

Volume 1

Effective Networking Strategies



Donna Messer

*// Networking is the single most effective way
to build a successful business //*

ConnectUs
communications canada

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THE INUKSHUK

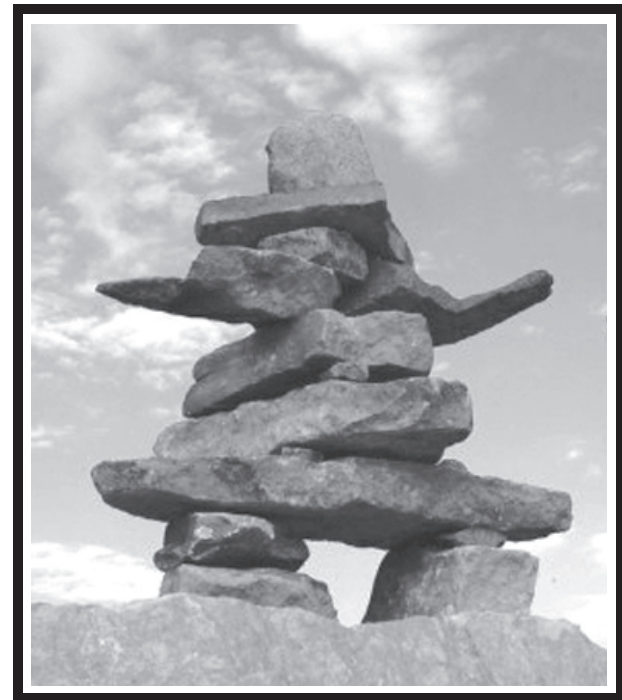
The Inukshuk is a universal symbol of the importance of friendship, and of our dependence on one another. It is given to acknowledge or establish a fellowship between people, companies and countries.

In the Arctic, within a few miles of the coast are Inukshuk, massive stone figures used as landmarks to show direction. Back to the sea ... back to a home. A legacy of a people determined to survive and determined to succeed.

*"The difference you make today, counts
in all our tomorrow's ..."*

For centuries, massive stone figures built in the image of a human have stood silhouetted on the treeless Arctic horizons.

The Inukshuk figure is a meaningful powerful symbol of the importance of making an effort today ... doing something, saying something, giving something ... that will make the way better and safer for all of us tomorrow.



WHAT IS NETWORKING?

Networking — “making connections among peers”.

One person with a need contacts another person with a resource and networking begins. The best way to network is to band together through shared values and ideas.

Remember when you could get a job just by applying through an ad in the paper?

Now you have to know people, hear about the position and make your own opportunities.

Remember when you could sell your wares just by hanging out a shingle?

Now business is so vast and competitive, you have to network to develop a good client base.

Remember when an advertisement brought virtually instant business?

Now everywhere we turn we see ads and messages, all fighting for our limited attention. The only effective way to make your message stand out is through networking.

Remember when you could go to college and be guaranteed a job upon graduation?

Now you must network to find work, and often you must network to find and be accepted into an educational program.

Remember when you could meet friends and mates just by going to parties and clubs?

Now many people are too busy for purely social activities. They want to combine business with socializing. They want to attend meetings that help them reach their goals while allowing them to build deeper relationships.

Remember when business meetings were run on overloaded agendas, with no time for networking?

Now people are beginning to talk with each other instead of being talked at.

NETWORKING

Networking has been practiced by humanity for thousands of years. It was originally done to find the best hunting grounds, a source of safe water or a supply of needed herbs for healing. Today, we use it for the same reasons, just updated for our millennia. We find our restaurants, hairdressers, daycare, churches, sports clubs, bars, friends, doctors, clients and even spouses through networking. We can't blame networking for our children but almost everything in our life has come to us through one form of networking or another.

It is only common sense that we learn how to use this powerful and pervasive tool effectively.

Effective networking demands that you know who you are and what you want before you can effectively communicate and establish a mutually rewarding, sustainable relationship with someone. There are a plethora of excellent books on the market, readily available at bookstores and libraries, to help you discover yourself. Use any tool that will help you learn more about yourself — meditation, journaling, workshops, support groups, astrology, etc. (If it works, don't knock it.)

Networking is not a difficult skill to master. You can easily learn everything you need to know. The hardest part is remembering to just do it —anytime, anywhere, with anyone. Effective networking requires a dedication to your goals and a loyalty to the members of your network. When you start to network with someone it is because you need the skills or service or product that person offers or someone he knows has to offer. That person will only network with you if your services are what he, or someone he knows, needs. At networking events, you don't come out and say, "Here, buy my product." You need to get beyond "what's in it for me" to the point of "what's in it for everyone in the room".

It sometimes helps to set down the goals you would like to achieve. Once written, it is easier to decide which network will help you achieve those goals.

Networking gives people practice in getting out of their cocoons, according to Gwen McIvor-Knox who taught at Centennial College. People learn how to get up in front of a group of people and talk about themselves and their businesses. She cautions, for some people, it opens up too many opportunities. They find they have become extended into a universe that they may not be prepared to handle. They may not be grounded enough in the issues that have to be dealt with in business. Consequently, some people find that this sort of networking carries a certain burden. Networkers need to be ready to accept the challenge.

Networking is not just a tool to get a job or further a career. It's a valuable method for gaining information to help you in whatever your interest may be.

- Networking produces information and information is power.
- Networking is different from asking favours. It's giving as well as receiving information and advice. Successful networks give as much as they receive.
- Networking helps more people further their careers and start their jobs than anything else.
- Networking is the business of making others look good and making them feel good about you, so you can get what you want.
- Networking is the skill of linking enough people/contacts together to reach your objective. Remember: everyone you meet has the power to lead you to others.

ESSENTIAL SKILLS

Effective networkers utilize these three essential skills:

- creative visualization
- lateral thinking
- artful listening

When you have mastered these skills you can network effectively and creatively.

Creative Visualization

This is the process of dreaming about your future, and turning the dream into reality by using your own skills, tools and strategies. You can use this process to help create a wish list, set goals, and find ways to achieve them.

For right-brained people, creative visualization and lateral thinking are fairly easy skills to use. Don't type-cast yourself in one hemisphere. Let yourself imagine. Making things happen is within

your power. When you dream, write down a description of those dreams.

What do you see when you look in the mirror? You don't always see the whole picture. When you visualize with mind's eye you tend to look at the big picture, where there aren't barriers of colour, oceans, or languages. Often a little sign flashes in your head — "You can't do that." The subtle message automatically raises barriers to realizing our visualizations. Refuse to listen to that sort of message. Positive thinking plays a big part in the process. With some effort you can reject your own negatives.

During this process ignore all the reasons, financial or personal, that will prohibit you from doing something. Eliminate all self-imposed barriers to wishes. "I can't", "but", "if" are not used in this exercise.

There are several steps to the process. Imagining your life path is only part of the exercise. The challenge is to express, in writing, where you really want to go. With the written description of a mental vision, you develop a target, a goal. It is tangible; you can really make it happen. Target some bite-sized achievements that you can accomplish in a specific time frame along the way to the big goal.

Lateral Thinking

Lateral thinking is a term developed by Dr. Edward DeBono in 1967 and is now defined in the dictionary as "seeking to solve problems by unorthodox or apparently illogical methods." You can use pictures to move your thoughts to other levels until you come up with an image you can use. In computer lingo they call it "fuzzy logic" where there are no limits of right/wrong. Lateral thinking stretches your imagination to see a win in every situation.

In life and in business, when something negative happens, try to think of a way to turn it around.

How Can You Turn a Negative into a Positive?

By listening to what people tell you, you can make connections that result in mutually beneficial business arrangements. Suggesting that two people contact one another may seem a mismatch to those involved because they don't see the common link. Lateral thinkers broaden the possibilities by looking beyond the obvious and leaping to un-thought-of opportunities.

Allow yourself to think in pictures. Images will help you to find new ventures. This is an encompassing process.

Focus on one thing. It could be a business issue that needs a resolution, a product for which you are seeking a market, a service

that needs a new market or method of delivery. Close your eyes and think. Words pop into your mind and then the pictures appear and the process goes from there. You build up layers of images. This process of lateral thinking gives us imaginative choices. Using images to spark a thought can make it easier for you to make a connection.

Artful Listening

Listening is an art form. At networking sessions it is important to use the creative art of listening. You need to be able to really hear what fellow networkers are saying if you want to make connections with and for them. Artful listening helps you make the connections in your own mind that help you to remember the person and the message. This essential creative skill helps you to encourage speakers and lateral thinkers. It is important to create an atmosphere between you and the people you are listening to that is safe and caring. This creates a situation where ideas and feelings can be expressed freely.

HOW TO BE AN ARTFUL LISTENER

- Prepare to listen. Focus your attention on the speaker. Tune out your surroundings.
- Avoid distraction. Ignore what is going on beside you or outside the window.
- Concentrate on what is being said rather than on what you will say when it is your turn.
- Listen for the tone of voice. What is the person really saying to you?
- Sit or stand properly. Use body language to let the speaker know that you are attentive. Nod, smile, make eye contact to let the speaker know that you are listening.
- Take notes. You know the adage about strong memories and pale ink!
- Ask questions.
- Limit your talking. Show respect for the other's right to speak and be heard. Refrain from talking to your neighbour during a presentation.
- Don't jump to conclusions.
- Listen for ideas and facts.
- React to the ideas and facts PROFESSIONALLY, not personally.

TAXI CABS — THEY'RE ALL THE SAME!

No way! Here is a story that guarantees food for thought. Everyone knows that you can't improve or change the cab industry. A cab driver in New York decided to improve his service. He looked at his client base and decided he wanted to upgrade. Here is what he did! He had his "mission statement" printed on a plastic-coated business card. When the cab driver arrived to pick up a customer he handed his card first, then asked if the passenger was ready to allow him to be his driver. When the passenger got into the car he found several "new" marketing concepts ... the driver offered a choice of newspaper, a cold or hot drink, choice of radio station — and at no extra charge! According to the story, this cab driver has increased his business by over 500%, and now has people making reservations!

WHERE DO YOU NETWORK?

- Associations, Clubs
- Schools, Educational Facilities
- Special Interest Groups, Not-For-Profit Associations
- Buses
- Board of Trade, Chamber of Commerce
- Entrepreneurial Groups, Networking Groups
- Grocery Stores, Gas Stations, Banks, Planes, Trains and Boats
- Everywhere!

WHY DO YOU NETWORK?

- To find employment
- To achieve goals
- To find opportunities for growth
- To find profitable connections for everyone of our network
- To build business contacts, meet new friends and associates

HOW DO WE NETWORK?

