

# Networking - Building Relationships in Business and Life



## What is Networking?

Networking is not about hustling and telling the world how great you are! It is about finding common ground and building mutually beneficial, professional relationships.

These relationships grow over time; you are essentially planting seeds which allow you to grow your network.

In order to build these relationships you need to ask yourself “Who am I being?”

## Why Network?

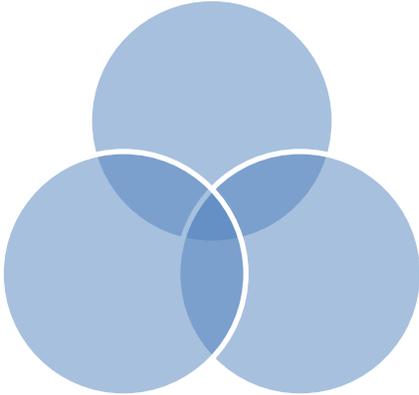
- Emotional connection is an essential ingredient in a business transaction. People will naturally purchase a product or service from someone they know. They will also refer their friends.
- Networking allows you to gather first-hand knowledge about potential clients and customers.
- The more you network the less intimidating it will be.
- It may help you gain access to other professionals within your interest area!
- It can be fun!

## Selling vs. Building Relationships

When selling you have a clear agenda, which is you want the other person to purchase your product. You may have limited time so you may begin your sales pitch, without engaging the other person. This approach can work, but tends to limit the possibility for future repeat business and referrals.

When building relationships your focus is on engaging the person you are speaking to. You are getting to know them and they are getting to know you. Your agenda may still include letting them know about your product or service, however your intention is to create the space for a future transaction and to add the contact to your network. This interaction will also differentiate you from your competition.

## Relationship Space



Your agenda to sell is secondary

The relationship is primary

The relationship is the invisible space between you. This is where all the possibilities exist.

## Being vs. Doing



Being is about how you "show up" (Relationship with self)

What is motivating you to connect (Agenda = Doing)

Your energetic impact on others (Being)



The above model was created by Owning your Voice ©2013



## Listening

### **Level 1: Internal Listening (My Voice)**

When a person listens at Level 1, they are actually listening to the sound of their own inner voice. That's where their attention is. They may hear the words of the other person, but they are primarily aware of their own opinions, stories, judgments – their own feelings, needs and itches. They may be nodding, and going, “uh huh,” but inside they are saying things like:

- *“I had an experience just like that.”*
- *“I really need you to buy something, I have to pay rent this month”*
- *“This is starting to bore me.”*
- *“I really need to get home to watch TV.”*
- *“I’m hungry; when was the last time I ate?”*
- *“I’m terrified I’ll say the wrong thing and look stupid.”*

There are plenty of times in our lives when it is perfectly normal – it’s actually important for us to pay close attention to our own needs and opinions – essential that we listen at level 1. For example, when the contractor is asking you how you want your kitchen remodeled; that’s a situation that is 100% about what you want; your opinions, judgments, desires. When networking, it is essential that your focus is on the other person rather than yourself.

### **Level 2: Focused Listening (Your Voice)**

At Level 2 there is a hard focus, like a laser. Your attention is fully on the other person. All of the attention is directed in one way. Think of a mother with a sick baby; all of her attention is hard focused on the child. There might be great chaos all around her, but the mother stays focused on the child and the child’s needs. In order for networking to be as effective as possible you need to be able to connect with potential customers / clients at Level 2.

### **Level 3: Global Listening (Our Voice)**

This is the soft focus listening that takes in everything. At Level 3 you are aware of the energy between you and others. You are also aware of how that energy is changing; you detect sadness, lightness, shifts in attitude. You are aware of the environment and whatever is going on in the environment. There is a way you are conscious of the underlying mood, or tone, or the impact of the conversation – where it is taking you and the person you are talking to. Stand up comedians have a highly developed sense of listening at Level 3. They know when their humor is landing and when it isn’t. Performers in general have highly developed antennae tuned the level 3 in a room – a sense of how the performance is being received – how the energy is building or dissipating. This is also the level at which your intuition will be most available to you. Level 3 listening allows you to pick up as much information as possible about the underlying impact in the moment.

## Curiosity



When networking you want to get to know your potential client or customer. A great way to do this is to be curious about the other person and ask questions. The questions you ask should be open ended, and inviting. The questions invite the other person to tell you about themselves. As the person is speaking you are listening for details that allow you to ask another question. Curiosity is a playful state, full of wonder. By nature it shows the other person you are interested in them and what they have to say. Use powerful open ended questions to deepen the experience and learn more about the other person.

## Bottom-lining



This is the skill of brevity and succinctness on the part of the person speaking. Bottom-lining is also about having the potential client or listener hear the essence of what you are hearing rather than being engaged in long descriptive stories

## Questions for your CEO and Board Members

*\*\*Worksheet on next page*

- 1) What is your job description?
- 2) What do you love about your job?
- 3) What is important for me to know about you?
- 4) What do you want for me?
- 5) What do I need to know about my purpose?

Repeat these questions for each board member.

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**The Appreciator:** The one who appreciates everything, the dark and light, wins and losses, failures and successes without judgment

Name:

**The Listener:** The one who witnesses and observes with great compassion and who pays attention and listens with every cell in their body. The one who trusts that with patience, wisdom and forward motion will come.

Name:

The \_\_\_\_\_

Name:

The \_\_\_\_\_

Name:

**The Curious One:** The one who's role is to be powerfully and deeply curious. The adventurous one who is eager to explore and experience all that life has to offer.

Name:

## Your Entrepreneurial Board Room

Name:

**The Intuitive One:** The one who's role is to access and speak inner knowing. The one who values unseen information and is masterful at moving into the mystery with boldness and courage.

The \_\_\_\_\_

Name:

Name:

The \_\_\_\_\_

**The Time Manager:** The one who's role is to maintain integrity and balance. The one who knows how to point attention where it needs to go. A master of focus and timing, the one who knows when to say no and when to say go.

Name:

Name:

**The Project Manager:** The one who's role is to keep everything moving and make sure that the right actions are being taken. A master at delegation and finding the right team member for the job.

**The C.E.O.** The visionary who is in command and leads the team towards the fullest expression of your mission and business plan.

Name:

### Key Attributes

- Wisdom
- Benevolence
- Certainty & Clarity
- Courage