



Networking Within the Company

GLOBAL COURSEWARE

Getting Started

By following the information outlined in this publication, you will be able to network effectively and reap the rewards that come with making connections within the organization.

Workshop Objectives



- Define networking
- Understand networking principles
- Use networking tools
- Avoid common mistakes
- Manage time successfully



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Pulling a good network together takes effort, sincerity, and time.

Alan Collins

MODULE TWO

The Benefits of Networking at Work

It is easy to overlook the need to make connections within your own organization. The benefits of networking at work, however, are valuable to any career.

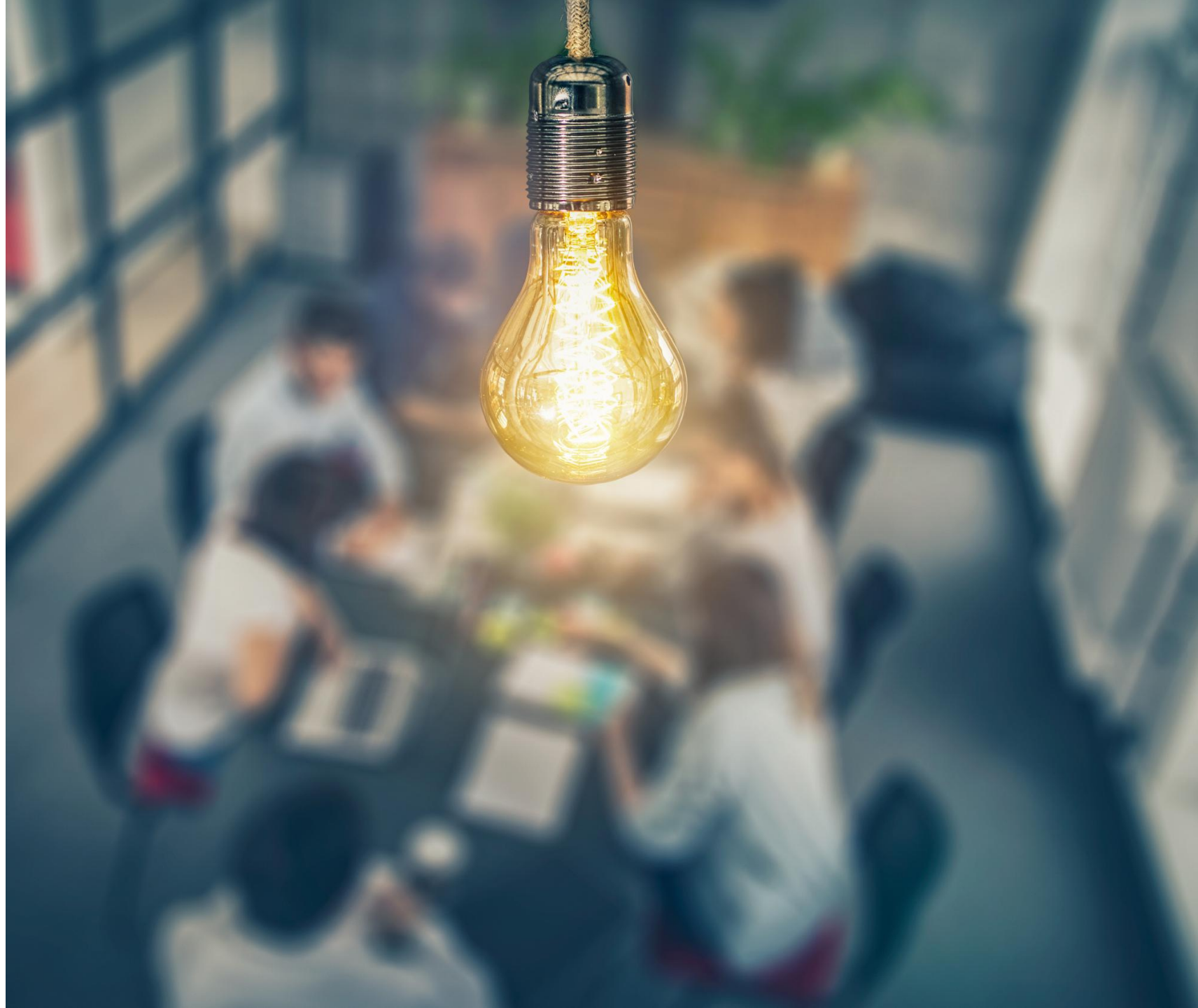


Gain Connections

The personal relationships that you create at work will grow your network in more ways than one.

