

Networking in a virtual world

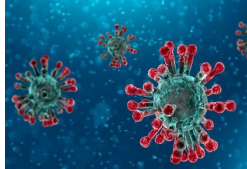

Creating opportunity through online networking



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Networking in the time of Covid-19



- Connection is more important than ever
- Not just a blip, it's a **permanent change** in how we connect and do business
- Some people are **more available** than before
- Not just about LinkedIn: there are many ways to connect virtually
- **However**, our approach needs to change, because **time** is experienced differently. (Laser communication)

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Value-centred networking: Three Key shifts



- From **Selling** -> to **Creating Value**, one conversation at a time
- From **Proving oneself** -> to **Living self-worth** by being interested
- From **Storytelling** -> to **Laser Communication**
- ... all of which test your self-worth

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Introduction: John Niland, Self-Worth Academy



- Working virtually since 2000
- Supporting professionals to **raise the value of their work**
- Earn higher **rewards** from higher value
- Be **more compelling and engaging** in meetings, communication
- Be the client's **Partner** vs. their Servant
- Author of "The Self-Worth Safari"

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Networking: a fresh perspective


- **Your network** is the ground out of which opportunity grows
- Not just planting a crop, you are **extending your farm**
- **Purpose**: to create value **with others**
- Not just looking for clients, you are looking for **ambassadors / partners / ideas**
- **Includes online** as well as offline networking (social and personal)

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Agenda for today


1. Common misconceptions
2. Preparing for value-centred networking
3. The role of self-worth
4. Developing the conversation
5. Follow-up
6. Suggested homework



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Common misconceptions



- "You cannot really build a connection online"
- "Networking is all about selling"
- "I would rather work on my skills"
- "Networking is no longer necessary in the digital world"
- "Networking is for confident people / extraverts / others"
- "I don't want to attend online events"



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Ways to network online

- Connect with people e.g. on LinkedIn
- Comment on other people's posts and blogs
- Reach out in enquiry mode, e.g. to get feedback, or research issues
- Participate in online summits, group Zoom
- Organise a virtual lunch or dinner





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Why networking

Eleven Reasons to network

1. Human interaction	7. Learning and development
2. Trust	8. Sense of self-worth in action, energy
3. Feedback	9. Testing out new approaches
4. Opportunities	10. Getting help and support
5. Information	11. Contributing, meaning and purpose
6. Sense of belonging	



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Preparation

1. Your introduction
2. Discovery questions you can use
3. Get some feedback
4. Your diary / agenda




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Preparation

1. Your Laser Introduction

- Who do you work with?
- What challenges are they facing?
- What is your approach to these challenges?
- What benefits does this approach bring?
- What are the risks for those who ignore the approach above?

Example:
"I coach newly appointed managers... who are often inheriting messy roles. Together we create some early wins to build their credibility... that grows their reputation and confidence... and avoids them getting bogged down in the swamp of inherited issues"



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Preparation

2. Discovery Questions

- Questions you can use to develop a conversation
- Being interested vs trying to be interesting (engaging)
- Builds trust and credibility





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Preparation

2. Examples of Discovery Questions (in a business environment or group call)

- How is the world of X evolving?
- What impact will this have?
- How are you adapting for this future?
- What do you resource in-house? (or, Where do you use external support? or What learning are you doing?)
- What will be the hardest part of that change?
- What do you enjoy most about your role?
- What exciting projects have you got coming up?





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Preparation

3. Getting Feedback

Things to rehearse with a coach or specialist

- a) tailor great intro / discovery questions that are unique to you
- b) deal with any discomfort issues
- c) design your keep-in-touch system, for later
- d) perfect and improve your story
- e) avoid wasted opportunities






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Preparation

4. The Diary

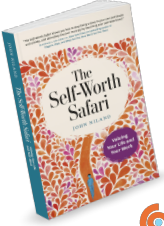

- Schedule 3-4 weeks out
- Fits well into monthly planning
- Look for social as well as professional opportunities
- Confidence is not a requirement!

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The role of Self-Worth


- Self-esteem: strive to be interesting
- Self-worth: strive to be interested, useful
- Being able to network (with pleasure) is self-worth in action
- Self-worth is about stepping out into the world, not navel-gazing
- Being interested (vs interesting) enhances self-worth
- It takes self-worth to commit to creating value

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The Event / Meeting

1. Practical Tips
2. More discovery questions
3. Moving On
4. Caveat: Things to avoid
5. Laying the basis for the next meeting




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Online Events

1. Practical Tips

- As people join, use chit-chat for relationship build.
- Open with you – not with PowerPoint
- Build on what participants share
- Use Chat feature for info-exchange, or to make comments to individuals
- Ask your prepared questions,




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The Event

2. More Discovery Questions (social environment or call)

- What did you enjoy about the performance / talk / etc?
- What's your experience of these events?
- What's your story?
- When and where were you happiest in your life?
- What excites you right now?
- How did you hear about this event?
- How do you know X?
- What book has influenced you the most?
- What's the most important thing one should know about you?
- You are stuck on a deserted island, and you can only take three things. What would they be?
- What is the driving force in your life?




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The Event


4. Caveat: Things to avoid

A: Start selling them something
Diminishes credibility and portrays you as needy or desperate.

B: Talking too much
If you are having a good conversation, please watch the balance between talking and listening.



C: Elevator pitches
Synthetic, not authentic



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The Event

5. Laying the basis for the next meeting

Key message: Ask permission to stay in touch

Examples:


- "It sounds like we have a lot to explore here. Shall we arrange a chat?"
- "I'm doing some research into x, and why this is important right now. Could I do a call with you in the next couple of weeks? When would be good for you?"
- "I would be happy to introduce you to Y, to discuss Z. Would that be useful?"
- "May I take your number? I've really enjoyed the conversation and would love to continue it."



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Following Up

1. Why?
2. Why you need a system
3. Creating value
4. Ways to create value





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Following Up

1. Why?

- Otherwise we lose relationships as fast as we make them
- Relationships are rarely built on a single interaction
- Timing: you may not be needed now, but later
- Trust: by keeping a promise to follow up, you demonstrate reliability







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Following Up

2. Why you need a system

- Max of individual follow up is c. 100
- We get busy and forget
- Opportunity to add value
- Most of us are using social-media anyway
- It's ok to start your system individually
- Suggestion: allocate to a day in the week



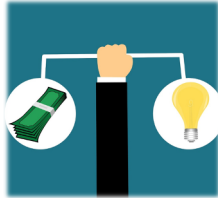


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Purpose

3. Creating value

- Networking is **not** just about opening doors, but creating value
- You create value by **supporting other people to solve problems or create opportunities**
- **Provide value in advance** of any sale



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Following Up

4. Ways to create value

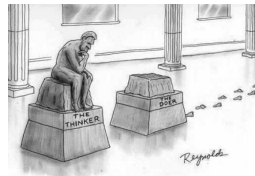
- **Introducing** them to others
- **Passing on** useful resources, relevant to their needs
- **Listening**, with real attention
- **Helping** them find new markets, or routes to market
- **Educating** them on simple things they can do for themselves
- **Sharing** relevant experience from other sectors
- **Inviting** them to events (social and professional)



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Self-Worth in action

- **Specific templates** in Networking Course
- + **Individual support**, send email to: John@SelfWorthAcademy.com
- **For example: Rehearsing** your introduction and discovery questions
- Designing your **follow-up system**
- **Adapting to V2V**: the art of virtual meetings and pitches
- **Re-positioning** your expertise for the economy of the future



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