- By thinking laterally
- By listening carefully
- By giving an effective one-minute infomercial

Harry's Story

I was preparing for a seminar once and I needed to Cerlox bind some reports for the participants. I didn't have a Cerlox binder and so I called the first place in the yellow pages in order to get one. It turned out that the gentleman I spoke with was coming to the seminar that evening and he was very helpful to me. Within half an hour of our conversation I had the binder in my office and Harry (the gentleman) was helping me do my binding. That evening I introduced Harry to the group and told them that he had done a very good job for me and I would recommend him to anyone needing equipment such as his. (I believe that this is just good networking.) At the end of the evening I challenged each person there to go out the next day, approach the first person they saw outside of their family and say, "I want to make your day. What do you need?" I told them that helping people would build business opportunities and this was a good way to get started. Harry came up to me and promised that he would do this and call me tomorrow with the results. About 11 a.m. I received a phone call and it was Harry. He said, "You're not gonna believe what happened!" I said, "Try me." So, he told me this story: I walked out the front door on my way to work and I saw my neighbour, Bill, getting into his car. I've known Bill for 20 years but we've never really gotten to know one another, so I yelled out, "Hey Bill. Wait a second." I hurried over to his car and said my line 'I want to make your day. What do you need?' Bill thought I had been drinking and said as much. I told him about your seminar and your challenge and then I repeated my question. Bill told me that there was nothing I could do for him. There was a big piece of printing equipment he needed for work. He had found the equipment for sale in the United States for \$120,000 U.S. but he wanted to buy it in Canada and he wanted a better price. I looked at him for a moment and then said, "I can help you with this." Bill laughed and told me that he knew I did bindery stuff but was sure that this was way beyond what I did. I looked at him again and said, "I make that piece of equipment. I can sell it to you for \$89,000 CDN. I can have it delivered to your place of business before the day is out." Harry became a believer.

HOW DO YOU THINK?

WHO ARE YOU?

Through a process of creative self-discovery you can find out who you are and what you want to do. You can identify your skill sets and talents. Based on this information you can then use networking to achieve your goals. There are books available at your bookstore or library, self-help groups that focus on self-discovery and understanding, and professional therapists dedicated to helping you better understand yourself. This process is outside the scope of this book, however, it is a vital part of the networking process. If you are not familiar with yourself and how you work, it is very difficult to get the most out of networking. Use all your available resources to learn about how you work and think. I include here some information and exercises that can help you determine how you think.

USING YOUR HERITAGE

A Spanish gentleman started a computer repair company. He wanted to help people buy both computers and software. His problem was that he had a heavy Spanish accent. Unfortunately, a substantial number of people hung up before he could do any business. What he did was to take advantage of his ethnic background. He changed the name of his company to Computador (like matador) and showed the Computador waving the cape at a computer (instead of a bull). On the bottom of his brochure was the statement, "Computer service guaranteed — no bull!" His business increased dramatically by using the ethnic "hook" humorously.

RIGHT- OR LEFT-BRAINED?

Over the years experts have discovered that the brain has two distinct hemispheres; each works in a different way. With its own special role in dealing with current situations, one side of the brain usually dominates the other in what we do.

Left-brained People

- are logical
- verbalize their ideas
- have facility with numbers
- use analysis of all information to formulate new ideas
- draw rational conclusions from this information
- tend to break things into segments to analyze
- abstract specific information bits from the whole
- generally have a good sense of humour
- possess a poor sense of spatial relationships
- think linearly with one idea following another.

<i>detail-oriented</i>	<i>analytical</i>	<i>rigid</i>
<i>verbal</i>	<i>practical</i>	<i>rational</i>
<i>logical</i>	<i>concrete</i>	<i>scientific</i>

Right-brained People

- use gestures or pictures in descriptions
- put parts together to form a whole
- see things as they are
- make analogies and see likenesses
- often have a poor sense of time
- rely on intuitions and instinct
- have a poor sense of numbers
- have a good sense of spatial relationships
- are intuitive
- think holistically
- see patterns linking ideas as a whole
- act emotionally
- develop spiritually
- act playfully

<i>holistic</i>	<i>imaginative</i>	<i>visual</i>	<i>flexible</i>
<i>spiritual</i>	<i>emotional</i>	<i>playful</i>	<i>conceptual</i>
<i>musical</i>	<i>artistic</i>		

In business it used to be common to tell people to use their brain — to be creative. Studies have shown that when a person is being creative, both sides of the brain are involved. In most people the right- and left-brain characteristics combine to contribute to the whole; however, sometimes the separation is quite evident. Knowing where your tendencies lie will help you find methods to achieve goals.

BODY LANGUAGE

From Which Side Does Your Body Speak?

By the age of five we have settled down to becoming right- or left-handed. Nobody yet knows why. About 10% of the world's population are left-handed. Whether you are right-handed or left-handed, it is unlikely you are exclusively either. The language your body speaks may have a left or a right bias, but just how left-bodied or right-bodied are you? Answer the questions below and find out your action bias.

You can confirm your bias by taking measurements on the left and right sides of your body. The side used more often tends to develop more muscles and thus be larger.

Did You Know That You Have a Dominant Eye?

You can find out which eye is more dominant by raising your thumb at arm's length and covering a spot across the other side of the room with it. Close first one eye and then the other. When your dominant eye is the one that is open, your thumb will still be covering the spot. When your less dominant eye is open, the spot will be at one side of your thumb.

How Much Do You Know About Body Language?

No matter what we say to each other in conversation, our bodies send very clear messages. The way we sit or stand, the expressions on our faces and the gestures we make are mostly quite unconscious, but other people respond to them. If our words and our body language match, we feel comfortable in conversation.

Body Language — What are We Saying?

We are at an interview. We lean forward, poised on the edge of the chair, feet crossed, hands clasped comfortably in front of us. What are we saying? "We're listening, paying attention, we're interested

in what is being said. We are comfortable and will add carefully thought out comments to the interview.”

We are at the same interview. We sit back, cross our arms in front of us, stretch our legs out and wait for the interview to begin. What are we saying? “ We don’t need to be here, we already know more than you do, and you probably won’t add anything of value to the meeting.”

Body language is very important. Paying attention to our actions and the way we give off non-verbal signals is as important as what we say. A few of the following signals are important.

“must learns” in the business of communicating:

The Scenario — An Interview in a Prospect’s Office

Eyes — are they directed towards you, do they meet yours on a regular basis?

Head — is it tilted towards you?

Arms — are they crossed or uncrossed?

Hands — clasped, comfortably visible, or hiding behind something?

Feet — are they crossed, tucked under the chair, or stretched out in front of you?

Body — still and relaxed or agitated and active?

The Scenario — A Networking Function at a Stand-up Affair

Eyes — in contact with yours or darting all over the room?

Head — tilted towards you or swiveling from side to side?

Arms — on you, around you, or comfortably relaxed?

Hands — did they shake? What did the handshake say?
Firm, limp?

Feet — shuffling, firmly placed?

Body — standing too close, too far away, just right? Leaning towards you, away from you?

By learning to read the body language of others, every contact is more profitable. By understanding your own body language,

you learn to put more nonverbal positive messages into your communications.

Observe Yourself in Action

Decide which side you use most often in reply to each of the following questions. If left side, put L in the left-hand side of the page; if right side, put R in the right-hand side of the page.

Fold your arms; which arm is on top?

Which hand do you use for writing?

Which hand do you use to scratch when the middle of your back itches?

Tilt your head sideways without moving your shoulders; which shoulder is your head closer to?

Clasp your hands together; which thumb is on top?

Stand on one leg; which leg did you stand on?

When you cross your legs, which leg is on top?

Which hand is on top when you clap your hands?

When lying in bed, on which side do you turn first?

If you suck your thumb, which one do you suck?

Look in a mirror. Which shoulder is higher, if either?

Which eye is higher, if either?

On which side of your head does your hair part naturally?

If you can’t hear something, which hand do you use to cup round your ear?

Which leg do you prefer for kicking a ball?

Which hand do you prefer for throwing a ball?

In which hand do you carry the heavier bag when carrying two bags at once?

Which shoe do you put on first when dressing?

Which foot steps first when going upstairs?

Imagine you are winking at someone; which eye winks most easily?

Multiply your score by 5. If your higher score was RIGHT 12 (5 x 12) gives you a 60% bias to the right. If anyone asks you can say, "I have a ___ % action bias to the ___"

HOW DO YOU LEARN?

MULTIPLE INTELLIGENCES

It is recognized now that all people do not learn in the same way. When information comes in, different people process it in different ways. All of us use every one of these different ways of learning but we are generally stronger in some and weaker in others.

At a special school in Seattle a seven-year-old boy was demonstrating great difficulty in learning his alphabet. The boy was bright, personable and relatively well-adapted but not able to learn in the classroom. The teacher noticed that the boy was physically gifted — coordinated, quick, talented at sports and realized that the boy was a body/kinesthetic learner. She had the boy do jumping jacks at the back of the class while he recited the alphabet to her. He got it letter perfect.

Knowing your learning style is an important part of developing your networking style. It can even influence the work that you choose as being most appropriate and fulfilling for you to do. There are seven types of intelligence identified here. There are more.

verbal/linguistic intelligence relates to words and language. We use this intelligence in listening, speaking, reading and writing.

logical/mathematical intelligence deals with inductive and deductive reasoning, recognition of patterns, numbers and relationships. When you make connections between pieces of information you are functioning within this intelligence.

visual/spatial intelligence includes being able to visualize an object and to create images in your head. You learn better when you can see something. Visual arts, navigation, architecture, engineering and certain games such as chess depend on strong visual/spatial skills.

musical/rhythmic intelligence includes the ability to recognize tonal patterns, rhythm and beat. It includes sensitivity to environmental sounds, the human voice and musical instruments. If you studied better with the radio on, your musical intelligence is probably higher than you think.

body/kinesthetic intelligence is related to physical movement and the knowledge of the body and how it functions. It includes the ability to use the body to express an emotion, play a game or to create a new product. Actors, athletes and massage therapists use this intelligence in their work.

interpersonal intelligence is used in person-to-person relationships. It includes the ability to communicate with others and to have empathy for their feelings and beliefs. Successful sales people have a well-developed interpersonal intelligence.

intrapersonal intelligence is based on knowledge of the self. It includes metacognition (thinking about thinking), emotional responses, self-reflection and a sense of spiritual realities.

Multiple Intelligences Checklist

- I enjoy doing jigsaw puzzles, mazes, and other visual puzzles. (3)
- Books are very important to me. (2)
- I regularly spend time alone meditating, reflecting, or thinking about important life questions. (1)
- I engage in at least one sport or physical activity on a regular basis. (6)
- I frequently listen to music on radio, cassettes or compact disc. (4)
- I enjoy being around people and have many friends. (5)
- I can easily compute numbers in my head. (7)
- I like to get involved in social activities connected with my work, church or community. (5)
- I like to gather information from movies, videos, slides and pictures. (3)
- I show an aptitude for word games like Scrabble, Anagrams or Password. (2)
- I march to the beat of a different drummer in style of dress, behaviour or general attitude. (1)
- I would rather spend my evenings at a lively social gathering than stay at home alone. (5)
- I believe almost everything has a rational explanation. (7)
- I play a musical instrument. (4)
- I enjoy mathematics and/or using computers. (7)
- I often like to spend my free time outdoors. (6)
- I think in images and pictures. (3)

- I can hear words in my head before I read, speak or write them down. (2)
- If I hear a musical selection once or twice, I am usually able to sing it back fairly accurately. (4)
- I have a special hobby or interest that I keep pretty much to myself. (1)
- I like to devise experiments to test out things. (7)
- My best ideas often come to me when I'm out for a long walk or a jog, or when I'm engaged in some other kind of physical activity. (6)
- I can easily keep time to a piece of music with a simple percussion instrument. (4)
- I have a deep awareness of my inner feelings, strengths and weaknesses. (1)
- I like to write, read and listen to learn. (2)
- Geometry was easier for me than algebra in school. (3)
- I would describe myself as well-coordinated. (6)
- I prefer group sports like volleyball or softball to solo sports such as swimming and jogging. (5)
- I can reason out things in a logical manner to solve problems. (7)
- I react with strong opinions when controversial topics are being discussed. (1)
- I can read maps, charts and diagrams easily. (3)
- I learn best by relating and cooperating. (5)
- I learn best by moving around, touching things or acting things out. (6)
- I am able to organize information and then analyze, interpret, and make predictions. (7)
- I sometimes catch myself walking down the street with a television jingle or other tune running through my mind. (4)
- I like to organize people and can be manipulative at times. (5)
- I like to draw and doodle. (3)
- My conversation includes frequent references to things that I've read or heard. (2)
- I have a deep sense of self-confidence. (1)
- I have a well-developed vocabulary and use language fluently. (2)
- I know the tunes to many different songs or musical pieces. (4)

- I am skilled at handcrafts (woodworking, sewing, sculpting). (6)
- I read social situations accurately and understand feelings. (5)
- I have an appreciation for colours and shapes. (3)
- I enjoy playing games or solving brain teasers that require logical thinking. (7)
- I frequently use hand gestures or other forms of body language when conversing with someone. (6)
- I've written something recently that I was proud of or that earned me recognition from others. (2)
- I often make tap or sing little melodies while working, studying or learning something new. (4)
- I am self-motivated and do well on independent projects. (1)

Count the number of 1's, 2's, etc. The greater the number, the stronger that intelligence is in you.

