



**Living Mastery**

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## Networking for Success

Duration: 2 days

Business networking is an effective way for business people to connect and develop meaningful relationships that add value to their professional lives. It is important to point out that true networking can only take place when you have value to offer and are willing to share that value with others – reciprocity is the currency of successful networking.

In this two-day course, participants will learn the essential ingredients for business networking, including in-person, people-centered connections and online connections in spaces such as LinkedIn.

This two-day workshop will teach you how to:

- Present yourself in a meaningful and memorable way
- Apply key concepts of Personal Branding
- Be goal focused about networking so that you can make the most of events that you attend
- Understand the concept of reciprocity in networking and how to apply it
- Use strategies and systems in order to network effectively
- Know how to effectively leverage digital platforms such as LinkedIn, Facebook and Twitter etc

Topics covered in this course:

### **Module 1: Introduction to Networking**

- ❖ What it is and what it's not
- ❖ Why network?
- ❖ Benefits of and Barriers to Networking
- ❖ Types of Networks

## **Module 2: Assessing Your Networking Skills**

- ❖ Your commitment to networking
- ❖ Your personal brand and networking
- ❖ How big is your network
- ❖ Mapping your network & having a Plan

## **Module 3: Preparation for Effective Networking**

- ❖ Identifying Opportunities and Customizing Your Approach
- ❖ Creating a Positive First Impression
- ❖ Crafting your memorable introduction or elevator speech

## **Module 4: The 'ins' and 'outs' of Networking**

- ❖ CONDUIT networking
- ❖ Starting , managing & exiting a conversation
- ❖ Understanding Body Language cues
- ❖ The 5 factors of a good Handshake
- ❖ Accepting and distributing Business Cards
- ❖ Handling Awkward and Tough Situations
- ❖ Characteristics of Introverts and Extroverts in networking
- ❖ How to effectively leverage online social networking platforms

## **Module 5: Managing your Network**

- ❖ Organising your Network
- ❖ Techniques for following up with networking contacts
- ❖ Key skills to manage your Network
- ❖ Managing your Reputation online & offline