Shared Knowledge

When your connections share knowledge, you will learn how to avoid the mistakes they made and benefit from their experience.





Increase Opportunity

By having many people in your network, your reputation will quickly spread beyond your immediate peers.

Improve Image

- Be helpful
- Be professional
- Share knowledge



Practical Illustration



- Gain Connections
- Shared Knowledge
- Increase Opportunity
- Improve Image

Module Two: Review Questions

1. What do connections increase?

A. Stress

B. Opportunity

C. Change

D. Promotion

Module Two: Review Questions

2. The network of another individual is a(n) _____.

A. Contact

B. Circle

C. Client

D. Indirect contact

Module Two: Review Questions

3. What is the benefit of sharing knowledge?

A. Develop reputation

B. Learning

C. Promotion

D. All of the above

Module Two: Review Questions

4. What benefit occurs when people share their knowledge with you?

A. Develop a reputation

B. Promotion

C. Avoid mistakes

D. None

Module Two: Review Questions

5. Which of the following is Not an opportunity that can develop from networking?

A. Promotion

B. Social skills

C. Lateral move

D. Mentoring

Module Two: Review Questions

6. How are you viewed when you network?

A. It depends

B. Favorably

C. Job description

D. Entire skill set

Module Two: Review Questions

7. Which of the following will Not help your personal image?

A. Be distant

B. Be helpful

C. Shared knowledge

D. Being professional

Module Two: Review Questions

8. What should be shared with networks to improve image?

A. Failures

B. Personal information

C. Successes

D. All of the above

Module Two: Review Questions

9. Why might you not even consider networking at work?

A. You just never thought of it

B. You were told it was not appropriate

C. You had not received training in it

D. None of the above

Module Two: Review Questions

10. Which of the following are benefits to networking inside the company?

A. Knowledge

B. Opportunity

C. Professional image

D. All of the above

A black and white photograph of a waterfall cascading down a rocky cliff. In the foreground, a thick, dark log lies horizontally across the frame, partially obscuring the base of the waterfall. The background is filled with dense, dark foliage and trees, creating a sense of a secluded, natural setting. The lighting is dramatic, with the waterfall appearing as a bright, misty column against the dark surroundings.

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Obstacles are those frightful things you see when you take your eyes off your goal.

Henry Ford

MODULE THREE

Networking Obstacles

The ability to identify difficult personality traits and cultural barriers will provide you with opportunities to avoid miscommunications and facilitate functional relationships



Confusion About The Definition of Networking

In true networking, developing contacts and relationships results in new knowledge and greater influence.

Personality Traits

- Extroverted and playful
- Assertive leaders
- Meticulous planners
- Peacemakers





Cultural Barriers

Language

Stereotypes

Cultural
Norms

Personal Pride

If you allow your pride to prevent you from using your network, there is no point in having one in the first place.



Practical Illustration



- Confusion About The Definition Of Networking
- Personality Traits
- Cultural Barriers
- Personal Pride

Module Three: Review Questions

1. Networking creates which type of relationships?

A. Personal

B. Multiple

C. Business

D. All of the above

Module Three: Review Questions

2. Some people consider networking to be collecting information. What is another false definition?

A. It is socializing

B. It is beneficial

C. It is a business relationship

D. All of the above

Module Three: Review Questions

3. Which of the following requires a calm work environment?

A. Assertive leaders

B. Peacemakers

C. Meticulous planners

D. Extroverted and playful

Module Three: Review Questions

4. Which of the following requires more verbal appreciation?

A. Assertive leaders

B. Peacemakers

C. Meticulous planners

D. Extraverted and playful

Module Three: Review Questions

5. What determines if eye contact is appropriate?

A. Age

B. Culture

C. Gender

D. Situation

Module Three: Review Questions

6. What requires self-monitoring?

A. Eye contact

B. Language

C. Culture

D. Stereotypes

Module Three: Review Questions

7. What is a benefit of personal pride?

A. Self-confidence

B. Accept help

C. Attention

D. None of the above

Module Three: Review Questions

8. Failing to ask for help is often caused by _____.

A. Communication barriers

B. Culture

C. Personal pride

D. None of the above

Module Three: Review Questions

9. With a clear understanding of what networking is, you will be able to_____.

A. Navigate

B. Avoid obstacles

C. A and B

D. Neither A nor B

Module Three: Review Questions

10. By networking, you can _____.

A. Gain knowledge

B. Become more influential

C. A and B

D. Neither A nor B



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*Nothing liberates your greatness like the desire to help, the
desire to serve.*

Marianne Williamson

MODULE FOUR

Networking Principles

As you master the basic principles of networking, you will begin to see your network develop.



