

the connector

SPECIAL EDITION | SHEPA LEARNING COMPANY NEWSLETTER

BY GAYLE HALLGREN-REZAC & JUDY THOMSON

It was great speaking to you at your networking event. We jammed a lot of tips in our 15 minutes so here they are again, and more! The first tip? Please sign up for our free weekly *Positive Networking*® tips. <http://www.workthepond.com/tips/index.html#email>

-Gayle and Judy

PRACTICE POSITIVE NETWORKING®

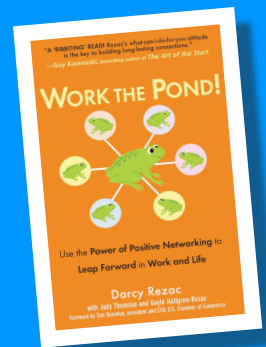
The reason most people do not like networking is because they think it is about 'selling yourself' and the dreaded elevator pitch. Instead, *Positive Networking*® is "discovering what you can do for someone else". Our philosophy takes all the pressure off because it is not all about **you**, so it helps with one of the biggest challenges in networking-- conversation. Being a *Positive Networker* means you start asking questions to learn about the other person. *Positive Networking*® builds your good reputation and makes you 'relevant' to others.

"Positive Networking is the world's best definition of networking—discovering what you can do for someone else. Herein lies eighty percent of the battle. If you understand this, the rest is just mechanics." -Guy Kawasaki, from *Art of the Start*

THE NETWORK DANCE: N.E.T.W.O.R.K.®

N: Never leave home without your business cards. Give out your card as part of a graceful introduction. If the other person doesn't give you a card, ask for one. Avoid stashing their card immediately in your pocket, keep it as an insurance policy in case you forget their name. Check out www.moo.com to print some very cool biz cards.

E: Engage the other person in those first seconds. Make eye contact, smile because people are hard-wired to smile back. We recommend *Social Intelligence* by Daniel Goleman if you want to connect more effectively with others, to become very socially smart: <http://www.danielgoleman.info/blog/topics/social-intelligence/>



Work The Pond! Use the Power of Positive Networking is available at

<http://www.workthepond.com/books/index.html>

Also available as an ebook

<http://tinyurl.com/kindlepond>

Apple

T: Travel in Pairs. If you fear going solo to networking events take backup to keep you company. Your tag teammate can be a work colleague, a potential business associate, a mentor, a friend. Use the *Glowing Introduction*™ which is a short, sweet and flattering way of introducing the person you are with--sing their praises!

W: Working the pond means being aware of opportunities to act like a host, rescuing wallflowers and opening the circle. Avoid multi-tasking, a beverage and a plate of snacks doesn't give you a free hand to exchange cards.

O: Opportunities are missed every day because people often think networking is an event. It's not, it's an attitude. Raise your network 'shepa' (Tibetan word for consciousness or awareness).

R: Repeat, repeat, repeat. Set a goal of going to one event a week where you can meet seven new people.

K: Keep it going - One event does not a network make. Get involved, volunteer. Take 20 minutes after an event to follow up with the people you met - did you promise them an article, schedule to meet for coffee? Ping people on a regular basis--just to touch base. Send handwritten cards - as a thank you or congratulations. You will be memorable, it makes an impact!

YOUR NETWORK MAP

VISUALIZE YOUR NETWORK. [InMaps](#) from LinkedIn is a really great way to visualize your network (at least your LinkedIn network).

Join us on LinkedIn: <http://www.linkedin.com/in/judythomson> and <http://ca.linkedin.com/in/gaylehallgrenrezac>

ASSESS YOUR OPERATIONAL, PERSONAL & STRATEGIC NETWORKS



- Who should be in your network but isn't?
- Where are the gaps and where do you have to go to meet those people?
- Who are the connectors?
- Where can you add value?
- Do you have a wide range of people outside your industry or area of expertise?
- Who gives you different viewpoints?
- Who challenges your thinking?

Happy Positive Networking! Gayle Hallgren-Rezac & Judy Thomson, CA

TABLE TIPS



1. Get there early so you can network during the reception.
2. Put two people between you if you go as tag teammates.
3. When you get to the table, walk around and introduce yourself to everyone and exchange cards.
4. Don't let anyone stay trapped in 'the cone of silence.' Bring them into the conversation.

INMAPS

