

Working the Network and Making the Network Work

Networking *is* working

- You've heard, "It's not what you know, it's *who* you know." Well, that's the truth.
- Relationships are *everything*.
- You are your greatest asset, and the only way to work it is by working your network.

Identify the players

- Practice your elevator speech, but don't let it sound like a recording.
- Attend the right events that give you the right exposure.
- Don't complain about networking. It's part of the job and will propel your success.
- Inclusion gives you exposure. Inclusion gives you opportunities. It is what makes you grow and moves you along.

Maximize opportunities

- It's best to mingle in environments that are not work-related.
- Connect by finding something you have in common. Make it a challenge to see how fast you can figure out what that is.
- Visibility over time and places gets you recognized. The more you are recognized, the more opportunities you will have.

Ask for favors

- Don't ask, don't get.
- People like and want to help. It's almost like you are doing *them* a favor by asking.
- Return the favor directly or by helping and mentoring others.

Get exposure

- You never know who is going to be in the room. Even when you are tired, *GO* and meet people.
- Be willing to put yourself out there.
- Follow up!

Work it right

- Practice talking to strangers and make connections.
- Collect business cards and keep relationships active with e-mail. Send them updates about what you are doing.
- Even powerful leaders can be uncomfortable in networking situations. They appreciate you approaching them.
- Learn to toot your own horn wisely, so people know your capabilities.

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