

NETWORKING
The MOST Valuable Super Power



For Today's Discussion

- How to be effective while networking
- Learn fresh ideas
- Avoid the pitfalls
- New perspective





Tell me about NETWORKING!!

What is the value?
Do you like to network?
 Why? Why not?
What is the hardest part?
Where do you go?
How do you know if you are effective?



IMPORTANT!!!

- Networking will never go out of style
- In-person have been proven to be most effective
- Pay attention to your online presence
- Make an impression
- 93% of communication effectiveness is based on non-verbal cues

The Story of: ② THE TOP





I DID NOT

- **dream of being an entrepreneur**
- **have an endless supply of cash**
- **have a plan**
- **have a clue!!!**



I DID

- have motivation
- have passion
- have people who supported me emotionally
- have courage to take a risk



Why does this matter?

- Never said “no”
- Willing to work for free
- It forced me to be creative
- My excitement inspired others!



How did I get started?

- LinkedIn
- Prepare
- Identified the 3 ways I could help
- Meetings, and then more meetings
- Targeted partnerships that would help me learn
- Targeted partnerships that would lead me to new people

The PITFALLS



- Exhausting
- Not everything panned out
- It was **UNCOMFORTABLE**
- Steep learning curve
- Staying focused on mission

My First WIN: 



How did I build momentum?



- Looked for every opportunity to get out there:
 - Public Speaking
 - Networking Groups
 - Asked for help
 - Open to new ideas
 - **SPENT TIME AT EVERY EVENT**

The PITFALLS



- Exhausting
- Keeping everything organized
- Felt like it took forever
- Couldn't help everybody
- Outside my comfort zone

Momentum:



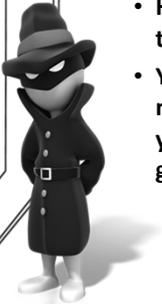
Central Iowa
SHRM
Society for Human Resource Management

Breaking Out On My Own



- Became a great listener
- Sought out innovation opportunity
- Was willing to network with everybody
- Everything was new

The PITFALLS



- Scared!!
- Have to be willing to learn
- You will make mistakes – until you get into a groove

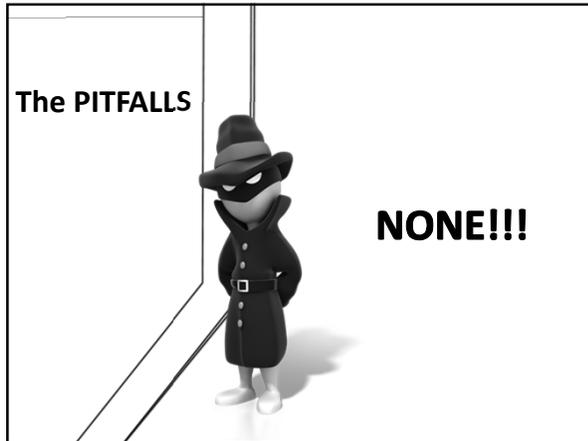
Momentum: 



Maintaining the Network



- Ongoing meetings
- Honor my roots!
- Still willing to take as many meetings as I can
- Share my network



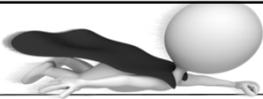




ENHANCE YOUR NETWORKING POWER

To BUILD Relationships:

- Get “engaged”
- Every conversation has value
- Find how you can help
- Follow through



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To be EFFECTIVE:

- Be willing to take chances
- Step outside your comfort zone
- Be a SOLUTION
- Offer something different



ENHANCE YOUR NETWORKING POWER

To be EXPAND your network:

- Maintain your social media
- Invest the time
- Don't limit yourself
- Always ask "Who else?"