Relationships

- Communicate with your contacts
- Avoid constantly asking for help
- Personalize conversation

Listen

- Maintain eye contact
- Avoid fidgeting or checking your phone
- Ask pertinent questions, but do not interrupt





Offer Value

Identify the needs of others



Determine how your
expertise meets these needs



Offer to help

Build Trust

- Be honest
- Act with consistency
- Be helpful



Practical Illustration



- Relationships
- Listen
- Offer Value
- Build Trust

Module Four: Review Questions

1. What should be avoided when building relationships?

A. Communication

B. Constantly asking for things

C. Conversation

D. Nothing

Module Four: Review Questions

2. What do you need to do to converse with contacts?

A. Nothing

B. Offer help

C. Ask for help

D. Get to know them

Module Four: Review Questions

3. Networking is more than _____.

A. A sales pitch

B. A relationship

C. Dialogue

D. Communication

Module Four: Review Questions

4. What is avoided in active listening?

A. Eye contact

B. Rephrasing

C. Fidgeting

D. Asking questions

Module Four: Review Questions

5. What do new contacts need to see you as?

A. Asset

B. Interesting

C. Creative

D. Reliable

Module Four: Review Questions

6. Which of the following will Not show that you are an asset?

A. Identify needs

B. Asking for help

C. Determine how to meet needs

D. Help

Module Four: Review Questions

7. What is Not a way to build trust?

A. Be honest

B. Be helpful

C. Chat with contacts

D. Act with consistency

Module Four: Review Questions

8. What does it mean when someone always behaves professionally?

A. Being an asset

B. Nothing

C. Trust building

D. Acting with consistency

Module Four: Review Questions

9. In order to build a networking relationship, you must_____.

A. Listen

B. Offer value

C. Build trust

D. All of the above

Module Four: Review Questions

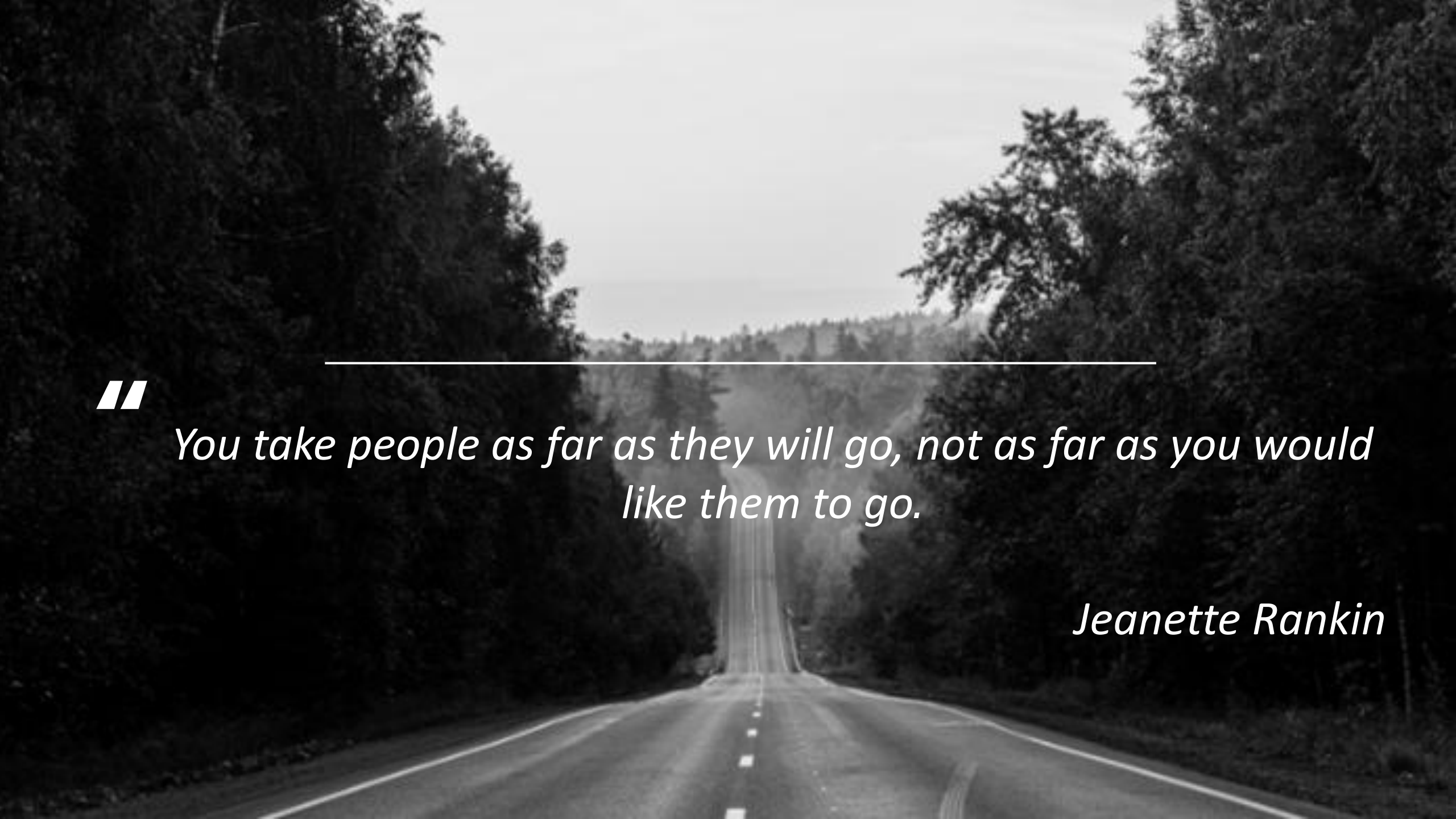
10. Which of the following are tips for being an active listener?

