

Why You Need to Add Networking Skills to Your Training Program Now (And How to Do It!)

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Research



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Clients



POLL: How do you feel about networking?

Agenda



Align



Create



Maintain

Agenda



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CHAT: What word comes to mind when you hear “networking?”

Networking

*Creating a group of acquaintances and associates and keeping it **active** through **regular communication** for **mutual benefit**. Networking is based on the question "**How can I help?**" and not with "What can I get?"*

Why You Must Develop This Skill

- Employees strengthen their personal brands
- Your organization strengthens its reputation
- Employee retention is increased
- Collaboration skyrockets
- Individuals feel invested in and supported with a strong network of advocates
- Hiring and onboarding costs are reduced

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Foundations of Effective Networking Training



Foundations of Effective Networking Training



Email to a Prospective Mentor

Hi Dominique,

I'm a sales representative on Brenda McKinnon's team and heard you were in this role prior to becoming a manager. It would be helpful to understand what you did to excel in this role and the lessons you learned along the way.

What does your schedule look like in the coming weeks for a quick call? I'm generally free in the mornings and am happy to accommodate your schedule.

Looking forward to it.

*Equip them to make a
great impression when they
network.*



Do Your Research

About the person

- Who you know in common
- Where they went to school
- Career path

About their role

- General responsibilities
- Cross-functional teams they work with
- Typical career path
- Relationship to your work

Ask Great Questions

About the person

- It looks like you studied psychology in undergrad at USC. How did you end up in manufacturing?
- I noticed on LinkedIn you've been at Acme for 14 years now. What are some of the big changes you've noticed in how we work with customers?

About their role

- What are the important trends you're seeing?
- Have you identified any trends that touch on the projects I'm working on?
- What types of innovation have your customers been most interested in lately?
- How can I be helpful to you?

The Introvert's Survival Guide

- Keep it short
- Aim for one-on-one conversations
- Prepare questions
- Have a specific goal
- Protect your energy throughout the day



“My biggest takeaway is how you simplified the networking process for us.”

-Manager at USG



Reflect On Your Network

Personal Board of Directors

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Personal Board of Directors Roles	
Category	Name
Someone who is advocating for me and my success behind closed doors	
Someone who I can go to for advice on workplace dynamics and career decisions	
Someone who sees my daily work and gives me honest feedback regularly	
Someone I look up to at my company who I don't have a relationship with	
Someone who has navigated similar personal life decisions who I can talk to about their experiences	
Three peers who do similar work who I talk to regularly	

POLL: How actionable are the concepts from your organization's current training programs?

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“I'd love to have a follow-up session about being better at small talk. I'm not very good at keeping conversations going so that would add to the success achieved from this program. I thought this program was very helpful. Quick, to the point, and gave me the confidence to reconnect.”

-Analyst at Citi Group



Hold Them Accountable

Name	Role	Context	Value	Date of Last Contact	Follow-Up Date

Help Them Add Value

- “I was reading this article in the NY Times and thought you might find it of interest.”
- “Your name popped up on my LinkedIn and it made me realize it’s somehow been six months since we last spoke! I’d love to catch up and hear how your new role is going.”
- “When we met last year you mentioned you were interested in our sustainability initiatives. I wanted to pass along this update from our CEO on...”
- “I just met Tamir Johnson in a workshop and realized the two of you have a lot in common given.... Are you open to an introduction?”

Create Ongoing Opportunities

- Speed networking across teams
- Networking breakfasts
- Nudges
- Booster sessions
- Networking huddle groups

CHAT: How do you reinforce key concepts post-training?

Summary



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Next Steps

- Talk with senior leadership about the value they see in networking
- Pilot a workshop with a team or ERG to gauge receptiveness
- Reach out with any questions:
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