

## Relationship building – the art of creating a new contact and making the most of your network

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Room 216

Thursday, Feb 24

12:05 PM

## What is Networking?

- *“a supportive system of sharing information and services among individuals and groups having a common interest”*

Networking in my own words is about 4 things:

- Mutual Benefit
- Fun
- Referrals
- Gratitude

## **My Style of Networking**

- I'd rather connect well with one or two people in the room than meet every single person
- Build relationship over time
- Regular Contact
- Network when you don't need to

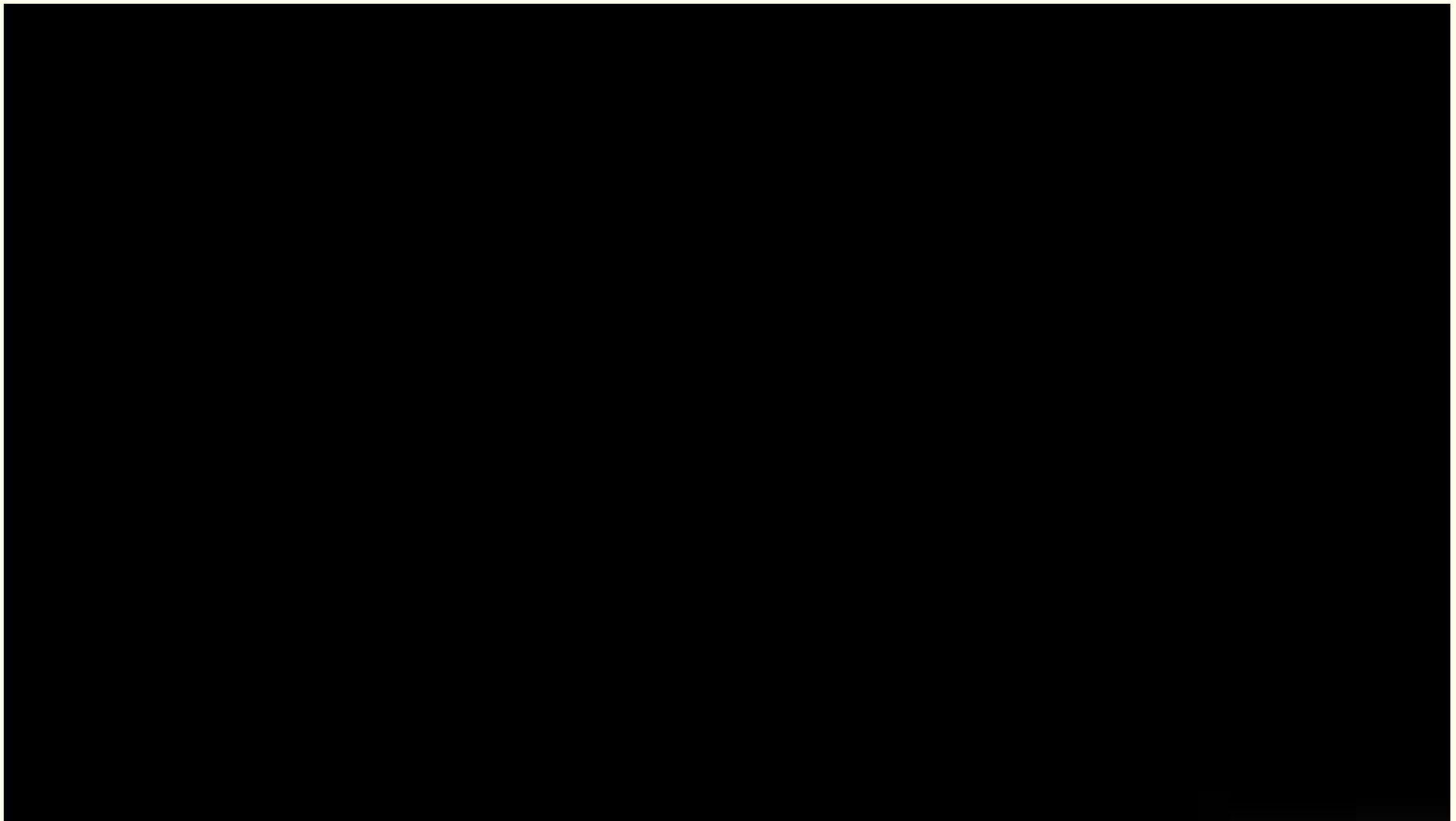
## **3 P's of Networking**

- Preparation
- Pro-active listening
- Professional Follow-up

## **Social Proof**

- What is it?
- How does it work?
- Why is it important?
- *Given limited time and motivation, other people will often evaluate others based on how surrounding people behave towards them.*

# Building a great network is like building a movement



## **Benefits of Networking**

- Increase your Sphere of Influence
- Develop personal relationships
- Get news faster than the media
- Access to unseen job market and new opportunities

## **Pitfalls of Networking**

- What's in it for me?
- Keeping tabs on who you helped and expecting something in return
- Not being able to respond to opportunities
- Seeing it as something you start / stop



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***We need to out-innovate, out-educate, and out-build the rest of the world***

## **Roleplay – before and after**

- What do I take notice of?