A. Multi-tasking

B. Asking a lot of questions

C. Maintaining eye contact

D. None of the above



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You take people as far as they will go, not as far as you would like them to go.

Jeanette Rankin

MODULE FIVE

How to Build Networks

The guidelines to building networks require using basic common sense. They may seem too simplistic at first glance, but they are essential and must not be overlooked.



Meet New People

Introduce
yourself to
people

Invite people
to join you for
lunch

Attend groups
and functions

Be Polite

- Make a good impression
- Pay attention to people
- Be considerate





Follow Up

- Suggest an article or book based on the previous meeting.
- Continue your conversation if possible.
- Extend an invitation.

Allow Relationships to Develop Naturally

All relationships have a natural development that should not be rushed.



Practical Illustration



- Meet New People
- Be Polite
- Follow Up
- Allow Relationships to Develop Naturally

Module Five: Review Questions

1. What occurs when people are passive about meeting others?

A. The network is not made

B. The network increases

C. Contacts come to you

D. Nothing

Module Five: Review Questions

2. What type of groups and functions should you attend?

A. Official

B. Official and unofficial

C. Unofficial

D. None

Module Five: Review Questions

3. Being polite requires extending _____.

A. Invitations

B. Positivity

C. Common courtesy

D. Interest

Module Five: Review Questions

4. What should be done if someone is offended?

A. Ignore it

B. Justify behavior

C. Nothing

D. Apologize

Module Five: Review Questions

5. What may be necessary when following up with a contact?

A. Reminder of first encounter

B. Share success

C. Explain the network

D. All of the above

Module Five: Review Questions

6. What should be done after following up?

A. Nothing

B. Send an email

C. Extended an invitation

D. Allow the other person to
respond

Module Five: Review Questions

7. How many times should you contact someone who does not respond to you?

A. On time

B. Three times

C. Two times

D. It does not matter

Module Five: Review Questions

8. What do you need to avoid when contacting new people?

A. Being professional

B. Being playful

C. Being clingy

D. All of the above

Module Five: Review Questions

9. Why is it up to you to reach out and meet people?

A. It's unlikely you'll be introduced to everyone

B. It's unlikely others will want to meet you

C. It's difficult to meet people

D. A and B

Module Five: Review Questions

10. Common courtesy means:

A. Dressing appropriately

B. Assisting others

C. Being considerate

D. All of the above



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Success always comes when preparation meets opportunity.

