

Networking Essentials

half-day
management
master class



- ▷ Learn strategies for developing your network of contacts
- ▷ Understand the significance of the 'reciprocity principle'
- ▷ Master the art of 'informal conversations'

Appreciating how to create and maintain a network of contacts that will boost your career prospects and drive business success.



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Networking Essentials



Overview

Successful people have a network of contacts that they can rely on to help and support them in good times and bad. They can put them in touch with interesting or useful people; they can recommend good quality suppliers or consultants; pass on tips and leads; flag up changes in markets or technologies or just offer sound, impartial advice. Of course this support mechanism is a two-way street so that the expert networker is also ready willing and able to assist the people that make up their network. This half-day management intensive workshop will dramatically improve your ability to gain confidence in your networking abilities, and make good things happen both in your work and social life.

Learning objectives

By attending this highly interactive and practical half-day course you will:

- ▷ Discover a simple, yet elegant, process for developing a networking strategy
- ▷ Acquire strategies for telling stories and anecdotes that make a great impression
- ▷ Learn how to introduce yourself in a way that grabs attention
- ▷ Grasp some methods available to start and leave a conversation
- ▷ Deal with barriers to effective networking
- ▷ Develop the ability to both add and receive value from your networking circle

Who should attend?

This course is ideal for experienced managers who want to have a refresher or 'master class' on networking concepts and techniques. It is also relevant for all those new to management or leadership and who want to grasp the essential elements of networking early on in their career.



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The golden rules of networking



Reviewing the theories, key concepts and principles involved in effective networking

- ▷ Why network?
- ▷ Understanding the key principles
- ▷ Being aware of the pitfalls

▶ **Exercise:** *brainstorming key concepts*



Designing your network



Understanding how to build, design and maintain a social network that gets results.

- ▷ Features of good quality networks
- ▷ The reciprocity principle and how to apply it
- ▷ Developing action plans

▶ **Exercise:** *drafting a social network*



The art of conversation - working a room



Effective networkers are able to mingle with people at conferences, exhibitions, social gatherings etc and both make a good impression and develop connections with people.

- ▷ How to introduce yourself (the elevator speech)
- ▷ Joining a conversation with confidence
- ▷ Leaving a conversation elegantly
- ▷ The importance of matching values
- ▷ Understanding the value of 'indirect questions'
- ▷ Stories and anecdotes and how to use them

▶ **Exercise:** *developing your introduction and role playing a networking conversation*



Feedback

Feedback is based upon peer review using BMC assessment checklists. Completing the BMC assessment checklists is not only valuable to the people involved in a given role play or case study, it also helps those completing them to gain an in-depth understanding of the building blocks that make up effective networking strategies.

Contact

Further information is available by contacting Boulden Management Consultants at:

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