

# IF NETWORKING IS SO IMPORTANT HOW COME NO ONE HAS TAUGHT ME HOW?

## THE RETURN ON NETWORKING (RON) SERIES

*A 6 month interactive series to enhance business development skills.*

*If you're going to invest time in networking, you owe it to yourself to see a Return on Networking.*

We've all been told that networking is critical to business and leadership yet, it's typically not taught in school, at home, or at work. This series is going to change that. You'll learn strategies, tactics, and practical application to move your business and your professional skills forward by creating and better leveraging networking opportunities.

### **Session 1: Know Your Networking SWOT**

*Understanding your networking strengths, weaknesses, opportunities, and thresholds will help you reframe your approach to networking.*

### **Session 2: Be Courageous, Memorable, Interested**

*Learn who to approach, to put the person before the profession, to incorporate stories, to listen, and to gracefully enter and exit conversations.*

### **Session 3: Networking Scavenger Hunt**

*Setting goals can change networking from a chore to a motivating challenge. Get ideas on the types of goals to set and walk away with tailored, actionable items.*

### **Session 4: Intros That Spark Conversation**

*Create an introduction that is memorable, impactful, and sparks further conversation to move business forward.*

### **Session 5: Cultivating Connections**

*Once you've created a connection, the way you interact with that person moving forward defines if the relationship will sprout and grow or die on the vine.*

### **Session 6: Networking Behind the Screen**

*A tremendous amount of networking happens via LinkedIn. Learn how to comment, like, generate value driven content, and become a thought leader.*

### **Session 7: Networking Event**

*Put into practice what you've learned. From mindset to openers, from intros to follow up, this will be an opportunity to try things out, see what sticks, get feedback, and build muscle memory.*

### **Session 8: Retrospective**

*You'll have a chance to reflect on the networking event to identify things that went well, that went not so well, and to hear from others to help you prepare and improve for the next event.*

