Networking – stage 2

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Today

• What networking is and isn’t
• Where are you now?
• Identify partners
• Leverage your existing network
• Build your network – online and offline
• Tools to make the journey easier
What is networking?
Why network?

What’s in it for me?

- profile
- info
- knowledge
- support
- FUN!
YOU
Where are you NOW?
Who are your Famous Five?
Where are you GOING?

Who can you partner with?
Networking Activity

Question 1
What makes you happiest?

Question 2
What is your number one goal?

Question 3
What is your ideal job or business?
Who will you meet once you get there?
“You can't build a reputation on what you're going to do.”

Henry Ford
Tools to help

• The telephone
• The newspaper
• Outlook
• CardScan
• Database software
• List management
• Online/offline networks
• Social media
Database design

**Organisation**
- Centralised list
- Search ability
- Sort function

**Information**
- Contact information
- Little things
- Contact & referral history

**Group Tracking**
- Advocates etc
- Event invites
- Prospects
Summary

• Networking is a necessary, valuable and viable business activity
• Leverage who you already know
• Collect people who inspire you
• Partner with others
• Follow up, follow up, follow up!
• Be proud of who you are
Thank you!

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