Henry Hartman

MODULE SIX

Recognize Networking Opportunities

It is imperative that you take advantage of the formal networking, informal networking, and workday opportunities that you encounter.



Formal Networking

When you engage in formal networking, you need to appear polished and professional.

Informal Networking

Informal opportunities occur with email interactions, coffee breaks, lunches, and group discussions.





Workday Opportunities

You need to recognize that there are numerous networking opportunities within the workplace.

Always Be Ready to Network

- Pay attention to the people around you
- Look the part at all times
- Make personal gestures



Practical Illustration



- Formal Networking
- Informal Networking
- Workday Opportunities
- Always Be Ready to Network

Module Six: Review Questions

1. What should be done before formal networking?

A. Research

B. Nothing

C. Contact people

D. Print business cards

Module Six: Review Questions

2. You should look _____ at a formal networking event.

A. Fun

B. Polished

C. Casual

D. Comfortable

Module Six: Review Questions

3. Informal networking is Not ____.

A. Important

B. Low pressure

C. Scheduled

D. Valuable

Module Six: Review Questions

4. What does informal networking require?

A. Presentation

B. Research

C. Script

D. Initiative

Module Six: Review Questions

5. What should you do if the company does not provide workday opportunities?

A. Make a request

B. Create your own

C. Nothing

D. Find a new company

Module Six: Review Questions

6. Which of the following would be considered a workday opportunity provided by an employer?

A. Bringing coffee

B. Offering snacks

C. Mentoring programs

D. Going to lunch

Module Six: Review Questions

7. What will help endear you to others?

A. Personal gestures

B. Expertise

C. Professional appearance

D. Observation

Module Six: Review Questions

8. Why pay attention to industry changes?

A. You shouldn't, you should ignore them

B. You can develop your expertise

C. You will be prepared

D. B and C

Module Six: Review Questions

9. Where might formal networking opportunities appear?

A. At social events

B. At professional events

C. At meetings

D. All of the above

Module Six: Review Questions

10. It is essential that you _____ before attending a formal networking event.

A. Do a bit of research

B. Bring up the itinerary

C. Wear comfortable clothes

D. Answer questions



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Do not fear mistakes. You will know failure. Continue to reach out.

Benjamin Franklin

Common Networking Mistakes

Before going any further, it is time to point out the common networking mistakes that people make so that you can avoid them.



Not Meeting New People

If they believe that networking and meeting people is important, they will make an effort to do it.

Not Following Through

There is a very brief window of opportunity to follow through with contacts.





High Expectations

While it is important to place reasonable expectations on the networking, you should not make the expectations too high.

Being Professional

It is important to maintain a level of decorum in your professional networks.



Practical Illustration



- Not Meeting New People
- Not Following Through
- High Expectations
- Being Professional

Module Seven: Review Questions

1. What do people prioritize?

A. What is important

B. Everything

C. What needs to be done

D. Nothing

Module Seven: Review Questions

2. What is a common excuse for not meeting new people?

A. There are none

B. I don't want to

C. Personality

D. There is no time

Module Seven: Review Questions

3. What occurs when you fail to follow through?

A. People contact you

B. People forget you

C. Nothing

D. You have to start over

Module Seven: Review Questions

4. How should you follow through?

A. In groups

B. It does not matter

C. Individually

D. In person

Module Seven: Review Questions

5. What do high expectations cause?

A. Success

B. Goals

C. Avoidance

D. Interest

Module Seven: Review Questions

6. What should be done if networking seems to be ineffective?

A. Give up

B. Meet new people

C. Ask questions

D. Make adjustments

Module Seven: Review Questions

7. A tone that is _____ attracts people.

A. Warm

B. Cool

C. Distant

D. None of the above

Module Seven: Review Questions

8. What will cause people to be uncomfortable?

A. Being cold

B. Being familiar

C. Being distant

D. Being friendly

Module Seven: Review Questions

9. It is not possible to expand a network without meeting new people.

A. Attending social events

B. Attending meetings

C. Attending professional functions

D. All of the above

Module Seven: Review Questions

10. Why do some people fail to expand their network?

A. Because of time constraints

B. Because they are not allowed

C. Because of their personality
type

D. All of the above

A black silhouette of a person with their hair in a bun, sitting on a grassy hill and looking out over a landscape. The person is positioned on the right side of the frame, with their back to the camera and slightly turned to the left. A thin white horizontal line is positioned above the quote, starting from the left and ending just before the person's head.

