

Networking outside the Company

Networking – according to Merriam Webster is “the exchange of information or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business”. These and other events can become more easily managed with this great workshop.

With our Networking (Outside the Company) workshop, your participants will begin to see how important it is to develop a core set of networking skills. By managing and looking at the way people interact and seeing things in a new light, your participants will improve on almost every aspect of their networking strategy.



Course Outline:

Module One: Getting Started

- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: The Benefits of Networking Outside of Work

- Create a Solid Network
- Meet Strategic Alliance Partners
- Generate Leads
- Position Yourself
- Case Study
- Module Two: Review Questions

Module Three: Networking Obstacles

- Time Constraints
- Saying the Wrong Thing
- Where to go to Network
- Fear of Rejection
- Case Study
- Module Three: Review Questions

Module Four: Networking Principles

- Develop Contacts
- Organize Your Contacts
- Follow-Up
- Maintain Relationships
- Case Study
- Module Four: Review Questions

Module Five: Why Network?

- Gain Trust
- Be visible
- Be an insider
- Gain Advantage
- Case Study
- Module Five: Review Questions

Module Six: How to Build Networks

- Physical Networking Groups
- Attend Networking Events
- Social Networking Sites
- Create Networking Referral List
- Case Study
- Module Six: Review Questions

Module Seven: Online Networking Tools

- Social Networks
- Blogs
- Chat Rooms
- Email
- Case Study
- Module Seven: Review Questions

Module Eight: Develop Interpersonal Relationships

- Be Specific
- Keep your Word
- Maintain Boundaries
- Invest Time
- Case Study
- Module Eight: Review Questions

Module Nine: Common Networking Mistakes

- Taking Before Giving
- Assumptions
- Reaching too High
- Assuming Tools Create Connections
- Case Study
- Module Nine: Review Questions

Module Ten: Time Management

- Prioritize Contacts
- Create Group Activities
- Connect Online
- Schedule Your Network Activities
- Case Study
- Module Ten: Review Questions

Module Eleven: Manage Personal and Professional Network

- Be Responsive
- Give Back
- Separate Personal and Business Activities
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations
- Recommended Reading