three years from now in three month increments.
2. Names of people that could help you reach each goal.
3. Strategies to reach the people you list in point two above.

Once you have your plan, post it in a place where you will see it on a regular basis



Step 1: Planning

- * Organize and manage your information
- * Make lists
- * Know the most important players in your field
- * Build your “verbal fluency”



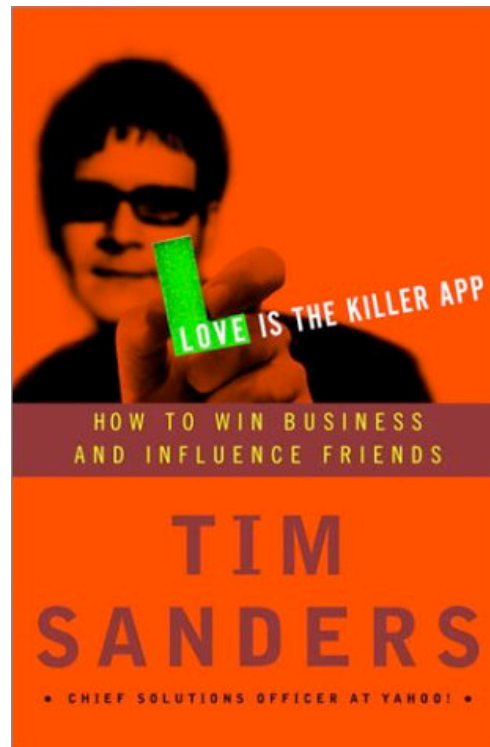
Step 2: Connecting

- * Make friends
- * Be yourself
- * Learn to listen
- * Always remember the other person's name
- * Be sincere
- * Make yourself indispensable to others
- * Take the initiative to help—Volunteer!



Step 2: Connecting

* Be a “knowledge broker”



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Step 2: Connecting

- * Be bold and willing to ask for what you want
- * Be transparent
- * Be persistent
- * Share your passions
- * Ask for “information” interviews



Step 3: Following Up

- * Never, ever disappear—work hard to remain visible and active
- * “Ping” all the time
- * Repeat and repeat again



Step 3: Following Up

* Create a rating system

One way to make maintaining relationships easier is to create a rating system for the network that corresponds to how often you reach out. For example:

1. A “1” is contacted at least once a month
2. A “2” gets a quarterly call or e-mail
3. A “3” is reached at least once a year



Step 3: Following Up

- * Integrate pinging into your workflow
- * Do your first follow up soon
- * Don't forget to do your second follow-up
- * Utilize technology



Step 3: Following Up

* Have Fun!



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