Reference

- (1) Intrapersonal
- (2) Linguistic
- (3) Visual – Spatial
- (4) Musical Guide
- (5) Interpersonal
- (6) Body – Kinesthetic
- (7) Logical – Mathematical

“Do two things each day that you don't want to do, in order to stretch yourself and expand your idea of who you are and what you are capable of doing.”

The Orange Crate Story

Several years ago, I tried to find something that was missing as far as my life was concerned — the find-a-need-and-fill-it theory. I visualized a new venture. Frequently I met the challenge of creating meals for large groups from what I could find in the cupboards and the freezer. What made these meals delicious was the use of herbs and spices. In our grocery stores you could find salt, pepper, MSG and maybe garlic — but nothing more exotic. My friend, Patti Harrison, had just come back from Europe and she had learned a lot about herbs and spices. But we couldn't find these things in the stores. So an idea started to bloom. "Orange Crate" began with no money and a bunch of ideas.

We needed a network of people to make it work. My network consisted of the people on the school bus route, so I met with them and found out what, aside from being farmers, their different talents were. From that group we formed a team that consisted of an organizer, a telemarketer and a trucker. At first they didn't recognize the talents that they had to contribute. In 1979 we formed a partnership — not one where everyone puts up money, but where everyone shared talents and profits. This was the "Orange Crate" network, a group of people working together.

We became manufacturers and distributors of herbs, spices and pot-pourri packaged in crates. Through craft shows and trade shows we eventually signed contracts with national companies.

Based on trust and talent we worked together successfully.

WHAT DO YOU WANT?

"No one was less surprised to be appointed vice president of Ford Motor Company at the age of thirty-six than Lee Iacocca. After all, while still in college at Lehigh University, he had decided to become a Ford vice president — by age thirty-five."

GOALS

When we set goals for ourselves we are providing two very important keys to success. Goals tell us where we are going and let us know when we have arrived at our chosen destination. Both are equally important.

When you set your goals it is very important that you ask for precisely what you want. Otherwise, you may spend a lot of time climbing the ladder of success only to find it's leaning against the wrong wall.

A woman living in San Francisco decided she needed to find a new place to live. When she was asked why she wanted to give up her beautiful home, she pondered for a while and then came back with a list of things that she expected to add to her life by finding a residence in a new location. The list included more fresh vegetables (she was willing to garden), more time outside in the fresh air and more exercise. She adapted her goal accordingly. Soon after this she met a man and they began dating. It turned out that the man was a greengrocer and provided her with fresh fruits and vegetables every day. He was also a member of the Sierra Club and went hiking in the mountains each weekend. They eventually married, settled in her beautiful home, hiked weekly and ate fresh food each day. If this woman had not identified the deeper goals behind her wish to move, she might never have realized that she truly had attained the goal that she set for herself.

It's very important to identify what Barbara Sher calls the "touchstones" of your goals ... the underlying needs, values and longings that fuel you to attain your goals.

Research your goals. Read books, attend trade shows, talk to people who have already traveled the path you are considering. Find role models. Pay attention to not only how they got where they are but also to what their daily life is like. How do they spend their time? What problems do they face? What rewards make their job worthwhile?

Break your goals into manageable chunks. Begin with your long-term objectives and work your way backward to your present situation. Setting up a time line on a sheet of graph paper is often useful at this point. How do your current projects and career path compare with your long-term objectives? What changes do you need to make?

Develop a complete vision of where you want to be and what you need to do to get there. How does this vision fit with the realities of your present life and the lifestyle you want to lead? Use the "touchstone" test. Is this really the goal that will provide the satisfaction you're looking for or do you need to adjust it a little?

CREATIVE VISUALIZATION EXERCISE

- Imagine where you are and describe the complete setting. When you imagine one thing, ask what goes with it? Are you in an office? Sitting at a desk? Behind a store counter? In a classroom?
- Who else is there? Are you alone or surrounded by co-workers? Who are you talking to? Who are you going to meet?
- What are you doing? Are you sitting in a comfortable chair? Are you walking around? Are you assembling something? Are you standing behind a counter talking to people? Are you standing in front of a group of people or in front of a camera? What are your areas of responsibility? What is the size, length and breadth of your territory?
- What are you touching? What tools are you using? Are you using a computer keyboard? Are you holding a microphone? Are you controlling a steering wheel? Are you talking on the telephone? Are you handling sophisticated equipment? Are you up to your elbows in dough or are you feeling the soft sheen of silk? Are you stroking a dog or cat? What method of transportation do you use — streetcar? plane? or Mercedes?

- What do you see yourself wearing? Are you in jeans and a t-shirt? A uniform? A business suit? What do you look like? What does your hair look like? What kind of shoes are you wearing?
- What do you smell? — the inner city, your dinner cooking, newly sawn lumber, hospital corridors, flowers in the greenhouse, printer's ink, a fresh sea breeze?
- What do you hear? — voices of co-workers, your receptionist, the birds in the woods, the traffic on the city street, music, your neighbour's dog?
- What can you taste? Where will you go for lunch, dinner? Where will you get your favourite bagel or muffin?

Let your imagination carry you through so that you can get the whole picture. Each time you see one image ask yourself — what goes with it? When you practice doing this regularly you can enjoy the process. Keep it that way. Do it when you are relaxed and you may have some fascinating results.

*Imagination, which, in truth,
Is but another name for absolute power
And clearest insight, amplitude of mind,
And Reason in her most exalted mood.
Wordsworth*

TOP TEN WAYS TO TAKE ACTION!

1. Take time to get organized. How's your work space?
2. Begin the night before. Don't wait until the last minute.
3. Prioritize your plan. Divide your time into objectives, i.e. marketing, correspondence, meetings, etc.
4. Honour your personal work style. When are you the most creative? When is the best time to do routine chores?
5. Cat Nap. We all have low points in our energy. Refresh yourself with a cat nap or meditation time.
6. Schedule time blocks rather than tasks. Give yourself a break, reduce your stress level. Objective-orientated tasks, i.e.

expense-keeping, allocate an hour. You will get measurable results and you won't get bogged down.

7. Make the first touch with any project the deciding one. Follow the WIFO principle — this stands for worst in, first out. Don't keep postponing a project because of the part you don't want to do.
8. Schedule a clean-up day. Take time to dispose of all those little jobs that pile up.
9. Become fully focused on the present. Don't worry about what you have to do next. Concentrate on now — it gets the job done quicker and easier!
10. Reward yourself when the job is done!

QUESTIONS TO ASK YOURSELF:

- Where am I in my career right now?
- Where do I want to go?
- What skills, disciplines and gifts do I have?
- What more do I need?
- Do my short-term career goals ultimately culminate in my long-term objectives?
- Do my expectations for my career goals match the realities of my personal life?
- Are my goals for my personal life and the goals for my career compatible?
- Do I have a clearly laid out plan for achieving my goals?
Taking time to plan is the most important investment you can make in your career or personal life.
- Is my plan in writing?
- Does my plan make me smile every time I look at it?
- Do I have short term solutions and long term objectives that meet the challenges of my life and dreams?
- Do I have benchmarks laid out so I can measure my success?

TOP TEN WAYS TO MAKE SURE YOUR ACTIONS PRODUCE MORE RESULTS!

1. Start with the end in mind. Develop a clear picture of what you want to accomplish.
2. Develop a written plan. Get it on paper, make it as specific as possible.
3. Enlist the support of others. Let them know what you do, and how they and others will benefit from working with you.
4. Set up milestones and reporting systems. Break down the job into segments, and set target dates for each segment.
5. Have a support system. Make sure you belong to a networking group.
6. Monitor your progress and make adjustments; even the best plans need adjustments sometimes.
7. Form alliances — make sure they are mutually beneficial.
8. Work at your plan regularly and continuously. It helps to remain focused.
9. Keep in touch, let people know about your progress.
10. Celebrate progress along the way and at the completion of your work. Share the glory. Recognize your support group and say Thank you!

BOUNDARIES, DREAMS AND GIFTS

It is vital that you follow your dream and develop your gifts to their fullest potential. They are there as signposts for you, pointing the way. Ignoring them frequently ends in dissatisfaction, unhappiness and frustration. Our dreams and gifts are the messages we are given to help us figure out what we are best suited for, what we are 'meant' to do with our lives. Boundaries are what make it possible for us to accomplish our goals.

Consider Leah, for example. She stood at the stove, supper simmering. The phone rang. Leah glanced at the clock and sighed, even as she reached for the receiver. She scrunched her shoulder to prop the phone and free her hands. Her mother's voice on the other end was no surprise. She always called at this time. Now supper would be late, the kids wouldn't be bathed, and the work she

brought home would be pushed far into the night, eliminating needed time with her husband. The gnawing began in the pit of her stomach even as she answered, "Hi, Mom. No, no, this is a good time. I'm just fixing dinner." Or Jan who taught school for forty years, all the while collecting travel brochures and dreaming about retirement. Finally, she would be free to explore the world she'd only read and taught about. But after retiring, her son dumped her only grandchild into her lap, and she felt duty bound to care for the baby. (examples from Jane Rubietta's Quiet Places)

When we create boundaries, we are saying that we are worthy, our skills and gifts and needs are important and sharing them with others is valuable. Boundaries are invisible. If we don't work at informing people that they exist and enforcing them, they won't be honoured or valued. Leah needed to say, "Mom, this is never a good time to talk. Would it be all right with you if you came to visit on Saturday instead?" If Jan had shared her dreams with her son and let him know how important they were to her, she would have a place to start the discussion needed about him taking responsibility for his life. Jan could support her son by encouraging him to live in her home while she was traveling. Jan would have a safe home and her son would have the helping hand that he might have needed. Neither woman established her boundaries. Neither Leah's mom nor Jan's son valued them. All the people in the scenarios were much poorer for the lack of boundaries.

