

Building A Quality Network... One Relationship at a Time

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Networking Agenda

- ▶ What
- ▶ Who
- ▶ Why
- ▶ When
- ▶ Where
- ▶ How
- ▶ Introduction Exercise
- ▶ Qs & As
- ▶ Conclusion

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What – Definition of Networking

Networking is the art of building and
sustaining mutually beneficial
relationships.*

*As defined in "The Networking Survival Guide" by Diane Darling

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Who – Definition of Network

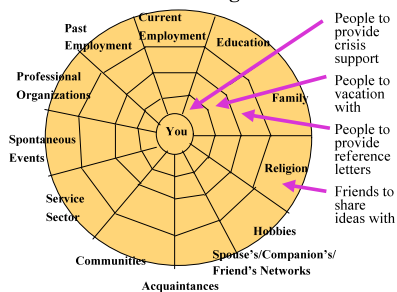
A group of people who exchange information,
contacts, and experience for professional or social
purposes*

- Family
- Friends
- Business associates
- Clubs
- Churches
- Neighbours

*As defined in the Concise Oxford Dictionary

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The Networking Web



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Why – Benefits of Networking

- ▶ Build potential client base
- ▶ Support
- ▶ Resources
- ▶ Career advancement/enhancement
- ▶ Professional development
- ▶ Philanthropy

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When Do You Network?

At every opportunity!

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Where To Begin

- ▶ Create a plan
- ▶ Set SMART goals
- ▶ Surround yourself with a few good people
- ▶ Inventory your network
- ▶ Evaluate your network
- ▶ Prioritize who is in your network and why

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How – Developing Your Network

- ▶ Identify your needs
- ▶ Determine what you have to offer a network
- ▶ Compile a list of contacts
- ▶ Broaden your circle of acquaintances
- ▶ Identify a well-connected person who would be willing to act as your mentor
- ▶ Take good care of your network

Reference "Successful Manager's Handbook," 6th Edition, page 463

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Strengthening Your Network

- ▶ Recognize the give-and-take nature of networks
- ▶ Offer honest support
- ▶ Establish trust
- ▶ Show concern and provide help
- ▶ Develop an information exchange among network members
- ▶ Seek feedback

Reference "Successful Manager's Handbook, 6th Edition, page 464 and 7th Edition, page 629

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Building Support Within Your Network

- ▶ Be able to explain how other people will benefit from your idea
- ▶ Create and use opportunities to share your position
- ▶ Be enthusiastic
- ▶ Be genuine
- ▶ Remember where people stand on issues

Reference "Successful Manager's Handbook, 6th Edition, page 464

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Leveraging Your Network

- ▶ Ask for assistance when you need it
- ▶ Vary your approach depending on the individual
- ▶ Different circumstances may call for different approaches
- ▶ Treat other network members with respect
- ▶ Maintain ongoing contact

Reference Manager's Handbook, 6th Edition, page 465

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Networking 101

- ▶ Be prepared
- ▶ Be interested
- ▶ Be inclusive
- ▶ Be generous
- ▶ Be honest
- ▶ Enjoy yourself

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Networking Etiquette

- ▶ Respect the norms
- ▶ Don't force yourself or your information on others
- ▶ Don't assume people want to hear from you
- ▶ Be helpful

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The Introduction

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Intro at an Event

- ▶ Name
- ▶ Organization
- ▶ What organization does
- ▶ Achievements / View
- ▶ Invitation for more info

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Expand your networks

- ▶ Breakfast Connections
<http://www.ottawachamber.ca>
- ▶ Canadian Association of Professional Speakers (CAPS) <http://www.canadianspeakers.org/>
- ▶ District 61 Toastmasters
<http://www.toastmastersdistrict61.org>
- ▶ International Association of Administrative Professionals
<http://www.iaapottawa.org/home.htm>
- ▶ Lions Club
<http://www.lionsclubs.org>

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Questions?

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In summary

- ▶ Networking is about building relationships
- ▶ Recognize all potential connections
- ▶ Take advantage of the benefits
- ▶ Networking is reciprocal
- ▶ Networking requires work and produces positive results
- ▶ Networking is fun

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References

- ▶ Darling, Diane (2003), "The Networking Survival Guide: Get the Success You Want by Tapping into the People You Know" McGraw-Hill
- ▶ "Careers" lecture by Dr. Lorraine Dyke for the Management Development Program for Women, Carleton University
- ▶ Successful Manager's Handbook, 6th and 7th Editions, Personnel Decisions International (www.personneldecisions.com)

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