



HOW TO ONLE

Four principles that allow you to be a successful networker.

O - ONE-TO-ONES

The magic of networking starts when we talk to each other. Book one-to-ones and park your expectations: it's about getting to know people, not what you can get from the conversation. Don't assume you know exactly what people do or can offer based on their job title. You don't know what else they do and who they know. And even if you can't do business together, you may find a friend.

N - NURTURE

Spend time building relationships. If you want help and support, give help and support. If you want attention, give attention. When someone is speaking, pay attention to what they are saying: can you help them? And be consistent - show up regularly and remember that we don't build relationships based on one conversation.

L - LISTEN/POSITION

Positioning what you offer is crucial. If you can't succinctly explain what you do, why you're different, who you can help and how you can help them, how can you expect people to inquire or refer? Listen to how people react to what you say, ask for feedback and tweak accordingly.

E - ENGAGE

The cliché "you get out what you put in" applies to networking. Get involved: attend your meeting, and other events if they are available. The dialogue should continue on social media: like, comment/share members' content online. Be part of the community - don't wait for it to come to you.



O·N·L·E
Networking