
Networking for Growth

Personal and Professional

YR BIZ - Celebrating Women in Business

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THE EXECUTIVE COMMITTEE

WHY DO PEOPLE NETWORK?

Why do time starved, overworked, sleep deprived
business people drag themselves out of bed to
meet other time starved, overworked, sleep
deprived professionals?

TOP 5 REASONS BUSINESS OWNERS NETWORK TOGETHER

100 people were asked why they attend networking events. This is what they said...



Source: abTeamUp.com

DO YOU LIKE NETWORKING?

- 80% of survey respondents, when asked whether or not they enjoy networking, said they “don’t like it”.
- **WHY?** #1 reason – they find it stressful!
- When given the choice of doing a difficult task with tight deadlines or having to meet a stranger and make a good impression, guess which caused their blood pressure to rise?*
- Meeting a stranger caused blood pressure to rise 10-15% higher.

*Source – Study by Ken Prakachin – Psychologist

SO WHY NETWORK?

Because IT WORKS!

- Most positive method of marketing yourself or your business
- Networking is NOT about socializing
- Networking is a long-term game of building relationships, establishing trust, and allowing people to know and understand you and/or the products and services you sell



WHAT'S YOUR NETWORKING PAIN POINT?

- Shy
- Hate meeting new people
- Don't like talking to strangers
- Hate small talk
- Waste of time
- No time
- Have to wash my hair

DON'T LIKE IT – GET OVER IT

- See new faces not as strangers, but as friends you have not met
- Network one-on-one vs. in groups
- Create a comfortable environment
- Do coffee not lunch/breakfast
- Begin with 20 minutes and build
- Go in pairs
- Leverage your assets



HAVE A PLAN

- When you enter a room take your time
- **Stop , look and approach:**
 - Acquaintance
 - Host
 - Friendly Group
 - Wall flower



FACTS

- Good things happen to good networkers
- Networkers **ALWAYS** do better than people who stay at home



THE DON'TS OF NETWORKING

DON'T:

- X Be overly aggressive
- X Try hard to impress
- X Focus on connecting with the BIG names in the room
- X Don't stick with wallflowers
- X Stay Quiet
- X Take yourself too seriously

THE **GOLDEN RULE** OF NETWORKING

IT'S NOT ABOUT YOU!!!

- Focus on what you can do for someone else
- Be authentic and be genuine in wanting to get to know other people and find ways on how you can be of help to them

TOP 10 TIPS

1 - Know why you are networking

- Grow your business
- Expand your knowledge
- Meet centres of influence
- Seek a mentor
- Gain access to membership, individuals, clubs
- Be stimulated by meeting like-minded people
- Job search
- ???



TOP 10 TIPS

2 - Do your homework

- Check company website - what is current, new and newsworthy.
- Individuals - what are their passions, needs and interests.
- Be ready to contribute – know something.



Goal - You must do more than connect, you must bond and impress!

TOP 10 TIPS

3 - First Impressions are lasting

- Call personally by name 3 times
- Be a good listener – don't interrupt
- Don't criticize, condemn or complain
- Be genuinely interested - nod and lean in to show you are engaged
- Be sincere
- Fall deeply and temporarily in love with them

TOP 10 TIPS

#4 Communicate with body, voice and words

- Smile – says you are approachable
- Eye Contact
- Unfolded arms and relaxed
- Shake hands



FACTS

- Over 90% of what you communicate will be remembered through the power of your body language, voice, tone & pitch
- Body Language – 55%
- Voice/Tone/Pitch – 38%
- Words – 7%



TOP 10 TIPS

#5 Details, Details, Details

- Name Tag – right side
- Drink in left hand
- Everything in moderation – especially alcohol
- Food and networking are mutually exclusive
- Be well groomed – when in doubt dress up a notch
- No profanity – always remain courteous and professional

TOP 10 TIPS

6 – Always, always have business cards

- If you leave home without them **GO BACK**
- If unemployed get a personal card
- Extend hand, introduce yourself, and give a business card – in this order
- Take time to read the card, repeat the name and be genuinely “pleased to meet/see you”