- Be prepared to answer questions myself
- Database

## 3 Tier Approach To Networking

- Tier 1
- Tier 2
- Tier 3

# Moves Management

	A	B	C	D	E	F	G	H	I	J	K
1	<b>Moves Management Prospect Grid</b>								<i>(Confidential)</i>		
2	<b>Example</b>										
3		<b>Prospect</b>	<b>Linkage</b>	<b>Interest</b>	<b>Ability</b>	<b>History</b>	<b>Gift Sought</b>	<b>Lead Staff</b>	<b>Prime Volunteer</b>	<b>Area of Interest</b>	<b>Action #1, Date</b>
4											
5	1	Jim Davis	1	3	1	\$10,000	\$15,000	Gerry	Wouk	General support	Initial Contact/Meeting
6	2	Herman Wouk	2	4	2	\$25,000	\$25,000	Frank	Davis	Counselling	
7	3	Aileen Ford	4	6	1	\$15,000	\$30,000	Gerry	Clinton	General support	
8	4	Dick Jones	5	5	2	\$50,000	\$75,000	Gerry	Wouk	Building	
9	5	Buz McLaughlin	3	3	3	\$10,000	\$15,000	Frank	Davis	General support	
10	6	William McKinley	4	2	4	\$7,500	\$10,000	Gerry	Clinton	IT	
11	7	Helen Washington	5	1	2	\$45,000	\$55,000	Frank	Hillman	General support	

<b>Prospect</b>	<b>First Name</b>	<b>Last Name</b>	<b>Title</b>	<b>Location</b>	<b>Linkage</b>	<b>Notes</b>	<b>Ability/Capacity</b>	<b>Potential Pitch</b>	<b>History</b>	<b>Gift Sought</b>	<b>Area of Interest</b>
Google				Sydney			1				
St George Bank				Melbourne	Asialink Leaders Program 2010		1				

## **Be Remembered... In a good way**

- Always take some time when you use LinkedIn or Facebook to actually say a personalised hello

### **A Message I received on Facebook recently:**

- *"Hi there, I'm \_\_\_\_\_ and I found you on Australian Business Icon Competition, I'm just looking to network with like minded Australian business owners. Look forward to chatting to you soon."*

