The Well-Connected Employee:

Networking Competencies that Foster Engagement, Social Acumen, and Business Results
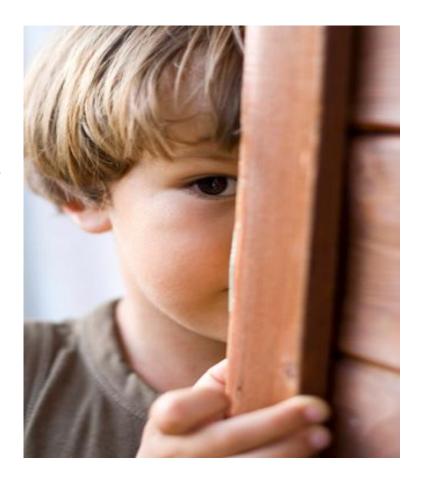
Today's Agenda

- Who are the Unconnected?

- 4 Ways the Unconnected hurt your business

- Why create an enterprise-wide strategy for boosting social acumen?

- 3 reasons organizations have been slow to harness the power of social capital

- What are the 8 Networking Competencies?

- 3 Case Studies: Getting the job done, collaborating cross-functionally, and attracting new clients
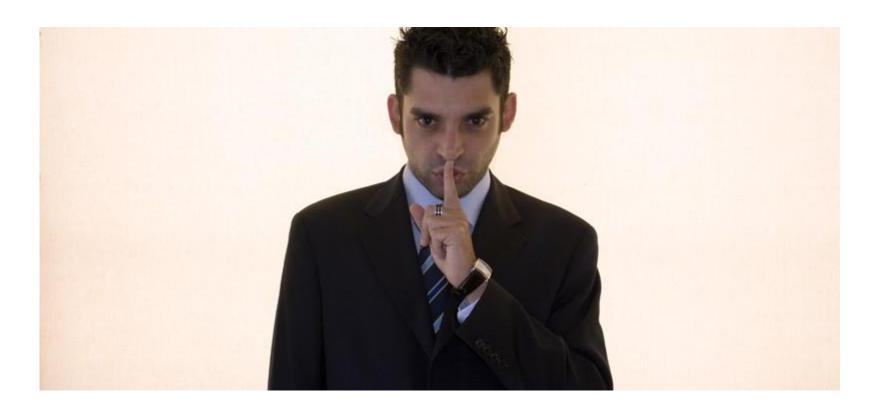
Polling Question

- What's your organization's attitude toward networking? (Please choose one.)

  1) **Unaware** – It's not recognized as a professional competency.

  2) **Discouraged** – It's viewed as self-serving and with some suspicion; a time-waster.

  3) **Encouraging** – It's openly supported.

  4) **Mandatory** – We have systems in place to require it, teach it, and track the results.

Who Are The Unconnected?

People who say,

"I feel shy &

uncomfortable in business &

 social settings."

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Who Are The Unconnected?

People who gravitate toward the "quiet" careers.

Who Are The Unconnected?

People who are technically savvy

but less comfortable with face-to-face.

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Who Are The Unconnected?

People who need much more robust, diverse networks to lead and manage, or contribute to business development.

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Who Are The Unconnected?

People who haven't realized that strategic networking is a "must-have" tool that boosts organizational outcomes.

4 Ways Unconnected Employees Hurt Your Business

They Don't Gather & Share Info

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They Don't Tune Into The Big Picture

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They Don't Work Across Boundaries

They Turn People Off

Unconnected employees

make unsuccessful managers & team mates.

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Why create a strategy for developing social capital?

Successful managers network 70% more than their less successful counterparts.

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Why create a strategy for developing social capital?

Employees with vast digital networks are 7% more productive;

BUT employees with rich personal networks are 30% more productive.

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(Alex Pentland, HBR)

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Why create a strategy?

People with a friend at work are 7 times more likely to stay.

(Gallup Poll)

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Why create a strategy?

The formal structures of organizations…don't explain how most of their real day-to-day work gets done.

(The McKinsey Quarterly)

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Why create a strategy?

In a survey of 2,000 employees from many different organizations, only 20% said, "Yes, I have the network I need to get the job done."

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3 Misconceptions

1) Networking can't be taught – you either have the gift of gab…or you don't!"

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Another misconception

2) People are <u>already </u>well-connected—look at all the technology we/they have!"

Another misconception

3) We've already <u>told</u> them loud and clear to network."

Q&A

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Mapping the Territory

8 Networking Competencies for the Network-Oriented Workplace ™

1 Commit to a Networker Identity

Appreciate how personality & mindset affect ability to build relationships.

Be able to

- Adopt leading-edge beliefs about the critical role of networking in the marketplace
- Identify personal style
- Clarify attitudes toward networking
- Use 3 principles as a guide: reframe networking, risk reaching out, & reinforce the collaborative culture
- Capitalize on the strengths of introverts and extroverts
- Make the connection between mindset & body language

2 Take a Strategic Approach

Align networking activities with organizational initiatives. Use networks to accomplish specific goals. Choose optimum venues.