"People with unclear boundaries can find themselves making commitments under pressure that they would never make with a clear head. They find themselves "caving in" to others. They have trouble speaking their mind. They are afraid to be honest and tell the truth. They often can't protect themselves in injurious situations, such as being wrongly criticized. They are unable to stand firm and separate with their values. Unclear boundaries can also lead to a lack of direction in our life. Boundaries are the conveyors of our personal power. People whose boundaries are underdeveloped find themselves floating along in their careers or relationship with no sense of initiative or goals."

Dr. John Townsend

Personal boundaries also create a safe place for other people in our lives to express themselves and explore their own gifts and dreams. No one needs to worry about stepping on someone's toes or hurting their feelings when boundaries are clearly laid out.

Everyone knows where we stand. Everyone knows that we will do precisely what we say we will do. Everyone can feel supported by us to the extent that is appropriate for us in our lives. Without personal boundaries, networking is impossible.

TOP TEN WAYS TO GET MEDIA COVERAGE FOR YOUR BUSINESS

1. Write a book on something you like or do. You become an instant expert!
2. Challenge an existing institution and show that you're making progress.
3. Find or create a way to do something in 10% of the time/hassle/cost it used to involve before your product/service came along.
4. Create a web site or e-mail newsletter and wait for a reporter/writer to start your media coverage.
5. Hire a PR firm and ask THEM to achieve coverage for you.
6. Build a track record of serving a particular niche, then call your local newspaper. Tie the niche in with a favourite charity or event.
7. Take an existing product or service and change/customize it so that it's revolutionized.
8. Link what you do/offer to an already existing trend or news event.
9. Add an electronic or free component to what you offer and pitch the story with an Internet angle.
10. Get someone important to endorse you or what you're offering.

The dictionary definition of goal is — A boundary or limit; the terminal point in a race; a pole or other object by which this is marked; hence, that toward which effort is directed; the aim or the end; the advancement of an object to or through the pole or object marking the terminal point; the score made by accomplishing this.

GUIDELINES FOR NETWORKING

*This above all:
to thine own self be true,
And it must follow,
as the night the day,
Thou canst not then be false
to any man.*

Shakespeare

THE CANADA GOOSE

Next fall, when you see
Geese heading South for the winter
flying in V formation ... you might consider
what science has discovered ... Why do they fly this way?

As each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in V formation, the whole flock adds at least 71% greater flying range, than if each bird flew on its own.

People who share a common direction and sense of community can get where they are going more quickly and easily if they travel on the thrust of one another.

When a goose falls out of formation, it suddenly feels the drag and resistance of trying to go it alone, and quickly gets back into formation to take advantage of the lifting power of the birds in front.

If we had as much sense as the goose, we would stay in formation, traveling with those who are headed in the same direction.

When the head goose gets tired, it rotates back in the wing, taking advantage of the lift from the rest in formation. Another goose flies point taking a turn at leading the way.

It makes sense to take turns doing demanding jobs. By sharing the responsibilities no one gets over tired. No one has to lead all the time.

Geese honk from behind to encourage those up front to keep up their speed.

What do we do when we hear a honk from behind? Perhaps like the goose we should look on the sound as encouragement and not as criticism.

Finally — and this is important — when a goose gets sick, or is wounded and falls out of formation, two other geese fall out with the injured goose and follow it down to lend help and protection. They stay with the fallen goose until it is able to fly and return to formation or until it dies. Only then do the geese launch out on their own, rejoining their flock or looking for another formation to join.

If we had the sense of a goose, we would stand by each other in the same way.

TEN STEPS FOR GOOD NETWORKING

1. Develop A Plan

Whatever your needs, they are best satisfied by developing a strategy. Your plan should include what you want to accomplish, what organizations or associations would best satisfy the plan's execution. Research those people you wish to contact within the organization, maintaining records of the results of each contact, making sure that you follow through.

2. Research The People You Hope To Contact

Find out who does what, and what their special area of expertise is. Find out what their main interest is so you can open the dialogue with something of interest to those from whom you seek advice or referral.

3. Be Prepared To Listen

Don't dominate the conversation or bore those with whom you wish to network. A good networker asks the right questions, listens to answers and knows how to provide the right answers when asked. Help find what the prospect needs.

4. Force Yourself To Circulate

Introduce yourself to other members of the organization or group. Ask everyone you meet what they do, where they've been and who they know. Most will be glad to help you because people like the satisfaction of helping others.

5. Ask For Only One Thing At A Time

Don't dump a pile of requests on people.

6. Never Ask Directly For A Job

Networking provides a forum for people to seek advice, not jobs.

7. Be Willing To Give As Well As To Receive

You must be willing to help others if you expect others to help you.

8. Take Notes When Networking

It's easier to remember good contacts if you jot a note on the back of their business card.

9. Keep Files On All Your Network Contacts

If you own a computer, get a good contact management package. If not, buy a good Rolodex and list all important statistics.

10. Follow Up On Leads

Let those who gave you the leads know the results of your follow-up. People are gratified when their efforts result in helping others. Reporting back lets them know they didn't waste their time, and they will be glad to help you again.

Martin's Story

A disabled policeman who wanted to be self-sufficient. His goal was to start a desk-top publishing business that could be run from his home. He wanted help to purchase the necessary computer equipment, to get training on this equipment and to find companies that would want his services when the first two goals had been completed.

Today — Through networking, Martin has his computer equipment, which he was able to finance. His training has been completed with the help of someone who owned a printing company. He is publishing several newsletters for which he is receiving remuneration and his life is busy, productive and full. Martin is a wonderful example of networking that's working!

RULES OF GOOD NETWORKING

1. Be Open-minded

This is the most important rule of networking. Never assume that a person is not worthy of being included in your network. Personal and professional contacts have a way of coming together to expand your resources.

2. Be Prepared

“Success in networking, is when preparedness meets opportunity.”

It doesn't matter how willing you are to network, if you are not prepared, networking doesn't work. Always carry lots of business cards and be willing to think about how you can connect with everyone you exchange one with.

3. Treat Everyone In Your Network As An Equal

Networks are different from bureaucracies. In a bureaucracy, there is a hierarchy, a ranking. In networking, everyone is equal in the eyes of the Rolodex. Your network's primary value is as a source of referrals and information.

4. Choose People Based On Information, Not Position

The goal of networking is to share and acquire information. You want to know something. You want names in your Rolodex that can help you accomplish what you want.

5. Don't Be Afraid To Ask

If you need help, ask for it! You must be equally prepared to provide help for everyone in your network.

6. Don't Waste Your Resources

Don't abuse your network. If you take advantage of someone within your data base, you won't get a second chance. That person will no longer make themselves available to you if you have not qualified the connection.

7. Give Without Expectation

Although you do hope to reap what you sow, don't make this the only reason for networking. Share your information gladly, without asking, What's in it for me? If you give of yourself only because you expect something in return, you leave yourself open to disappointment.

8. Don't Forget To Say Thank You

Express your appreciation. Let the person you have networked with know you were successful. The best way to say thank you is to tell those who helped you the outcome of that help.

9. Set Realistic And Achievable Goals

No one else is going to do all the work for you. No one, no matter how good a contact he or she may be, can make things happen for you. You are in control of your own life.

10. Be Committed And Determined To Do Whatever It Takes

Networking requires commitment and patience. It is an ongoing process. You cannot build good networking relationships instantly. Not everyone is going to be eager to be part of your network. You may have to work at joining or developing a network.

Betty's Story

Betty was working for an insurance company and wanted to start her own business. She had many talents and didn't know how to “pull them all together”. Her goal — her own profitable, small, home-based business.

Today — Betty has opened her new business, called “Pulling It All Together”. She offers men and women a complete package. She does colours, makeup, wardrobe and fashion design. Betty has begun doing makeovers for magazines and has put her show on the road by offering seminars and workshops. How did she do it? Networking!

SKILLS OF GOOD NETWORKING

- 1. Planning** — Develop a SMART objective. Then develop detailed strategies to meet your objective. This becomes your plan of action.
- 2. Research** — Research various networking groups and associations to find out which ones will work for you. Research your contacts by asking them questions, so you know with whom you are dealing. Research every possible opportunity. Keep your eyes and ears on the news, current events, local developments.

3. **Self Promotion** — Promote yourself effectively. Understand your features and benefits (your strengths and how to use them) and learn how to express them.
4. **Communication** — Communicate effectively. Good communication is invaluable in any situation. Be articulate, concise, enthusiastic, honest, open. Use language with which you are comfortable but make sure it is powerful too. Don't forget the other side of communicating — listening. This is as important as speaking. Don't make the mistake so many people do. Rather than listening, they spend the time thinking of the next thing they are going to say and thus hear virtually nothing.
5. **Think Creatively** — Solve problems and maximize opportunities with innovative ideas. Rarely does an answer present itself in black and white. You have to assemble it, create it, think it through.
6. **Follow Through** — Follow through on your commitments, both to yourself and others. A good referral or piece of advice only becomes activated into HELP when you follow it up. And do so quickly as others may be waiting for you.
7. **Record Keeping** — Take full and accurate notes. Otherwise, you'll never remember what you've committed to do. Keep lists, schedules, cross-references files. Write reminder notes about people you've met on the backs of their business cards.
8. **Organization** — Organize yourself, your thoughts, your notes, your files, your time. This takes time in the short run but it will save you tenfold in time and headaches in the long run. It's surprising how we always seem to find time to do something over but we don't make the time to do it right in the first place. Use a good database or Rolodex. Organize by category and use codes for easy identification (e.g., colour codes).
9. **Teamwork** — Work hard for others and the rewards will come back to you ten times over. HELP stands for Healing, Energizing, Loving Power. Give it generously!

Sara's Story

A lovely lady who, more than anything in the world, wanted to take a trip to New Zealand. She couldn't afford it, didn't have the courage to go alone and was terrified that her family and friends would think her "daft". Her goal? To prove everyone wrong and take that trip to New Zealand.

Today — Sara went to New Zealand in the spring of '94. Through networking she met with people who had relatives in New Zealand who were happy to have a "guest" from Canada. She met with expatriots who asked her to take "stuff" to their relatives. By using her contacts, Sara could not only afford her trip, she made new friends in the interim.

CREATIVE SKILLS USED IN NETWORKING

Creativity is the ability to make connections, to see new relationships and linkages. It is the ability to draw from diverse sources and bring them together to synthesize them. Creative people pull together ideas, facts, thoughts, and experiences that may have been separate, and integrate these elements into a new whole. Thus creativity is a kind of resourcefulness, a special way of using the imagination.

Roget's Thesaurus offers the following words as synonyms for creativity: productive, inventive, ingenious, fertile mind, dream-likeness, visualization, visionary, luxuriant, bountiful, plentiful. In the workplace, the word innovative is often used to mean creative. In sales, many of these synonyms mean increased business.

TO USE CREATIVITY IN NETWORKING, APPLY THESE CHARACTERISTICS

Mental Flexibility

Free yourself from established ideas. Get off the beaten track.

Ability To Generate Ideas

Think of many different ways to address an issue.

Curiosity

The need to know about different things. You never know when apparently unconnected pieces of information might fuse to become a new idea, contact or lead.

Sense Of Humour

It frequently depends on the unexpected, the surprising. We laugh when something zigs instead of zags. Often that zig can trigger the creative process. Playfulness, another trait associated with humour, is also related to creativity. Have fun; it sometimes helps build your client base.

Desire To Question

Creative people ask, “why not?” as well as “why?” As Einstein said, “The important thing is not to stop questioning.”

