

Networking Ahead for Business

Professional Skills Development

with Kathy McAfee, America's Marketing Motivator

Four-Part Training Series

THE BUSINESS OF NETWORKING. One of the best strategies for new business development and organic business growth is professional networking; yet few professionals are able or willing to do it consistently well.



This four-part professional skills development training series is designed to motivate and equip your people to embrace a new attitude and behavior about networking that will enable them to build more mutually beneficial relationships for their businesses.

Format: This professional development series can be delivered in four 90-minute live seminars, via web conferencing or in a one-day intensive workshop experience.

As a result of this practical, hands-on training experience, your associates will emerge as stronger, more connected and more motivated business builders for their organizations.

Module #1

PERFECT YOUR PITCH: *improve your networking introduction in order to start more conversations.* This program is designed to bolster confidence, enthusiasm, and most importantly, results from networking efforts. Your team members will embrace a more positive attitude and take bolder action when it comes to networking so that they get results and enjoy the process. They will learn to think relationships (not transactions); think conversations (not sales pitches). They will also be introduced to the MR ABE 5-point criteria for polishing their elevator pitch content and delivery to help them start more conversations. It is all about striving to be more Memorable, Relatable, Authentic, Believable and Engaging when you introduce yourself to others. This program will show your leaders how networking can accelerate business growth and advance their individual careers at your organization.

- **Prewrite** – participants will gather input from colleagues and clients on their personal brand attributes;
- **Homework** – participants will download and listen to the audio program “Perfect Your Pitch.” Participants will create a written draft of their 60-second elevator pitch prior to the second module. Each participant will receive a copy of the book *Networking Ahead for Business* (Kiwi Publishing)

Module #2

WHO MATTERS: *targeting your networking strategy to expand your sphere of influence.* This program will focus on identifying who is most important in your professional network and how to invest in and cultivate those critical relationships. Participants will begin to identify their top 50 most important professional contacts and will learn what they need to be doing in order to maximize these critical connections. Participants will discover how they can tap into their active network to reach and build their future network. They will also learn how they can reclaim their “lost” or past network through social media and on-line networking tools like LinkedIn.com. Participants will be introduced to the power of

conducting a “networking experiment” which will enable them to make powerful new connections that they thought were not possible. This program will show your leaders how to balance serendipity with targeted strategy to grow their sphere of influence and to become a more connected person in the community and the world.

- **Prework** – participants will complete the “My World Exercise™” identifying everyone they know from the different spheres of their life (*approx. time 30 minutes*)
- **Homework** – participants will complete the Top 50 networking list and complete their profile on LinkedIn.com prior to the third module.

Module #3

YOUR FORTUNE IS IN YOUR FOLLOW-UP: *the seven pillars of motivated networking follow-up.* This module will help participants overcome procrastination with follow-up and learn to act on intentions in a way that will bolster their reputation, get more results and improve their professional relationships. Using the T.H.E.R.A.P.Y. model of networking follow-up, they will learn how you can be more Targeted, Helpful, Efficient, Reliable, Accessible and Personalized to achieve more through networking. Participants will learn why going the extra mile in their follow-up can accelerate their success with people and business. The saying “*your fortune is in your follow-up*” will become a mantra for action at your organization.

- **Prework** – participants will bring a sample of the most personalized networking follow-up they have received.
- **Homework** – participants will send a personalized greeting card to someone in their Top 50. Participants will also download and listen to the audio program “*Motivated Networking Follow-Up*” prior to the fourth module.

Individual Consultations

Prior to the fourth module, participants will receive private telephone coaching consultations with Kathy McAfee who will help prepare and assist your associates in the development of their individual networking roadmap and action plan.

Module #4

NETWORKING AHEAD: *roadmap for driving business and professional success.* In this final module, I will lead participants through the completion of their individual networking roadmap and action plan for business success. Pulling together all the teaching and techniques from prior sessions, participants will set 3 month, 6 month and 12 month goals. Accountability partners will be chosen. Roundtable discussion on any open issues will be facilitated.

- **Prework** – participants will bring with them their revised 60-second elevator pitch, a copy of their LinkedIn.com profile, their top 50 contact list and a list of at least five future desired connections. These elements will be incorporated into their networking roadmap and action plan document.
- **Homework** – participants will complete their action plan and review it with their Accountability Partners within 2 weeks of the final module. Participants will meet with their Accountability Partners once per month to celebrate networking victories and help each other overcome any challenges.