# Be Remembered... In a good way

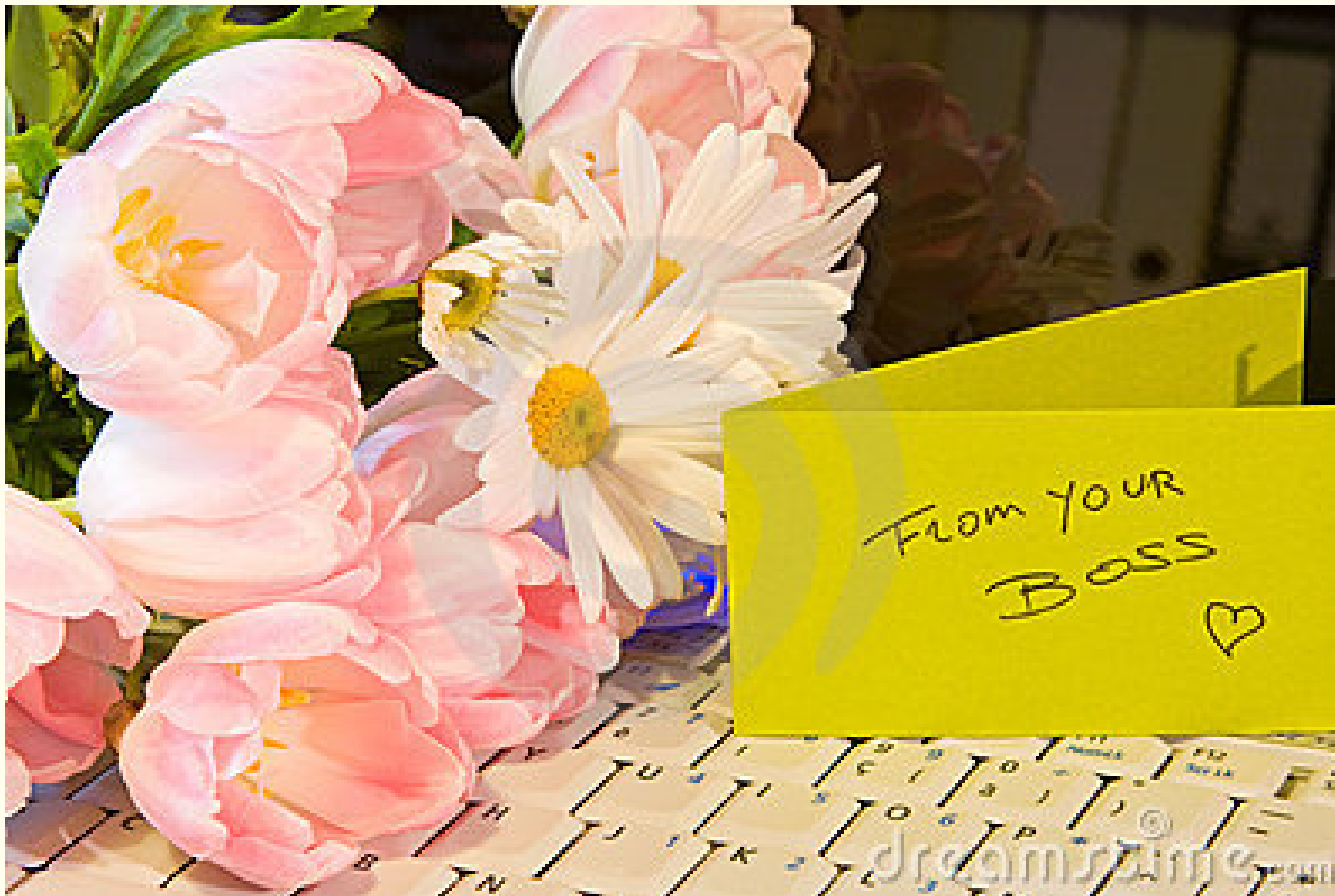
- Don't be afraid to share your dream

The screenshot shows a Facebook page for 'Get Jana on Neighbours'. The page features a profile picture of a woman with short brown hair, wearing a blue top. The page title is 'Get Jana on Neighbours' and it has tabs for 'Wall', 'Info', 'Photos', and 'Discussions'. The main content area shows a post with a video thumbnail and the text 'Get Jana on Neighbours Probably should have captioned that video! It's Jana's first ever solo ad! Great job JW, a role on Neighbours is within your reach!'. Below the post, there are comments from Jessica Fisher and Jo Michael Crowley. The right sidebar contains several advertisements, including 'OTEN - TAFE Courses', 'Research your Property', and 'Prahran Market'. The bottom of the page shows a 'Chat (Offline)' button.