Be able to

- Know what you need now from contacts: Plan Agendas
- Tie networking to strategic objectives (job-specific & enterprise-wide)
- Initiate, recognize, & maximize ChoicePoints
- Manage participation in internal and external networks
- Identify & mobilize contacts into KeyNets for specific purposes
- Use a 7-step process for asking for referrals

3 Envision the Ideal Network

Identify WorkNet, OrgNet, ProNet, & LifeNet contacts. Capitalize on opportunities & build network capacity.

Be able to

- Correctly locate any contact in the appropriate Net
- Map WorkNet & OrgNet contacts
- Use criteria to evaluate relationships and sort them into Start, Rev Up, & Enrich categories
- Plan next-step conversations. Leverage opportunities from one Net to another.
- Activate KeyNets
- Proactively reach out to build network capacity.

4 Develop Trusting Relationships

View relationship development in 6 stages & manage the trust-building process by teaching Character & Competence.

Be able to

- Use criteria to determine the stage of any relationship
- Survey & evaluate options to demonstrate Character & Competence
- Decide what to teach & learn when more of a relationship would serve goals
- Think through risk & value of any next step
- Know how trust is broken and how to re-establish it

8 Networking Competencies for the Network-Oriented Workplace ™

5 Increase Social Acumen

Be more confident, & professional by mastering relationship rituals and understanding the elements of likeability.

Be able to

- Make your name memorable & learn names using specific techniques.
- Deal with forgotten names.
- Easily join groups of people who are already talking.
- Use specific methods to end conversations with the future in mind.
- Apply tools & behaviors that increase the likelihood of likeability
- Handle awkward moments

6 Deepen Interactions

Spark rich conversation to build & sustain relationships.

Be able to

- Listen generously with a bias toward action.
- Show an active interest in the needs and perspectives of others
- Ask questions designed to learn about others
- Use questions to uncover needs & commonalities
- Explore "iceberg" statements
- Look for "The Give"
- Re-connect, follow through, and stay in touch

7 Communicate Expertise

Use examples & stories to teach contacts about organizational, team or individual expertise, talents, experience, & interests.

Be able to

- Answer, "What do you do?" in a way that makes expertise visible & memorable.
- Call to mind, identify, & tell about events & successes that teach organizational, team, or individual capabilities
- Use guidelines to construct & edit stories that highlight what you want to teach
- Recognize storytelling opportunities
- Deliver stories in a way that increases personal & organizational visibility.

8 Create New Value

Employ networking tools & strategies to contribute to organizational success.

Be able to

- Commit to collaborative problem-solving
- Connect people & give access to resources, talent, & expertise
- Be known for the BringBack you gather & distribute to colleagues
- Use face-to-face networking skills with social media
- Build a diverse network (gender, age, race, rank, function, geography, & culture)
- Mentor others & model what you want to encourage

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3 Case Studies

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A High-Tech Company

A Government Agency

A Healthcare Firm's Client Development Team

Which stakeholders will YOU collaborate with?

People who manage training programs for

- Orientation

- Leadership development

- Employee and career development

- Employee communications

- Diversity/ERG initiatives

- Mentoring

- IT/Social networking software

- Internal retreats, special conferences,

  sales meetings, & webinars

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Polling Question: Who Would Benefit The Most?

Which populations in your organization could impact the top line the most if they improved their networking skills? (Choose up to two)

- Leaders and Managers?

- New Hires?

- Sales/business development professionals?

- Diversity Group Members?

- People working remotely?

- People "behind the scenes" or in "quiet" jobs (finance, IT, engineering, research, etc.)?

Improved Networking Competency Means Employees

Gain access to private information found nowhere else

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Networking Means Employees

Tap into the diverse skill-sets they need to get the job done

Networking Means Employees

Have the power and influence of a "go-to" person

The NOW is here

Create a <u>N</u>etwork <u>O</u>riented <u>W</u>orkplace TM

that impacts the bottom line.

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In Summary

"**Executives who rank in the top 20%**

of their companies have

- **diverse but select networks**

- **Made up of high-quality relationships**

- **With people who come from several different**

  spheres

- **From up and down the corporate hierarchy.**"

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Resources for you

See our website for:

- The **Networking Competency Assessment** which measures skill in The 8 Competencies.

- **A 3:21 minute video** "6 Ways Unconnected Employee Hurts Your Business"

- Info about Train-the-Trainer Programs, Keynotes, Workshops, and Webinars

- Sign up for the **CC newsletter** (10 times per year)

- Our article on How the Unconnected Employee Hurts Your Business (from ATD's TD Magazine)

Q&A

Thanks for coming!

Lynne Waymon, CEO

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