

# **“Intra-networking & Net-weaving”**

## **Build Win-Win Relationships One Connection At A Time**

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“You can make more friends in *two months* by becoming interested in other people than you can in *two years* by trying to get other people interested in you.” Dale Carnegie

### Program Focus:

Learn how to go beyond networking as a **strategic connector and resource** through . . .

- **Intra-networking**, making connections within a business environment and
- **Net-weaving**, connecting others with business, social, personal opportunities

Discover how to build deeper connections by **being curious** and offering **reciprocal value** in all your relationships, whether it's a casual conversation or a high-powered business transaction.

Build your awareness as a strategic connector by learning about . . .

- The "inner" and "outer" challenges to making connections
- Why getting people engaged in conversation about themselves is critical
- How to maintain and build your connections.

### Overview:

Do you engage in **spontaneous, passing conversations** in a way that your connection becomes a **long-lasting relationship** with **reciprocal value**?

You've often heard the phrase, "It's not WHAT you know, but WHO you know that makes the difference".

**Relationships are often the critical factor in career success.** Unfortunately, in our fast-paced world, we are often pressed for time and miss opportunities to make a connection that would be a valuable resource for both parties.

Whether you're an employee looking to move ahead in your company, a business owner seeking to find new clients or you just want to become more engaged in social situations, networking is essential to getting known and being clear about WHO you are.

Many people dread the thought of networking because it seems rehearsed and feels superficial. In addition, most people don't have a follow through system to keep in touch with networking contacts.

The **“new networking”** is more fun, less stressful, and ultimately results in making much more meaningful connections in which you have a chance to give back.

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The “New Networking” is about developing **quality** relationships, not **quantity**! This requires reciprocal relationships, making strategic connections, and is described as . . .

- **Intra-networking** . . . Focused on making connections within a business environment or ‘connecting the dots’ through relationship building
- **Net-weaving** . . . Based on the ‘pay it forward’ concept in which you connect others with business, social, personal opportunities

### Principle of Reciprocity, foundation for Reciprocal Value:

This is defined as “virtually uninhibited sharing or giving. It occurs when one person shares goods or labor with another person without expecting anything in return. What makes this interaction “reciprocal” is the sense of satisfaction the **giver feels**, and the **social closeness** that the gift fosters.” (Wikipedia) There exists a natural give and receive between both parties.

### Strategic Connector:

A **Connector** is described in The Tipping Point as someone who links many people to each other, thus the term ‘six degrees of separation’. A Connector has a gift for bringing many people together who appear to be disconnected otherwise. He/she really enjoys meeting new people and has a natural curiosity about them so makes a ‘connection’ through even informal conversation.

Connectors typically have an organized database in which they enter all their acquaintances, and keep in touch with them through special event cards and notes. People remember them because of their authenticity and interest in them, and often volunteer a way to connect them with opportunities – sometimes months after meeting them.

**Strategic Connectors** have a special gift of ‘connecting the dots’ by considering the big picture in their connections. They recognize patterns and trends, anticipate concerns of their network, and leverage their relationships and insights to assist someone in their network in an often unexpected gesture of thoughtfulness.

### Intra-Networking

Networking is often considered to be a tool for job seekers or for business prospecting purposes. However, **Intra-Networking** is even more powerful because it’s focused on building positive and reciprocal relationships within a business environment. As the saying goes, ‘people like doing business with people that they like’.

**Intra-Networking** is about making authentic connections with business colleagues at all levels of leadership. One professional woman received impressive opportunities that led to consistent advancement in a Fortune 500 company. Although she was very competent and willing to learn, she also had a natural gift for having an informal conversation with top level executives with whom no one else could get face time.

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Her secret . . . she had a natural curiosity about the ‘person’, connected with the executive on that level, and established trust from the start of the conversation.

### Net-Weaving

This form of networking integrates the concept of ‘reciprocal value’ and ‘strategic connector’. Just as the term implies, Net-Weaving is about weaving a web of connections and providing resources for others, always keeping in mind their needs and interests. Rather than an isolated connection, the Net-Weaver builds relationships among others through strategic connections. They really enjoy connecting people with other people and generously sharing their wealth of resources.