## The art of introducing others...

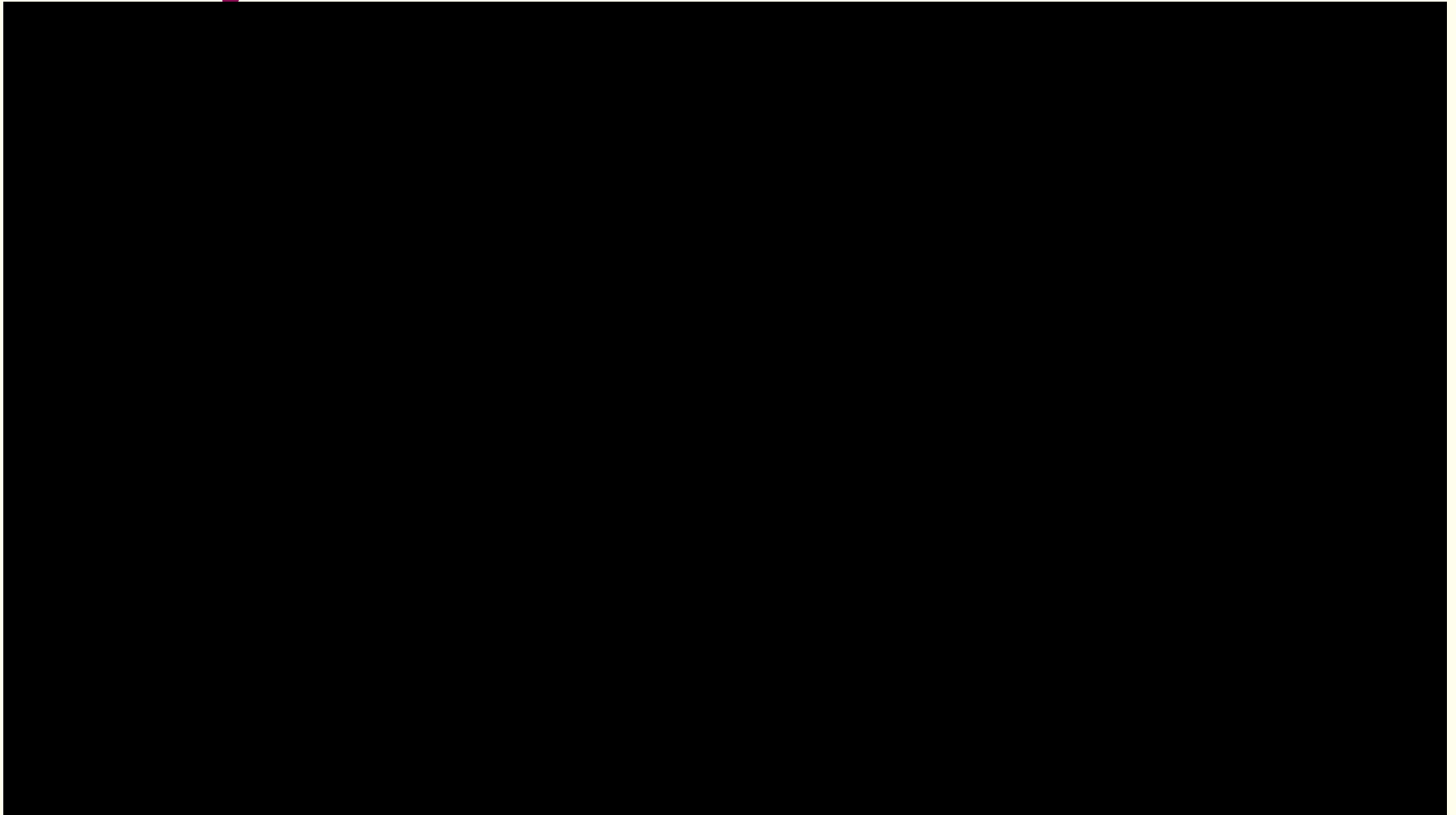


## A little gratitude goes a long way





# Everyone has a skill or talent



## **Social Media – a networkers dream**

- Go for numbers?
- Add everyone you meet?
- LinkedIn, Facebook, Twitter – what's the difference?
- Crowd fundraising, iphone fundraising apps

