

'FIRST CLASS' RESULTS

- using top tips from the pro's



First Class Results for Networking

'Sometimes in life, it's not what you know, it is who you know'

We network to some extent every day of the week, but how many of us really *leverage* those connections when it comes to finding work or achieving a goal? People are normally very willing to help, but they are not mind readers so we have to **ask** for what we want.

- 1. PAY IT FORWARD** Take up your position in the networking world by being a 'giver'. You will be rewarded in abundance when you need a helping hand in return. Little bits of help to others can make a real difference. Point them in the right direction, send them a link to some advice, given them a golden nugget of advice!
- 2. TRUST AND RAPPORT** Networking works on a basis of building up relationships with people. If you don't have this, others will not help you (and will not take advice from you). It takes time, just like meeting a new partner for the first time, you don't ask them to marry you on the first date! Take things slowly, build up relationships trust and rapport and support people unconditionally.
- 3. FACE2FACE v VIRTUAL** Get the right mix here – virtual is all well and good but it never beats face2face. Perhaps arrange to meet someone on neutral ground, go for a coffee and really get to know them. It's in these sorts of conversations where you'll really find out how you can help them and vice versa.
- 4. NETWORKING EVENTS** We all have to formally network at some time in our lives. You can enjoy it – honest! Go with the premise that you are there to help others and meet new people. Who knows where that might lead? If you are really nervous, take a friend with you.
- 5. SIX DEGREES OF SEPARATION** Professor Stanley Milgram said that we are never more than 6 steps away, from the people we want to meet in this life. How true is that! You only have to look on social network sites like Facebook and LinkedIn to see how widely we are connected and who knows who (that you didn't know about). It works the same in business too. You never know who people know so don't discard anyone with the thoughts 'I won't talk to them because they won't know ...'. You are closer than you think to the answers you need!
- 6. BUSINESS CARDS** You don't have to be in business to have a business card! I encourage all graduates to get some cards cheaply printed (I use Vistaprint). These are a 'contact card' and have your name, address, phone and email address on them (consider adding in your area of specialization and a sector you want to move into). Looks so much more professional when you are meeting someone new and sets you apart from the crowd.
- 7. BADGES** There is a right and a wrong place for a badge. Don't put it where you don't want attention! The **ONLY** place for a badge is on your top right hand lapel area. (Not the left as most people do)! That way when you shake hands and engage in eye contact with that person you can still read the badge without moving your head). Try it and see!