

Networking

Overview

We find that many managers and leaders at all levels could develop their networking confidence and skills to benefit themselves professionally as well as their organisation.

The aim of this course is to ensure that every delegate leaves the day feeling comfortable about entering into networking situations and making the most of them in order to build their professional network of contacts and create a positive impression of themselves and their business.

Objectives

- For each delegate to understand what networking is and why it is important to managers
- For each delegate to feel comfortable approaching others in a networking situation
- For each delegate to know how to introduce themselves and their company confidently
- For each delegate to develop the communication skills needed to be an effective networker
- For delegates to come away with the confidence to build their professional network in the future

Content

- What is networking, its purpose and benefits
Understanding what makes 'good networking'
- Maps of the world and building rapport quickly with others
- The key communication skills of a good networker – questioning and listening
- Creating your personal introduction – the 'elevator speech'
- How to prepare for a networking event
- Identifying who is there and why
- How to approach anyone with confidence and purpose
- Remembering names
- Managing first impressions
- Managing the conversation
- Getting referrals and following up
- Following up and managing relationships post-event
- Practical group video exercises with facilitator coaching and feedback
- Action planning and close