Persistence

Concentrate and work through a challenge in a disciplined way. It is just as important as a flash of insight. For your brilliant idea to see the light of day you must stick with and work through the problems. Find the connections you are missing to make it work.

*“I am looking for a lot of men who have an infinite capacity
to not know what can't be done.”*

Henry Ford

WHO IS IN YOUR NETWORK?

*Coming together is a beginning, staying together is progress,
working together is “SUCCESS”*

I was asked to speak to a group of high-school students about goal setting, opportunities and believing in yourself. I was the last speaker in a week-long series on health related issues such as drug abuse and incest. These kids had spent the last week finding creative ways to entertain themselves throughout the seemingly endless parade of speakers. It seemed as if each kid had picked the knees out of their jeans, their hats were on backwards and they were mumbling as I walked on stage. They weren't mumbling, “Oh wonderful. I'm so excited!” either. I looked out at the sea of 15, 16 and 17 year-old faces and knew I had to get their attention, so I yelled at the top of my lungs, “I made a million dollars”, then I said “I didn't get to keep it, I just said that I made it, and what I want to tell you is that I made the money through setting goals and building teams. I want to show you how you can do the same thing.” I then asked everyone in the room if they had a special goal or a special need. I said that I was their fairy godmother and if they were brave enough to come up I would grant their any wish (meanwhile having my fingers crossed behind my back). A young man at the very back of the room put up his hand and said, “I'll come up.” Instead of just walking up to the front of the gymnasium he swaggered up, and instead of climbing the stairs, he did a back-flip onto the stage. I thought that he would try to give me a hard time. “So you're my fairy godmother?” “Yes,” I replied. “And you can grant my any wish?” “Yes, I can,” I said keeping my fingers crossed behind my back. I then said in my heart, ‘Please God, let me help this kid’. He looked at me and then said “Okay ... I want to fly. I want to be a pilot.” I looked out at this sea of kids and asked them to help. I asked them who they knew within their network who could help this

young man reach his goal. One girl in the front put up her hand and said that her uncle was with the Air Cadets and she knew that if he joined the Air Cadets they would teach him to fly. Another student put up his hand and said that his brother had learned to fly at the local flying club. He had worked at the club cleaning, etc. and had traded hours of work for flying lessons. At the very back of the room, right where this man had come from, a hand went up. The young man's best friend said, "My uncle is a potato farmer and he also does some crop dusting. He offered me a job this summer and said he'd teach me to fly. I don't want the job. You can have it." The young man on the stage looked at his friend and said "You @#\$%^&. Why didn't you tell me your uncle was a pilot?" "You @#\$%^&" replied his friend, "Why didn't you tell me you wanted to fly?" Dreams do come true!

WHO MAKES UP YOUR NETWORK?

Everyone in your life is part of your network, and it's probably bigger than you think. They can all help you and you can help them. You must learn what you can about each individual: their skills, experiences, talents and needs. The people you know are "warm" leads. It's much easier to build on that warmth by expanding your knowledge of these people, than it is to pursue "cold" leads. You will be surprised with the number of people currently in your network!

1. **Family** — Look at each family member as a well-rounded individual with skills and background. You can tap into their knowledge and their networks.
2. **Friends** — Your friends have skills you may not be aware of. Ask. They have their own networks. Ask to be introduced.
3. **Neighbours** — Your physical proximity gives you a unique chance to develop closer ties. Find out who your neighbours are. You know you already have one thing in common — the choice of residence. There are probably more.
4. **Professionals In Your Field** — You may not work directly with them, but you share the same career choice. You can advise and support each other about common issues.

5. **Suppliers** — You do business with them anyway. Find out more about them. They might need your services some time. They, too, have a network you could tap into.
6. **Clients** — You serve them and you have therefore built up a relationship of trust. Ask them to serve you in various ways — as suppliers, supporters, referrals.
7. **Co-workers** — You likely spend more waking hours with these people than your family or friends. Yet, how well do you really know them? Find out more. You may help each other, both with issues related to work and those totally unrelated.
8. **Club Or Association Members** — If you are involved in any community or professional associations or activities, you have a ready-made network. Most people join these groups to meet others. The door is already open.
9. **Volunteer Groups** — One of the most prevalent reasons people volunteer is to meet others and to feel a part of something. Again, a ready-made network. Get to know your fellow volunteers better.
10. **Acquaintances** — You meet dozens of people in work and social settings. Don't waste these opportunities. Ask each person you meet to tell you more about themselves. Ask them to help you, or ask how you might help them. Friendships often begin this way. Good networks always do.

"Treat people as if they were what they ought to be and you help them to become what they are capable of being."

Johann Wolfgang von Goethe

"The most important single ingredient on the formula of success is knowing how to get along with people."

Theodore Roosevelt

EVALUATING YOUR NETWORK

It is important to stop and evaluate the usefulness of your network. You want to analyze its strengths and its weaknesses. Learn what parts work and what parts don't. For instance, if you want to further your opportunities in the world of animal medicine, network with people who are involved in animal welfare, animal care, pet products, foods — anyone who can help you achieve the goals you have set for yourself. Always enter into any network with the attitude, what can I do for you? If you are open and want to help others, they in turn will want to help you.

You might also want to “rate” your network. Starting with family, friends, neighbours, people you work with, right up to the experts. You might find that you will include that number on the front of their business card or on the information in your Rolodex. I use the following divisions.

1. The people who form the core of your network and are fundamental in getting your job done. You know their worth and their value and would not hesitate to recommend them for specific reasons.
2. Your family, friends and neighbours who, though not terribly valuable to your work right now, might be very valuable to someone in your network. Expand your knowledge of these folks, they just might hold the “key” to your success.
3. The experts in your field whom you respect and value as professional contacts and whom you would recommend to others. You would stake your reputation on the professional competence of these people.
4. People who are working in related fields who can help you get your job done, i.e., professors, animal health technicians, scientists, etc.
5. People who will guide you, share their experiences and help you access the necessary information to get you to the top.
6. The role models, the people you want to be like.
7. The people who will refer you to additional sources of information and people.

8. The people who cause you to look at your own direction. They sometimes force you to face some important questions about your own life.
9. People who advise you of opportunity and encourage your visibility.

Remember — sharing those names is only good networking when you qualify the person you are sharing with. Don't abuse your network! You only get one chance to prove that you and your contacts are worth inclusion in another person's network.

HELPFUL HINTS

1. Try to colour code all of the business cards you receive (use a highlighter) or put each card into a colour-coded section of your Rolodex. Buy index cards for your Rolodex in different colours. Put a few words on the back of each card so that it will “tweak” your memory when you look at the card.
2. Remembering names is important. Try writing a name out and looking at it for a few minutes. It might help to remember the person by profession, or by the clothing/colour they were wearing during the event. Use the mnemonic aids that have helped you in the past.
3. Write to each person you meet that you feel will be a valuable asset to your network. When you write, try to say something in the note that will help you to remember how you can be of mutual benefit to each other.
4. Do not network just to increase your list of names. Try to stay within the areas that are of interest to you, such as your profession, hobbies, and favourite charities.

Everyone can connect. But not everyone will want to. Never force yourself on someone who's not interested. If you're hitting a stone wall, go around it. Collect back those pamphlets you distributed that are probably going to end up in the trash. Stop leaving unanswered voice-mails. If they want to get back to you they will. Instead, use that time positively to nurture the contacts you have. Selflessly help those people whenever you can. They won't forget any favours and your efforts will ultimately pay huge dividends.

MAKING IT WORK

*In The End, The Only People Who Fail Are Those
Who Do Not Try.*

INFOMERCIALS

“My name is Donna Messer. How can I help you?”

This is my signature introduction. I use it on the telephone or in person and usually elicit a question as a response, such as, “I don’t know. What do you do?”

This serves as a door opener, and allows me to explain what I do. It also gives me an opportunity to ask others about their skills, their interests and aspirations. The ability to ask questions and to listen to answers is a foundation stone of good networking.

My success over the last number of years is based largely on learning how to ask questions and not being afraid to ask. Because I assume the people I ask are experts, most people don’t feel threatened. Most are willing to share their knowledge and look forward to an interactive exchange. People like to talk about what they know! I believe the ability to ask, coupled with the willingness to listen, are the cornerstones of my success. Good networking requires these basics.

To communicate effectively you need to establish a mutual trust with your audience. With some form of understanding of one another, each person can let down the barrier of suspicion and allow a rapport to build. When your audience is defensive, you need to go on the offensive to create a constructive situation. This holds true with one-on-one communication and with large audiences. The speaker has to establish a rapport with the audience and the audience has to want to listen.

At structured networking sessions you have a message to deliver. The minute you walk into the room you are creating a message.

The message you deliver at a networking session must be appropriate in length and type of information. After all, the message you send on a postcard will be concise and to the point, compared to a long letter to a loved one. You need to develop an introduction and an infomercial.

The way you send and receive — speak and listen — are the key elements to communication. Body language accounts for 55% of communication. Eye contact, facial expression, gestures and movements, posture, attire, stance, and space all contribute to the effectiveness of your communication.

Take particular care to dress appropriately and use good grooming habits. Packaging of the product is essential to getting that all-important second look and that chance to speak. Be aware that every time you leave home, you might meet your next major client. Dress with that in mind, every day.

By using the power of your voice in face-to-face networking, you can communicate more effectively, strengthen your image and achieve success. When you deliver your initial greeting it is important to:

- speak clearly
- keep a smile in your voice and on your face
- speak with energy
- use positive body language.

Be sure to enunciate clearly, without dropping consonants or syllables, or fading at the end of sentences. Some people take time to get up to full delivery volume and eat the first few words of every sentence. Do not mumble. Speak at a reasonable pace, without using filler words such as “you know”, “like, ah”. A silent pause to think and regroup is more effective than a string of “um-uhs”.

Keep the pitch of your voice at a pleasant level, not allowing it to rise to a screech, even when talking to a large group. A well-dressed, elegant person with a discordant voice will be an ineffective communicator. Effective communication depends on how you control the quality of your voice.

Breathe from the diaphragm to give the resonance, quality, pitch and body language that exudes confidence. Diaphragmatic breathing comes from the mid-section; it gives depth to the voice and increases projection.

At face-to-face networking events you can use a script to help you introduce yourself. (Not one that you read, but one that you have prepared and learned.) You need to think about and structure

your introduction before the event. Spontaneous introductions work for some people but you can maximize your results with a little planning.

At most structured networking events, individuals are given a one-minute opportunity to introduce themselves to a group. You need to practice the delivery and focus the subject matter very carefully. You want to capture the imagination of the audience, so use all your communication skills to deliver an imaginative message.

It is something that you need to work on so that it is the one powerful minute that identifies your unique talents and skills. Your infomercial should present you in a perky and creative way. Develop the ability to present your infomercial with confidence and ease.

Practise what you are going to say in front of the mirror with a tape recorder. When you listen to the tape, imagine yourself in the audience. Where would you make improvements? If you were the listener, would you be inspired to call or follow up?

*Any meaningful idea in business is able to be stated
in less than one minute.*

John Capozzi

We use the acronym SMILE & ASK to help everyone remember the basics in giving an infomercial.

Start by giving a smile.

Make eye contact.

Introduce yourself.

Let people know what you do.

Explain what you need.

Ask how you can help.

Say thank you.

Keep in touch.