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*Everyone has an invisible sign hanging from their neck saying,
“Make me feel important.”*

Mary Kay Ash

MODULE EIGHT

Develop Interpersonal Relationships

Interpersonal relationships require being genuine, participating in dialogue, maintaining boundaries, and investing time.



Be Genuine

Identify your interests and passions, and be prepared to discuss them with others.

Dialogue

- Listen actively, without interrupting.
- Be respectful, even when you disagree.
- Resist the urge to argue when you respond.





Maintain Boundaries

Establish time in your schedule for yourself

Communicate your boundaries

Learn to say no, and explain why

Invest Time

Like any other relationship, the relationships in your network require you to invest time.



Practical Illustration



- Be Genuine
- Dialogue
- Maintain Boundaries
- Invest Time

Module Eight: Review Questions

1. Relationships should be based on _____.

A. Fun

B. Dialogue

C. Speaking

D. Shared interests

Module Eight: Review Questions

2. What do interests reveal?

A. Creativity

B. Strengths

C. Laziness

D. Nothing

Module Eight: Review Questions

3. What should you do if you disagree with someone?

A. Be blunt

B. Be quiet

C. Be respectful

D. Explain why the person is wrong

Module Eight: Review Questions

4. What is necessary to resist in dialogue?

A. Arguing

B. Silence

C. Discussion

D. Listening

Module Eight: Review Questions

5. What occurs when boundaries are not established?

A. Being overworked

B. Discussion

C. Dialogue

D. Nothing

Module Eight: Review Questions

6. What should be done once boundaries are established?

A. Type them

B. Say no

C. Communicate them

D. Compare them

Module Eight: Review Questions

7. Why is it easy to fail to invest in contacts?

A. Disinterest

B. Busy schedule

C. Meeting people

D. All of the above

Module Eight: Review Questions

8. Time should be carved out to connect with contacts _____.

A. In groups

B. In person

C. Online

D. Individually

Module Eight: Review Questions

9. What requires being genuine, participating in dialogue, maintaining boundaries, and investing time?

A. Succeeding at work

B. Maintaining good standing

C. Interpersonal relationships

D. None of the above

Module Eight: Review Questions

10. When developing relationships, it is essential that you _____.

A. Make the first move

B. Be genuine

C. Be persistent

D. Get the contact's personal information



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Wikis and social networking are just tools.

Jimmy Wales

MODULE NINE

Online Networking Tools

Commonly used networking tools include popular social networks, blogs, chat rooms, and email. Implementing these tools will allow you to easily keep up with your contacts.



Social Networks

Facebook

Twitter

LinkedIn

Blogs

- Limit post to topics that you understand well.
- Comment on blogs written by other people to begin a dialogue.





Chat Rooms

Chat rooms are a bit more difficult to navigate than social networks are.

Email

- Have a point, and place it in the subject line.
- Individualize emails, and avoid mass emails when possible.



Practical Illustration



- Social Networks
- Blogs
- Chat Rooms
- Email

Module Nine: Review Questions

1. How many characters are in a tweet?

A. 280

B. 160

C. 240

D. 150

Module Nine: Review Questions

2. What should be done if a potential post is questionable?

A. Ask someone

B. Post it

C. Do not post it

D. Privacy concerns

Module Nine: Review Questions

3. How do you dialogue in a blog?

A. Ask questions

B. You do not

C. Links

D. Comments

Module Nine: Review Questions

4. What will help improve a blog's readership?

A. Number of times it is asked

B. Link to other sites

C. Opinion of the question

D. All of the above

Module Nine: Review Questions

5. Chat rooms are more difficult to navigate than _____.

A. Social networks

B. Blogs

C. Chats

D. IM

Module Nine: Review Questions

6. What should be done if a chat room has poor communication?

A. Wait

B. Try to dialogue

C. Leave

D. Stay

Module Nine: Review Questions

7. How long should you make a networking email?

A. 150 words

B. 300 words

C. 250 words

D. It does not matter

Module Nine: Review Questions

8. What should be avoided in emails?

A. Individual communication

B. Subject lines

C. Provide research information

D. Mass communication

Module Nine: Review Questions

9. Where will you find networking tools?

A. At the library

B. Online

C. At work

D. With friends

Module Nine: Review Questions

10. Which online networking forum was originally intended for college students?

A. Twitter

B. LinkedIn

C. Facebook

D. Blogs



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*A man who dares waste one hour of his time has not
discovered the value of life.*

Charles Darwin

MODULE TEN

Time Management

When it comes to time management in networking, it is important to prioritize contacts and schedule activities.



