



## “The Generation of Networking”

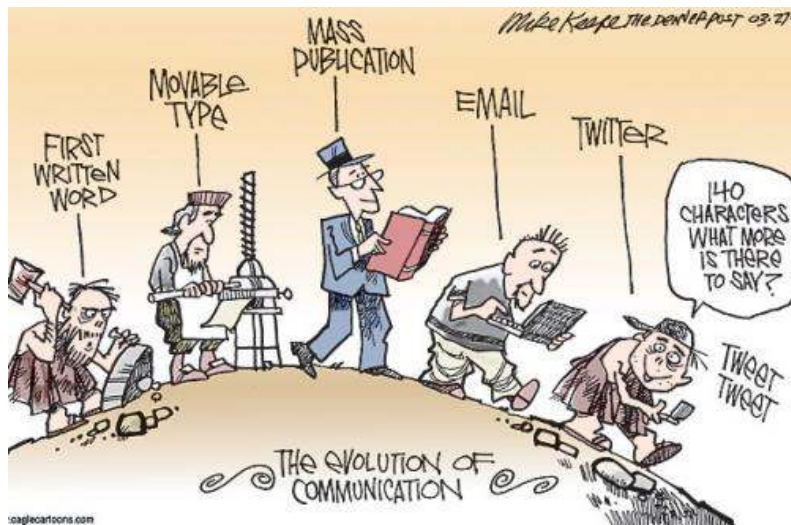
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Desk and Derrick - September 1, 2016

Consulting • Staffing • Outsourcing

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SOLUTIONS

## The Evolution of Communication



Courtesy of Dilbert by Scott Adams

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## Agenda

- Why Network?
- Networking Challenges
  - Generational
  - Effectiveness
- The “How”?
  - Tips for successful networking
  - Avoiding the “Bad Networking Habits”
  - Make a networking plan

## Networking – “The Why”



## Networking – “The Why”

- Recommendations
- Encouraging Mentors
- Finding Suppliers
- Understanding Market Opportunities
- New Ideas and Innovations
- Finding Inspiration
- Improving Your Communication
- Making Great New Friends

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## Networking – “Challenges”



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## Networking – “Challenges”

- Generations Defined
  - Traditionalist – Born before 1946
  - Baby Boomers – Born between 1946 & 1964
  - Gen Xers – Born between 1965 – 1980
  - Gen Yers – Born between 1981 – 1997
  - Gen Zers – Born 1994 – 2010
- Preferred Method of Communicating
- Networking Style of the Generations

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## Networking – “Effectiveness”

- Purpose
- In Person versus On Line
- Amount of Time
- Groups to Select
- Diversity
- Appropriateness (Where and When)

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## Networking – “Effectiveness”

<https://www.youtube.com/watch?v=N4znQDyz038>

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## The “How” of Networking



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## The “How” – Tips for Successful Networking

- Be genuine
- Make a Plan - Define networking goals
- Visit groups that spark your interest
- Hold volunteer or committee positions
- Ask open-ended questions
- Become known as a resource to others
- Be able to articulate what you do and how that may benefit others
- Be clear on what help you need from others
- Follow up quickly and efficiently on action items
- Have a servant leadership attitude

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## The “How” – Avoid Bad Habits

- Attitude
- The hard sell
- Business only
- It’s all about me!
- Waiting until you need something to network
- Dealin’ the Deck
- Unprofessional Information
  - [HotLips99@yahoo.com](mailto:HotLips99@yahoo.com)
- Sitting with the wrong company
- Small talk is for suckers
- Limitations

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## The “How” – Making a Networking Plan

- Start small
- Tap into your passions
- Identify key objectives
- Identify goals and timing
- Identify what you are going to share
- Ask for introductions or contacts
- Take risks
- **FOLLOW UP**

**Celebrate networking achievements**

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## Final Thought...



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## Accretive Solutions: Your World, Simplified.

*“What our customers claim they like most about us is that we are not ‘work.’ Our goal is to make life easier for our clients.”*

**-- Richard Moran, Vice Chairman**

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