“Many things are lost for want of asking.”
English proverb

If you have a name that can be related to something that helps people remember you, use it for yourself. “Hello, my name is Ralph Greene. Like the colour, with an extra ‘e’. Or, “My name is Susan Banks — wish I could give you a loan.” This is a simple memory trick, and you may even have to go beyond your comfort level, but you will be surprised just how many people will remember you, your name and your business.

EVENT NETWORKING

As Robert Muller, former assistant secretary-general of the United Nations said in his poem,

*“Networking is the new freedom,
The new democracy,
A new form of happiness.”*

You need to use every available opportunity to express who you are and what you believe. Here we present some strategies that will make your networking more successful:

- Arm yourself with chit chat
- Work on your handshake
- Remember names
- Network everywhere
- Work the tables
- Use networking tricks of the trade
- Ask
- Use resources wisely
- Build your reputation.

Arm yourself with chit chat

At a cocktail or dinner party, or a networking event, you need to find common ground for conversations. You need to share and compare your relevant personal experiences and knowledge to those of the people you will meet. You can do this by being armed with things to talk about.

Fill your arsenal with news; read at least one daily newspaper. You will sound informed and will likely have an opinion.

Listen to the news and think about the relevance of the news to the event/group where you are making connections.

Read books. If you don't have time, get tapes to play in your car.

Without dominating the conversation, there might be an opportunity to tell a story about a personal experience that relates to the topic at hand. Storytelling will engage others in your group.

You might also ask about the future. What opinions do people have on current trends in business? You might share common outlooks and misgivings about the future. Listen to the responses and follow up with relevant questions.

*“When I was a young man I observed that nine out of every
ten things I did were failures. I didn't want to be a failure.
So I did ten times more work.”*
George Bernard Shaw

TEN NETWORKING QUESTIONS THAT WORK EVERY TIME

1. How did you get started in your business? People like to be the movie of the week in someone else's mind. They will share their story with you while you actively listen.
2. What do you enjoy most about your profession? Again, it's a question that elicits a good, positive feeling.
3. What advice would you give someone just starting in your business? This is my mentor question. Don't we all like to feel like a mentor — to feel that our answers matter?
4. What one thing would you do with your business if you knew you could not fail? This is this person's dream and it will give them a chance to fantasize. You will notice that people will always take a few minutes to really ponder their answer.
5. What makes your approach to the industry different? This is an opportunity to do a little bragging.
6. What significant changes have you seen take place in your industry through the years? This is a great question for the mature connection. They love to tell the story of change.
7. What do you see as the coming trends in your industry? This is a great speculator question. Everyone has some ideas that elicit additional comments.
8. Describe the strangest or funniest incident you've experienced in your business. This gives people the opportunity to share their war stories. It's fun and you can exchange with everyone!
9. What ways have you found to be the most effective ways to promote your business? Again, it accentuates the positive in this person's mind. You are not looking for secrets, merely admiring their business acumen.
10. What one sentence would you like people to use in describing the way you do business? Almost always a person will stop and think really hard before answering this question. What a compliment you have paid. You've asked a question that the people closest to him have never thought enough to ask!

ICE BREAKERS

The following are fun ways to break the ice at any networking event. It gives people a chance to learn something new about even the oldest acquaintance. Have fun, and build better business relationships while you enjoy the conversation!

Dream Vacation Ask everyone to introduce themselves and describe their ideal vacation. It gives everyone the opportunity to find out if they have common interests when it comes to time off.

Favourite animal Ask everyone to name their favourite animal. Ask for three adjectives that describe that animal. Example — dog — golden retriever — loyal, friendly, playful. Then suggest that they use these adjectives in describing themselves.

BirthDayPartner Find someone in the group whose birthday (not year) is closest to theirs. Find two things they have in common.

Name game Find three adjectives that use the first letter of your first name. Use these in conjunction with your position.

New Best Friend Take a number, now find your duplicate. Learn enough about that person in two minutes to introduce them at the event as “My New Best Friend.”

Work on your handshake

Practice your handshake and ask for feedback from everyone you shake with. Is your handshake warm and friendly, cold and clammy, firm and businesslike? Perhaps you change the type of handshake you give when meeting with people on a personal basis vs. a professional one. If you are a man, do you shake hands differently with a women? Shaking hands is a great ice breaker, particularly if you can comment on the type of handshake you have just received. Always make the comments positive, i.e., refer to a gentle touch vs. soft & floppy one, a firm grip vs. a bone crusher. What does your handshake say?

Dominant Greetings

It is generally acceptable to touch the arm of an acquaintance, but the person who is touching is taking a dominant position when touching accompanies a handshake. Keep an eye out for the elbow grab, the wrist clasp, the arm squeeze or the shoulder hold.

Subtle Cultural Differences

Britons and Americans have a friendly habit of holding your right arm to control your response. Indians would be deeply insulted by these left-handed touches. West Indians would most likely reciprocate with enthusiasm and the French would disarm you with a kiss on both cheeks!

“Even if you’re on the right track, you’ll get run over if you just sit there.”

Will Rogers

What kind of handshake do you give?

Study the following kinds of handshake and discover what kind of handshake you give. You may need to make some adjustments to yours, unless you already shake hands on equal terms.

A. Equal terms Both hands are vertical with thumbs together and the shake is firm but relaxed.

B. Taking control Hands are turned so that the controlling hand is on the top of an open palm. Fine for lovers, but not so good in business.

C. The pull Pulling a person closer may mean a lack of confidence or a need for closer contact.

D. Fingers only Either given or taken, this is the shake of someone who holds back and doesn’t give themselves.

E. The cold fish Floppy, cold or damp, this handshake is unmistakable and uninviting. Ask your friends to check if you do it unwittingly.

F. The clamping vice Ouch! Is the usual response. Used by aggressive people who like to appear tough.

G. The protector A double hand-clasp is warm between friends but implies a need to ingratiate from a stranger. Many politicians use this one.

Use the Opportunity of the Handshake to Get a Good Look at the Person’s Name Tag.

Remembering names How many times have you heard people say that they are terrible with names? You can help these people by introducing yourself in a way that will be remembered. Use a little phrase at the end of your introductions that will help people

remember your name. You can use tag lines that place you in a particular job, location or on a particular mission. "I'm Jim Smith, a nuclear engineer," or "I'm Sandy McDonald and I want to learn about food franchising".

Like most things, attitude helps. Convince yourself that you are going to be good with names and concentrate on remembering names.

When someone introduces herself, ask her to repeat her name if you don't hear it clearly the first time. Make eye contact and show genuine interest in the person. If possible, take a good look at the name tag, or read the business card if you are given one. Then use the name when talking to her. Make an association in your mind with what she is wearing, with her profession or a prominent physical feature.

Repeat the name when introduced, use it at least once in conversation and again when parting. This repetition will help you to remember the name. It requires focus and concentration but your efforts will be rewarded. People are very flattered when someone remembers their name.

All these strategies will make your networking more successful.

People don't care how much you know. They want to know how much you care.

Network Everywhere

You should always be networking — on the golf course, at a social affair, out sailing or at a party. There will always be opportunities to meet people and discuss what you do. You can find out what other people do. You never know when you will be able to or need to refer to these people.

Practicing your networking skills makes you a better networker. You'll find that you need different tools and skills for different groups. At some you will be expected to stand up in front of the whole group and introduce yourself. You will have to follow up after the general meeting with those people who interest you. At other meetings you will have to work your way around a room of people and introduce yourself to several small groups. Attend meetings regularly. If you go only once, you won't accomplish much. To build relationships you need to reinforce your image and message through repetition.

Remember to evaluate the networking groups that you attend. What benefits do they provide? Are you making the kinds of contacts that you want to make? Are you meeting people whose val-

ues you share and with whom you can build relationships? How can you improve your performance at these events? Choose a few diverse groups and attend them regularly. Consistent performance at a few networking groups will likely prove to be more beneficial than casual attendance at many events.

Checklist for Successful Networking

- Find out about the event:
 - Where will it take place, what time does it start, what is the cost?
 - Who will attend, why does the group meet?
 - What is the appropriate dress?
 - Will you be expected to introduce yourself to the whole group? How long will you have to speak?
- Pre-register for the event.
- Take a name tag if you are a member of the group.
- Take a supply of business cards in your right hand pocket. Put cards from new contacts in your left pocket.
- Take a small pad of paper, pen or pencil for note-taking.
- Work on your infomercial — what you're going to say about yourself and your business.
- Make sure you present a good visual image.
- Have a positive mental attitude; leave your negative thoughts at home.
- Put on your smile and go to the event.
- Use all your networking skills.
- Evaluate the event. Was it successful? Should you have done anything differently?
- Follow up. Assess the contacts made. Make the calls and file the information which you have collected.

Joining the right organization is important. Attend meetings on a trial basis to see if they have what you are looking for. Make sure that you are going to get a good return on your investment — if it won't give you what you need, don't join.

Anita's story

A creative writer, specializing in the food sector who, though well trained and knowledgeable, wasn't able to "break through" the red tape to become a "paid" writer. Her goal was to get paid for her talent; to become known in the industry for her expertise.

Today — Anita joined the ConnectUs networking sessions. She faithfully attended as many sessions as she could and through the connections she made there Anita has written and published several cook books which have been well received. She "hosted" Canada's first ever food symposium, Northern Bounty. She has traveled across Canada on behalf of CP Hotels writing about Canada's cuisine. She writes for the Toronto Globe and Mail and is considered one of Canada's most knowledgeable food writers. Anita had the talent, she just didn't have the contacts; networking gave her those contacts!

BUILDING BUSINESS RELATIONSHIPS

Building your reputation goes hand in hand with building your credibility and establishing trust within your network. When you have developed a trusting relationship with a select group of contacts and established your credibility you can move your network into a success team, a strategic alliance or a pod. All these names are being used to describe a variety of groups that are forming for a variety of purposes. Some are fairly close-knit groups which work together to bring their businesses to success. Others seem to work like an informal board of directors or lead to formal partnerships.

Trust is the foundation stone of long-term business relationships. You can develop trust by following through with people that you contact at networking meetings. Follow up with a phone call to discuss common interests.

Getting to know someone is a key element in networking. You have to know someone else well enough to understand them. You have to stretch yourself to trust and understand and accept the other person as the relationship expands.

You can start to build your credibility one conversation at a time. Your contacts cannot learn all about you at one networking meeting. These relationships are built up over time and you have to start with a firm foundation of information. Provide information verbally

on the phone, at lunches, and in writing. Send them copies of your articles.

Volunteer to serve on a committee in an organization, in your neighbourhood or for a charity, and demonstrate your skills. Your contacts will see how you perform and will recognize your strengths.

- Join a career related organization
- Sponsor/support events targeting your market
- Cross merchandise products
- Become a board member for an active association
- Volunteer
- Join a public speaking group — learn to express your ideas succinctly
- Write newspaper column
- Appear on TV or radio on career related topics
- Be knowledgeable — take time to get the current facts
- Speak to service clubs and associations
- Become an expert, write articles for career related publications
- Believe in yourself and in what you know and do

Success Teams

If we want to change our lives, it is more important that we change our attitudes than our circumstances. Unless we change our attitudes, it is unlikely that our circumstances will ever really change.

Networking

That's what this is all about — real people, with real goals.

If you want to reach your goals and achieve new heights, NETWORK.

Share your talents.

While you are helping others you are helping yourself.