Prioritize Contacts

When managing your time, you need to prioritize your contacts.

Create Group Activities

Schedule some time each week to meet with your contacts outside the office.





Connect Online

Divide your time between the tools that are most important and will reach the maximum number of people.

Schedule Your Networking Activities

A good rule of thumb is to schedule out a week in advance and make adjustments at the end of each day.



Practical Illustration



- Prioritize Contacts
- Create Group Activities
- Connect Online
- Schedule Your Networking Activities

Module Ten: Review Questions

1. Which contacts should be contacted first?

A. High priority

B. Low priority

C. Middle priority

D. It does not matter

Module Ten: Review Questions

2. What would make a contact high priority?

A. Connections

B. Knowledge

C. Interest in the relationship

D. Nothing

Module Ten: Review Questions

3. How often should online tools be used?

A. Weekly

B. Daily

C. Monthly

D. When convenient

Module Ten: Review Questions

4. What is true about using online tools?

A. They all have to be used on the same day

B. It does not matter how often you use them

C. They are optional

D. They do not all have to be used on the same day

Module Ten: Review Questions

5. How often should group activities be scheduled?

A. Daily

B. Weekly

C. Monthly

D. Bi-monthly

Module Ten: Review Questions

6. Group activities should be _____.

A. Professional

B. Formal

C. Casual

D. Creative

Module Ten: Review Questions

7. How far in advance should you schedule networking activities?

A. One week

B. One day

C. One month

D. Three days

Module Ten: Review Questions

8. When would you adjust a schedule?

A. Beginning of each week

B. End of each week

C. Beginning of each day

D. End of each day

Module Ten: Review Questions

9. How should your time be managed when developing networking relationships?

A. Connect online

B. Organize activities

C. A and B

D. Neither A nor B

Module Ten: Review Questions

10. After you decide who wants to connect with you, who should you prioritize next on your networking agenda?

A. Those who have useful knowledge

B. Those who like to eat

C. Those who have useful connections

D. Those who like outside activities



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When you stop expecting people to be perfect, you can like them for who they are.

Donald Miller

MODULE ELEVEN

Maintaining Relationships Over Time

Once you have built your network, it is essential that you maintain these relationships for the long term.



Contact Networks Regularly

It is not enough to contact people with group messages or invite them to group activities. You need to reach out to individuals regularly.

Be Honest

The internet makes it much easier for lies to be discovered, and your relationship will be irreparably harmed.