TOP 10 TIPS

7 – Remember the **Golden Rule**

- It is not about you – you will get your turn
- Start of with personal and transition to business
- Always have an ice breaker
- Avoid prickly conversations
- Ask questions and then listen
- Engage – validate, build, explore
- Allow them to brag
- **Take notes – a dull pencil is better than a sharp mind**

TOP 10 TIPS

8 – Be ready with your 30 second commercial

- Be brief, Be clear, Be memorable
- Who are you?
- What do you do?
- What sets you apart?
- Note – practice – this is harder than you think!
- Whatever you do, don't waste your 30 seconds

Goal

- ☆ Capture their attention
- ☆ Deliver your message
- ☆ Distinguish yourself



TOP 10 TIPS

9 – Have a follow up system

- Don't waste your opportunity
- Write thank you notes within 24 hours
- Be timely, brief, personal, specific and authentic
- Send something of value – article, information, an introduction, invite to an event, comment on website
- Be reliable - if you made a promise always deliver
- When appropriate – write a personal thank you note

TOP 10 TIPS

#10 Repeat

- Make networking part of your daily routine – meet someone new once a week
- Random acts of staying in touch - find opportunities to send your contacts a quick note
- Be open – create an open door not a gate keeping environment
- Seek opportunities – local chambers of commerce, clubs, boards, charities, fund raisers, church groups, kids events/sports, alumni, conferences, etc.

TOP 10 TIPS

1. Know why you are networking
2. Do your homework
3. First Impressions are lasting
4. Communicate with body, voice and words
5. Details, Details, Details
6. Always, always have business cards
7. Remember the Golden Rule
8. Be ready with your 30 second commercial
9. Have a follow up system
10. Repeat

A few final thoughts...

GENDER DIFFERENCES IN NETWORKING

Women	Men
Speak from a place of emotion	Want to establish who they are, what they have accomplished and achieved
Like sharing details on how, why & where aligning with feelings and emotions	They want to share their responsibilities and what they can provide
Communicate experiences, share stories, collaborate for group consensus	Focus on how they can benefit others in terms of profitability, efficiency and other benefits
Support and act to one another stories and conversations	Want to build credibility first
Use twice as many words as men	Brief and to the point
Overall	
Gauge ability to connect and build trust and understanding	Want to know what you have achieved, what you are doing and how it can help them

Source: *Business Networking and Sex (Not What You Think)* (Entrepreneur Press, 2012) by Ivan Misner, Hazel M. Walker and Frank J. De Raffele Jr.

A FEW CONVERSATION STARTERS

1. Where did you grow up?
2. Do you have any siblings?
3. How did you hear about this event?
4. I don't know too many people here, so I wanted to introduce myself. I'm [name] and work at [company].
5. What's one of your favorite parts of this job?
6. Have you seen any movies?
7. What have you read lately?
8. Did you take a vacation this year? Where did you go?

International Women's Day

Every year on March 8th, thousands of events are held throughout the world to inspire women and celebrate achievements. From Malala Yousafzai to Mother Teresa, we are inspired by women both young and old who have changed our society and helped shape the world.

We thank you for attending today's event and we encourage you to continue connecting with women through business conferences, government activities, and networking events to inspire change in your business community.



MARIANNE TAGGIO

A highly trained professional with over ten thousand hours in professional coaching, leadership development and building strong team dynamics.



- Works with executives particularly CEO, presidents and business owners to grow personally and professionally
 - Lead transformative and sustainable business change that drive profits with high client and employee engagement
 - Orchestrate large scale corporate turnarounds
 - Define and execute dynamic new corporate visions and directions
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- ✓ Executive Coaching
 - ✓ Strategic Planning
 - ✓ Performance Turnarounds
 - ✓ Business Growth Strategies
 - ✓ Culture & Corporate Change
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REACH OUT

Feel free to reach out to me any time at mtaggio@tec-canada.com.
It would be my pleasure to connect with you and support you any way I can.

I wish you great success on your journey.

**Relax and enjoy the positive power of
networking.**

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