SUCCESS TEAMS

A success team is a group of individuals who want to achieve a goal with the help of a team. The team usually consists of like-minded people each with a network of friends, colleagues, business associates and relatives who can add value to their own personal contacts. The team meets on a regular basis (usually once a week) and the sole purpose is to help other team members connect and focus on successfully completing their goal.

The team will help design an action plan and focus on results. The secret of the success of this whole plan of action is the support you receive from your team. That is why the plan works when others don't. Wishes and dreams are achievable goals when everyone works together. Being accountable to the other members of the team help keep everyone on track. The club members are your support team, they are there for you, you are for them, AND YOU CAN'T LET THEM DOWN!

You need ongoing sustained effort over an extended period of time in order to achieve your goals. You need support and encouragement when times get tough, you need encouragement when you run into the inevitable interruptions, setbacks and fears that are part of every journey to the top. But when you have a team behind you, you can succeed!

By living our dreams, we can contribute not only to ourselves, but to everything around us. The saddest thing of all is that most of us are not only not living our dreams, we have stopped believing in them.

SUCCESS TEAMS HOW DO THEY WORK?

A group of no more than 10 individuals gather around a table. One team member is designated the scribe or facilitator. Everyone has 5 minutes to make their presentation, giving a brief overview of themselves and their needs. The timing is kept by another member of the team. The scribe notes important items in the presentation including the needs, strengths, and goals of the presenter. At the end of the 5 minute presentation each of the other team members are polled for ideas, contacts and leads. This can take up to another 5 minutes. Again, the scribe takes notes and the time is kept. All of the scribes notes are handed over to the team member for follow-up. The presenter must report on the success of the ideas, leads and contacts generated at the beginning of the next meeting.

Tools Your Team Will Need

- A flip chart or large pad of paper
- A timer
- Business cards
- Achievement chart
- Lead sheets
- Recruitment flyers

Rules for Success Teams

- Everyone has equal opportunity to speak.
- Everyone must give ideas, leads, contacts and support.
- Everyone must agree to a confidentiality clause if needed.
- Everyone must be willing to take the responsibility of scribe.

You will work on your dreams the same way you worked your way through school ... by showing up, doing your homework and reporting in. The team members will become your friends. They will wait downstairs during important meetings, listen to your fears on the way to the meeting and take you out for a beer afterwards to celebrate or commiserate. Your team will cheer when you meet your short-term goals and help you in the long journey to realizing your dreams.

TOGETHER EVERYONE ACHIEVES MORE.

THE PERSONAL SUCCESS PLAN

1. Crystallize Your Thinking

Determine what specific goal you want to achieve. Then dedicate yourself to its attainment with unswerving singleness of purpose, the trenchant zeal of a crusader.

2. Develop A Plan For Achieving Your Goal, And A Deadline For Its Attainment

Plan your progress carefully: hour-by-hour, day-by-day, month-by-month. Organized activity and maintained enthusiasm are the well-springs of your power.

3. Develop A Sincere Desire For The Things You Want In Life

A burning desire is the greatest motivator of every human action. The desire for success implants "success consciousness" which, in turn, creates a vigorous and ever-increasing "habit of success."

4. Develop Supreme Confidence In Yourself And Your Own Abilities

Enter every activity without giving mental recognition to the possibility of defeat. Concentrate on your strengths, instead of your weaknesses -- on your powers, instead of your problems.

5. Develop A Dogged Determination To Follow Through On Your Plan, Regardless Of Obstacles, Criticism Or Circumstances

Construct your determination with sustained effort, controlled attention, and concentrated energy.

*OPPORTUNITIES never come to those who wait.
they are captured by those who dare to ATTACK.*

NETWORKING AND MARKETING

How do they work together?

Doing business without advertising is like winking at a girl in the dark. You know what you're doing but nobody else does.

Stewart Britt

WHAT IS AN ENTREPRENEUR?

Entrepreneurs are unemployable, so they must start their own companies.

Entrepreneurs refuse to accept defeat and are driven to the point of ruining their health.

Entrepreneurs often come from families where there were problems, and household responsibilities were thrust upon them at an early age.

Entrepreneurs have spotty academic records, but lots of street smarts.

Entrepreneurs have commitment, and want to control their venture.

Some Entrepreneurs may have learning disabilities and are not able to comprehend the numbers so necessary to bankers.

An Entrepreneurial company values its employees and does community service work with no expectation for commercial gain.

Entrepreneurs don't blame the government, the economy or God for their problems.

An Entrepreneur's attitude — life is full of curve balls, you just have to learn to play the game, taking the opportunity to swing on a variety of pitches.

An Entrepreneur believes there is no exercise better for the heart than reaching down and lifting people up.

An Entrepreneur knows that it does not matter who gets the credit as long as the job gets done, they believe that if the job gets done the credit will come.

Are you an Entrepreneur? (taken from The Financial Post)

MODERN MARKETING PRACTICE

ADVERTISING SALES PROMOTION PUBLICITY

The best way to help anyone who is interested in promoting their own business is to follow a few very simple rules.

1. Choose a product that you know and understand.
2. Make a list of everyone you know that might be able to help promote the product or service.
3. Go for as much free publicity as possible — radio, TV, and newspapers.
4. Cross merchandise — partner with someone who has a complimentary product.
5. Have lots of samples — give-aways help to gain a market share.
6. Join networking groups and find team players who will work with you on a percentage basis.
7. Look for government sponsorship of products or services.
8. Try to create a win/win scenario, where everyone benefits from the product or service.
9. Make the product attractive; packaging is very important.
10. Guarantee the product or service.

The following pages are just some of the ideas that have been generated from using the simple rules stated above. If you want to learn more about effective marketing, generating successful promotions and gaining positive publicity, use the rules and start making things happen. Successful business starts with you.

A FEW STORIES ABOUT GOOD MARKETING

The Bubbler

This company manufactured a product in Canada that turned ordinary tap water into soda pop. The machine was easy to use, and very cost efficient. The company needed to find a way to “test” the product and make sure that it would succeed in the market.

What did they do?

They organized a team of high-school students for summer employment. The students were issued a “Local Bottler Kit” and given an area where they could “test” the product. The students went to malls, ball games, anywhere there was a crowd. They gave away samples of the soda pop and asked all tasters if they would buy a unit if it were on the market. They also asked for comments on pricing, packaging and taste comparisons. The survey showed that more than 50% would buy the product and it also gave the name of the stores where they thought they would buy the product.

What this marketing practice did was:

1. Employ students for the summer
2. Gather valuable information on when, where and how much a consumer would spend on this product
3. Get a list of people who had indicated they would buy the product
4. Provide information to retailers that indicated if they carried the product, a certain number of consumers would be ready to buy
5. Make the public aware that the product would be sold shortly
6. Every “tester” was given a coupon which the company would back giving a discount upon purchase of the Bubbler.

The Bat

This product is an alcohol awareness tester. The product is manufactured in Canada and has been on the market since 1993. The company decided that in order to get the necessary promotional opportunities, they would need to “partner” with a consumer group. The Bat gathered a team of “experts” and offered each expert the chance to use his/her knowledge to bring the Bat to more people. Some of the team had connections with government, some with beer and alcohol manufacturers, some with retail establishments. All of the team, working as a unit, pooled their talents and their contacts and began the process of bringing a product to market.

What did they do?

1. The Liquor Control Board was contacted to find out if literature could be left in their stores.
2. Brewers Retail was contacted to see if there was an interest in “partnering” by placing advertising on the machine.
3. Insurance companies were contacted to find out if they would offer a discount to those using the Bat.
4. Cab companies were contacted to find out if they were interested in a partnership with discounts on fares from local establishments, if customers used the Bat.
5. Substance abuse groups, Mothers Against Drunk Driving, etc., were contacted for their input. Their support could increase alcohol awareness and help bring this message to more people.

Students approached schools for support on the project. Alcohol abuse starts young, and an awareness program with sponsorship from education gives a stronger impact.

What this company has done is to follow some very simple rules. They are finding out who wants the product, and who can benefit from being associated with the product. A strong campaign will be launched with local media as the Bat appears at local bars, hotels, and events where alcohol will be sold. The machine will be on the move, gaining recognition and respect. Hopefully, most drinking establishments will have a unit on their premises within the next 12 months.

*If I had my life to live over again, I would elect to be a trader
of goods rather than a student of science.*

I think barter is a noble thing.

Albert Einstein

NETWORKING IN THE FUTURE

*One can never consent to creep when one feels
an impulse to soar.*

Helen Keller

*I know God will not give me anything I can't handle. I just
wish that He didn't trust me so much.*

Mother Teresa

NETWORKING IS THE FUTURE!

Times have changed. It's not what you know, but who you know that is important. We have to become more aware of the role of networking in the future. A recent article in The New York Times describes a new breed of executive, so new they've invented a name for them — the CLO, or Corporate Learning Officer. Their job? "Encouraging employees to share knowledge, networking!" The growth of information and the often huge size of companies make the task difficult, and because the stakes are high, a growing number of corporations, including Coca-Cola, Cigna, Hewlett-Packard and Monsanto, are hiring CLO's and paying them salaries between \$300,000 and \$700,000. If networking is the way of the future, you have to become plugged in and keep the wires humming!

Networking is the future, and your future will only be guaranteed if you learn to network.

THE FOLLOWING TEN POINTS ARE THE WAY OF THE FUTURE

- 1. Networking Will Become A Hiring Point** — Employers may ask prospective employees to take exams about networking, or demonstrate through role playing their ability to network.
- 2. Networking As A Skill** — Many large organizations today are impersonal. It is easy to get lost in the crowd. If you know how to network, soon everyone knows you. You become a linchpin for the company. In order to gain the most from your job opportunities, good networking skills will be required.
- 3. Networking Will Be Taught In Training Programs** — Large and small firms will include courses and seminars in networking in their training programs. Networking will be recognized as an important business skill. Some firms already have role playing activities in which the trainee is asked: “What would you do if ... ?”. “Where would you go to get the following information ... ?” or, “How would you go about finding out ... ?” Networking programs will be similar.
- 4. Networking Will Be Taught In Schools** — Not long ago business schools stressed statistics, finance and economics. Now more soft courses are being introduced, among them Stress Management, Organizational Behaviour, and Relationship Building. Networking (another name for relationship building) will become an important part of most school curriculae and will be an entire course by itself.
- 5. Networking Will Become More Formalized** — You may not realize how many networks, both formal and informal, that you are part of. As networking becomes a more recognized and appreciated skill, your personal network (church, school, hobby) will become more valuable.
- 6. Networking Will Become More Specialized** — Long ago we saw “unclassified ads” soliciting everything from pets to people. Today we see “classified ads” channeling our needs into recognizable sectors. Networking will become more discriminatory and specialized, classifying leads by category. Your networks will become valuable assets and should be listed on your resume.
- 7. Professional Networking Organizations Will Abound** — Networking organizations could be the next set of “yellow pages”. By joining specific associations you could have access to a wide variety of information and an invaluable list of personal contacts. Fee for use may apply and “a return on investment” analysis should be done before joining.
- 8. Networking Will Keep Competitive Businesses In Business** — Getting together to get ahead will be a highly valued skill for any business. Strategic Alliances and joint ventures will be the networking wave of the future. Isolationism and refusal to network will drive some business and industry down.
- 9. Networking Relationships Will Determine Profitability** — It pays to cooperate. Macy’s and Gimbal’s broke tradition in Miracle on 34th Street, by co-operating rather than competing, and both ended up with the greatest Christmas profits ever!
- 10. Networking Will Create Balance** — Professionally and personally our networks will become intertwined. Good networking skills will create a balance between the warm personal contacts and the impersonal aspects of a business connection. Networking will provide a strong bridge that will link effectively the personal and professional networks we will need to survive in the next millennium.