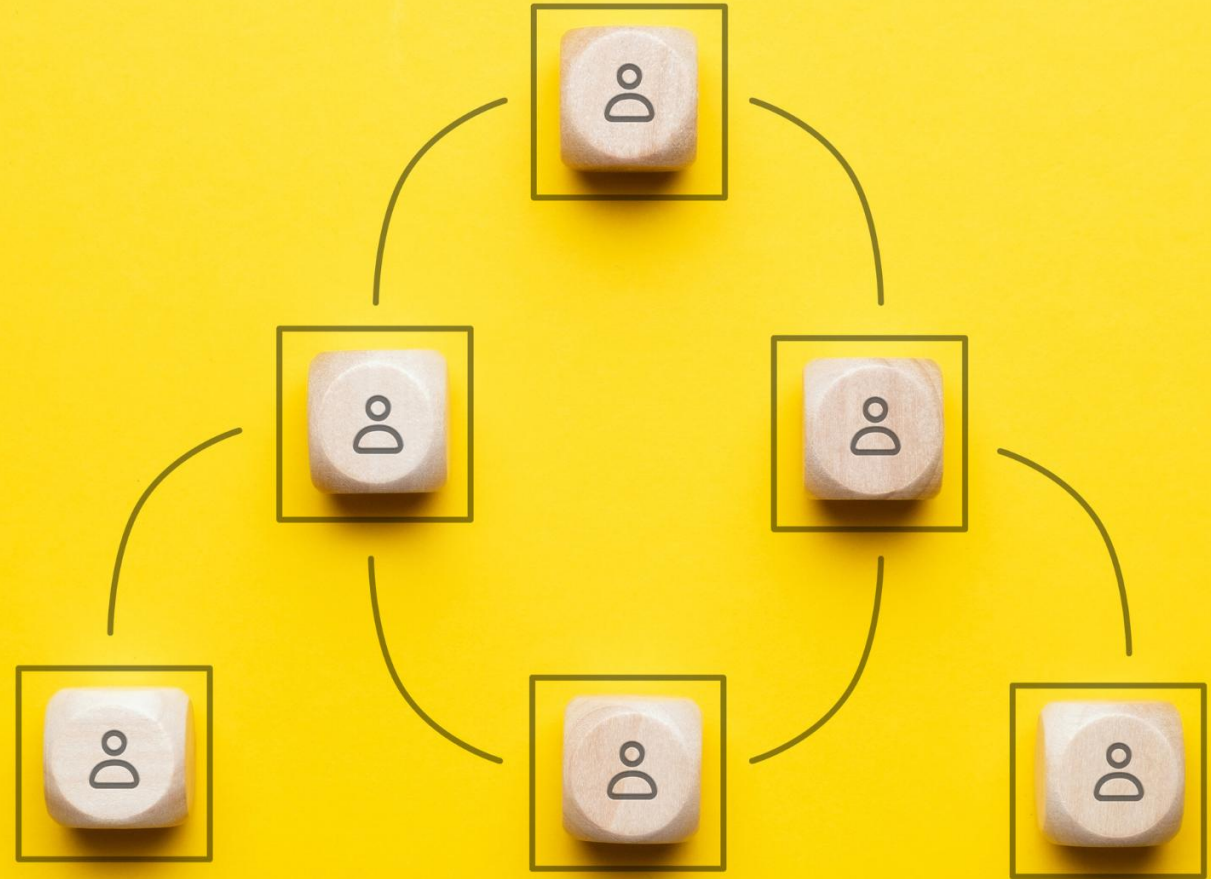
Give Personal Attention

Contacting people in your network is important, but it is equally important to provide them all with personal attention.



Limit Networks to a Manageable Size

- Is everyone in the network committed to growing the relationship?
- Do you personally know everyone in the network?



Practical Illustration



- Contact Networks Regularly
- Be Honest
- Give Personal Attention
- Limit Networks to a Manageable Size

Module Eleven: Review Questions

1. Connect with contacts _____.

A. Regularly

B. Weekly

C. Daily

D. Monthly

Module Eleven: Review Questions

2. What occurs when you go months without connecting with contacts?

A. Nothing

B. They feel unvalued

C. They forget about you

D. They contact you

Module Eleven: Review Questions

3. What are you not obligated to share?

A. News

B. Data

C. Personal information

D. Ways you can help

Module Eleven: Review Questions

4. What will irreparably harm a relationship?

A. Nothing

B. Arguing

C. Schedules

D. Misrepresentation

Module Eleven: Review Questions

5. When should you respond to contacts?

A. The next day

B. The next week

C. After an hour

D. As soon as possible

Module Eleven: Review Questions

6. Personal attention requires knowledge of _____.

A. Creativity

B. Action

C. Follow up communication

D. Needs and interests

Module Eleven: Review Questions

7. What should be done if a contact is not committed to the relationship?

A. Remove the contact

B. Grow the relationship

C. Have a conversation

D. Nothing

Module Eleven: Review Questions

8. It is important to _____ your contacts.

A. See

B. Have met

C. Personally know

D. Keep a file for

Module Eleven: Review Questions

9. It is easy to forget about established relationships as you _____.

A. Change jobs

B. Pursue new ones

C. Create a spreadsheet

D. List all your contacts

Module Eleven: Review Questions

10. Once you have built your network, how long must you maintain those relationships?

A. For a year

B. Up to six months

C. Long term

D. A week

MODULE TWELVE

Wrapping Up

Although this workshop is coming to a close, we hope that your journey to Networking Within the Company is just beginning.



Words From the Wise

*You can make more friends
in two months by becoming
interested in other people
than you can in two years by
trying to get other people
interested in you.*

- Dale Carnegie

*I've learned that people will
forget what you said, people
will forget what you did, but
people will never forget how
you made them feel.*

- Maya Angelou

*Understand your audience
and you will understand the
impact of your message on
each follower in your social
media networks.*

- Matt Gentil