# Aim high but remember your friends

## ELSC invites you to experience the New Leadership Paradigm



**Author Richard Barrett**

*Founder and Chairman of the Barrett Values Centre*

Richard is a visiting lecturer at the Consulting and Coaching for Change, leadership course run jointly by HEC Executive Education

The Emerging Leaders for Social Change (ELSC) is pleased to invite you to an opportunity to hear from Richard Barrett, an internationally recognised author, consultant and keynote speaker on values-based leadership and culture in business and society.

Richard will explore the results of the first [Australian National Values Survey](#) and describe his New Leadership Paradigm, one that embraces the global common good rather than individual self-interest. He will also outline why this new leadership paradigm is necessary at this point in time; how as emerging leaders we can utilise this paradigm and why building a sustainable future for everyone is both a business and a societal imperative.

**Date:** Thursday 24 February 2011

**Time:** 6pm for a 6:15 start, concluding at 8pm

**Location:** Morgan Stanley Level 53, 101 Collins Street, Melbourne

**Cost:** Due to the generosity of our speaker, Richard and our host Morgan Stanley, there will be no charge to attend this event.

This will be an intimate event and as such, attendance is limited.

Please RSVP by Feb 17 to [info\\_elscmelbourne@gmail.com](mailto:info_elscmelbourne@gmail.com)

## Referrals

- The quality of the referral is normally determined by your relationship with them...

## Time savers

- Invite two, or three friends or people you would like to get to know to a function or a lunch and introduce them to one another
- If you are able to invite people who will benefit from meeting each other it is a great way to catch up and add value
- An email introduction sometimes works just as well

## Adding Value

- Australian Scholarships Foundation (ASF)
- ASF provides a number of complimentary scholarships (no strings attached) for a wide range of professional training, including masters, diplomas, short courses etc.
- Applications will be considered on a case by case basis
- Keep up to date with scholarships available by:

Joining their mailing list:

[www.scholarships.org.au/](http://www.scholarships.org.au/)

following them: [twitter.com/scholarshipsNP](https://twitter.com/scholarshipsNP)

## Adding Value

- The **ASI SMART Company Scholarship Fund** provides financial assistance in the form of scholarships and education subsidies up to \$25,000 (up to \$2,000 per individual) per year in three program parts. The study that the applicant intends undertaking must be directly relevant to their professional development in the not-for-profit sector.
- [http://www.advsol.com/AM/Template.cfm?Section=ASI\\_Scholarship\\_Fund](http://www.advsol.com/AM/Template.cfm?Section=ASI_Scholarship_Fund)

## Adding Value

- Great ways to say thank you
  - LinkedIn Recommendations
  - Nominate others for local community awards
  
- Great ways to keep front of mind
  - Send quotes, favourite websites, recipes, anything that is relevant and helpful etc.



## Adding Value

- Upcoming event "Celebrating Women Changemakers" on International Women's Day Mar 8 Melb with Janet Hirst, Julia Keady and Jan Owen.
  - Link on the Ian Potter Foundation website



## Adding Value

- Great ways to keep front of mind
  - Send quotes, favourite websites, recipes, anything that is relevant and helpful.
- Join the Emerging Leaders for Social Change
  - [www.elsc.com.au](http://www.elsc.com.au)
- Helpful websites:
  - <http://community.grantready.com.au/>
  - [www.granted.org.au](http://www.granted.org.au)
    - Free reviews of funding submissions for community organisations

Australia's only FREE searchable listing of grants and funding programs for community based and not-for-profit organisations, and local councils.



## Keep in Touch and Do One Thing Each Day

- Connect with me on LinkedIn
  - <http://au.linkedin.com/in/markhollingsworth>
- Connect via Twitter:
  - <http://twitter.com/MHollingsworth>
  
- Help someone today for no reason