Networking in the future will be more and more necessary as the world becomes smaller. Indeed, with the Internet, the world has become so small it is in your office. Many business opportunities are available over the Internet and e-mail has become a necessary networking option. A Rotarian in Germany wanted to make a financial contribution to a children’s camp here in Ontario. He specifically wanted to support a camp that was teaching First Nations children about their heritage and connection to nature. He put a spot on the Rotarian web site stating his desire. A Rotarian in Southern Ontario read this message and knew of someone who might know someone (we all know what that’s like) and contacted his friend. The friend did have information about such a camp and forwarded the e-mail address of the Rotarian to the people running the camp. To the best of our knowledge, the gentleman from Germany made his contribution to the camp in Northern Ontario and many more inner city First Nations children will be

able to attend this camp. This would not have happened without networking on the Internet.

Our world is changing at a pace that leaves most of us gasping for air. It's exhilarating. It's exciting. It demands that we master new skills so that we may keep up with our times and do all that we can to be a success both personally and professionally. Networking recognizes that we must work as a team in order to survive. We must support each other and in that support we enable ourselves to also reach our own goals, whatever they are. People helping people is an old cliché but it holds true today as much as it ever has.

Each of us has an obligation to help other people in this world to the best of our ability. Volunteering for worthy organizations meets that obligation and allows us to explore our interests and skills in a way that our family and work seldom do.

IF YOU WANT TO BECOME PART OF THE NETWORK

Name: _____

Address: _____

Phone number: _____ Ext. _____

Fax number: _____

E-mail: _____

Company Name _____

Type of Business _____

What organizations & associations do you belong to? _____

What are your hobbies, strengths, skills and goals? _____

How can I help you?

Please use more space if you need it.

ADVERTISING — SOME GREAT IDEAS.

I once met a man who wanted to start an ad agency. He had great ideas, but no one knew him or his talents. How could he find a way to get attention?

He decided to target 12 companies that he would like to represent. He studied their previous campaigns and decided to take the plunge. He went out and bought 12 cherry pies, and 12 beautiful shiny red boxes. In each box he put a cherry pie and tied a note to the box. The note read ... "Are you getting your share of the pie when it comes to advertising?" Each pie was delivered by a courier. Of the 12 delivered, 8 companies called and suggested that he come in and talk. Of the 8 contacted, the advertising company got 4 new clients.

Apples and oranges — how do you compare?

A gentleman went out and bought 12 silver and 12 gold boxes. He also bought a dozen apples and a dozen oranges. He targeted the clients he wanted to reach and began his campaign. He sent 12 potential clients their silver box with an orange inside, no note; the next day he sent the same 12 potential clients 12 gold boxes with an apple inside, still no note. The next day he sent a letter which read, "I sent you the boxes. If you are having trouble comparing apples and oranges, my company can help solve your problems!" Business increased dramatically.

Word processing services are all the same.

A young woman named Irene wanted to start a computer/data processing/desktop publishing business from her home. She wanted to do all the computer jobs that everyone never has time for. Her problem? She had lots of competition. She decided that she would market her services through the mail and had a promotional piece made that listed "jobs to be done". She had the piece laminated and, at the bottom, the piece read, "Wipe the slate clean, call Irene!" Good marketing — and her business is flourishing.

Soup Kitchens — Can you challenge Campbells?

If you have a story, a product, a service that can be connected to a cause, a concept, or a particular group, you may get free publicity. For instance, if your product or service is geared to seniors, use the senior citizen centres, involve them and let them get the article written. They have columns in every weekly newspaper. A friend of mine started a business by selling soup to seniors. She held soup

parties at senior citizens' apartment buildings. Soon she was delivering twice a week and had more business than she could handle. Word spread through the senior network that she had a good product, an excellent price, and she delivered!

Judy

Judy wants a job! She has owned her own computer software company. She has worked for the Ontario Government on a contract basis. She has run, unsuccessfully, in a provincial election. She is multi-talented, politically active, and can travel. Judy is little, but mighty!

Today — Judy's height has been a major opportunity! Because of her situation, and her experience in government, Judy was offered a job as one of the "advance" people for Kim Campbell's election campaign. Did the results of the election daunt Judy? Never! With the connections she made, Judy is now happily employed and owes it all to good networking.

SOME THINGS TO THINK ABOUT !!

Some people dream of worthy accomplishments while others stay awake and do them!

ATTITUDE IS A LITTLE THING THAT MAKES A BIG DIFFERENCE.

*Success is a journey, not a destination.
We Cannot Direct The Wind, But We Can Adjust The Sails.*

**IN THE RACE TO BE BETTER OR BEST, DO NOT MISS
THE JOY OF BEING.**

*The pleasure you get from your life, is equal to
the attitude you put into it.*

*Life does not require us to be the biggest or the best,
it just asks only that we try.*

**THE LOFTIER YOUR GOALS, THE HIGHER YOUR RISK,
THE GREATER YOUR GLORY.**

QUOTES

*"It isn't what you know that counts,
it's what you think of in time."*

*"Anyone who thinks the customer isn't important should try
doing without him for a period of ninety days."*

*"Choose a job you love,
and you will never have to work a day in your life."
Confucius*

*"Any difficult circumstances and unhappy events of our
childhood years provide clues to the very conditions we are
meant to experience, overcome, understand and forgive.
Our character is forged by our reactions to
any events such as these."*

*"Be willing to try at least one brand-new activity each week.
Look to life as a smorgasbord, and help yourself to
lots of different experiences so that you can discover
what appeals to you."*

*"A good deed never goes unpunished."
Gore Vidal*

*"Part of being smart involves knowing when to admit you
don't know something. The brightest people ask the most
questions. If you don't know, ask."*

*By living our dream, we can contribute not only to ourselves,
but to everything around us. And yet,
most people are not pursuing their dreams.*

*There is no security on this earth, there is only opportunity
General Douglas MacArthur*

*You have to leave the city of your comfort
and go into the wilderness of your intuition
What you'll discover will be wonderful.
What you'll discover will be yourself.
Alan Alda*

*When you need financing, "No" is not an acceptable answer.
It's just your cue to look elsewhere.
John Capozzi*

*Motivation comes from the Significant Principle: Everyone
wants what he or she does to be Significant. Make it true and
make them believe it."
Tom Oliver (executive vice-
president, American Express)*

*Join a club that at least one member
of your board belongs to.
John Capozzi*

*Strive for businesses that complement each other ...
like the man who was a veterinarian and a taxidermist:
"Either way, you get your dog back."
Mike Buckman (general
manager, American Express)*

*When you make every sale a good buy for your customer,
that customer will become a good customer.*

*The average customer who has been pleased by a company
tells three people about it. The average customer who has
had a problem with a company tells ten people about it.*

*Learn to recognize when people are not listening to you.
If you want to communicate effectively,
be careful you don't say too much.*

*Say, for instance, you're a caterer, constantly cooking. It's
no trouble for you to make a little extra of a given dish
and freeze it. But the accountant who does your books
is swamped between January and March, and may be
interested in easy-to-microwave, frozen gourmet meals.
You've just made an unconventional connection: your bean
counter is now counting on your bean soup! That's just one
example. Using the tools of good networking, a profitable
link can always be made.*

TOP TEN SKILLS FOR LEADERS

1. Articulate vision. The new leader has to be able to convincingly and enthusiastically spread the word, the vision.
2. Attract others who have high potential. Hire and retain personnel who can articulate the vision.
3. Think Globally. The new leader has to be able to see the big picture.
4. Make Decisions & Solve Problems. Make connections that others don't see.
5. Take Advantage of Strategic Opportunities. Change directions. Form alliances. Be flexible.
6. Develop Strong Interpersonal Communication Skills. Become a coach and motivate your team. Improve employee performance through personal example.
7. Build Consensus. Get people to work together and support the new vision.
8. Manage Conflict. The most highly valued skill in the coming years. It will increase the amount of work that gets done by teams.
9. Be Sensitive to a Diverse Workforce. A keen insight is needed to maintain unity.
10. Create an Environment In Which Everyone Can Create Their Own Vision. Personal vision precedes, but leads to organizational vision. When every organization member creates and lives their own vision, a "buy-in" is not needed.

TOP TEN REASONS TO SELF PUBLISH

1. Self publishing may be the only way to get published. You may not be able to get anyone professional to look at your idea.
2. As a self-publisher you get to keep all of the profits from your sales. You only get 4–6% in royalties from a publishing company.

3. You have absolute marketing and editing control when you self publish. 60% of the big publishers do the final editing, 23% select the final title, 37% do not involve the author in promoting their own material.
4. Major publishers may receive up to several hundred manuscripts a week. Unless you've published before, the odds are they won't even look at your material.
5. When you self publish you are in control every step of the way. By depending on a publisher, you take the chance of never getting anywhere.
6. By self publishing you gain a different perspective. You handle the total marketing package.
7. Self publishing saves you valuable time. Using a publisher, it takes up to 18 months before the first copy reaches the market.
8. Self publishing eliminates the waiting and wondering. Waiting for a letter from a publisher that might never come is frustrating and embarrassing.
9. You get more directly involved in the entire process. You develop greater skills and obtain a bigger picture of the world of publishing.
10. As a self publisher you will receive greater business tax advantages. This can be important as a means of offsetting some of the income received from the sale of your work.

You can self publish by taking your materials (book, manual, report, newsletter, etc.) and by-pass all the "middlemen" by going directly to a printer. You can handle all the marketing and distribution of the product yourself. As a self publisher you invest your talent, time, energy and money. The benefit you receive is complete control over your product and all the profits!

A Networking Expert is Born Early in her working life, while working in the Banking industry, Donna Messer never imagined where life would take her. After having two kids Donna and her husband settled down in a small town where she decided to stay home to raise her children. To keep busy Donna became active in her community, honing the skills that would serve her well in the future. Her town needed a daycare facility, and so Donna took it upon herself to approach the town council for a building and some financing to get it going. She went on to start the first senior citizens golden age club in her community and was on the founding committee that started the Shaw Festival. A networking expert was born!

Full Circle Donna's success in sales and marketing helped her recognize that her greatest talents lay in networking and bringing people and businesses together. In 1993 she quit her job and started ConnectUs Communications Canada; a networking facilitator helping both small and large companies grow by building relationships through strategic alliances. In the words of the publisher of Donna's books "she has built her business by building relationships that benefit both sides of every introduction." Today, ConnectUs also hosts workshops, seminars, acts as an incubator for new business, and generally offers practical support for anyone interested in growth for the future. The woman who had turned to her friends and community to help her identify her strengths is now in a great position to help other people realize their full potential.

Donna Messer

Managing Editor and contributor of Business Woman Canada magazine
Winner - 1997 Woman on the Move Award - Toronto Sun
Nominated for Entrepreneur of the Year - Ernst & Young
Director - Mississauga Symphony
Advisor - Partners For Change - A Provincial Government initiative
Mentor with The Canadian Youth Business Foundation
Chair Women in Food Industry Management
Contributing Writer - Bell Network Magazine, The Home Business Report, In Pursuit,
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ISBN 00042378 9876