### Then, why is it so difficult?

There are the ‘**inner**’ challenges that hold us back. This is about the art of building reciprocal value for long-lasting relationships.

If we believe in helping and being of service, what holds us back? Some of us hesitate to step into our ‘**genius**’. Others are confused about their ‘**career brand**’. They are good at many things, and are challenged with synthesizing them into a **clear, concise, compelling introduction**.

**Most professionals can identify someone else’s authentic, compelling introduction** that states clearly who the person is, what they do, and how the person uniquely contributes to their company’s success. It differentiates the person, engages the listener to want to learn more, and seems so simple! Creating one for themselves is challenging because they often minimize their contributions and aren’t clear about the value that they offer.

### Coaching Questions for Reflection:

- At what point do you freeze when making a connection with someone in a social situation? In a business situation?
- What holds you back from being curious and asking a business associate how you can be of assistance?
- After meeting someone in passing, do you find yourself saying, “I wish that I could have been clearer about telling them what I do?”
- Do you find people saying, “Oh, how nice,” when you tell them what you do, and then the conversation ends?

The ‘**outer**’ challenges are often related to **process and strategies**. Your introduction must have **relevance to your listener**, so awareness and preparation are essential. If you make the connection and want to build a business relationship, a **follow up system** is important to keep in touch.

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### 5 Steps to Making Strategic Connections through Intra-Networking & Net-Weaving!

#### ■ Step 1: Know Your Audience

→ Why preparation and knowing your audience is key to successful networking.

- **Question:** Ask yourself, “What is my intention or purpose for joining this event?” Research the group before you attend, and set your ‘making connection’ intention. Learn about some of the attendees if possible, and identify a few things that pique your curiosity.

#### ■ Step 2: Prepare a Clear, Concise Compelling, Introductory Statement

→ Define a compelling response to the question, “What do you do?”

- This is the “**outer**” task of being prepared for any opportunity to make a connection. When you’re prepared, you easily focus on the other person to learn more about them (the ‘art’ of networking).

#### Exercise:

- Step 1: Specify your target market.
- Step 2: List all the problems/challenges that your target market experiences and how you solve them.
- Step 3: Illustrate how your target market FEELS about these problems/challenges.
- Step 4: Describe results or outcomes that are realized through your contribution.
- Step 5: Tie it all together . . . Select 2 or 3 problems/challenges to create your Compelling Message for Professional Net-weaving and Intra-Networking.
  - Talk results, not products or process
  - Clearly identify who the person is and where they are strategically connected
  - Keep it short and concise, so the person remembers your message – 1 to 2 sentences is best to be an easily repeatable message
  - Reflect your style – problem centered vs. benefits focused
  - Be conversational

**Formula – Problem Centered Statement:** Customers purchase more often to eliminate a problem since it is top of mind and causes a lot of frustration.

I work with (target market) who are (insert feeling word) with (insert problem/issue that you solve) and help them to (insert the contribution that you provide to solve their problem).

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### Examples:

- Before: I do team building.
- After: I help fragmented leadership teams align around a common vision and business strategies.
- Before: I am a sales professional.
- After: I work the mid-sized manufacturing companies who are struggling with unpredictable product demand, impacting inconsistent cash flow.

**Formula: Benefit Focused Statement** – focus on what the customer wants to achieve in the future with a gap to be closed through your services.

I work with/help (target market) who want to (insert an explanation of what your customer wants) so that (insert what the customer wants to feel as result of achieving their goal).

### Examples:

- Before: I am a real estate professional.
- After: I help first-time home buyers experience a clean transaction with all details complete for closing so that they enjoy purchasing the home of their dreams.
- Before: I design websites and providing hosting services.
- After: I work with solopreneurs to transform their websites into revenue generating profit centers.

## ■ Step 3: Share Your Compelling, Introductory Statement with Enthusiasm!

➔ **Short exercise to experience an enthusiastically delivered compelling, introductory statement!**

- **LIVE Coaching** to demonstrate sharing a compelling, introductory statement.  
(Set context within safe space with an intention to have the listener want to know more.)

## ■ Step 4: Engage Your Audience in Conversation to Learn About Them. . .

➔ **Why getting people engaged in conversation about themselves is crucial.**

- This is the **"inner" challenge** to making connections, and is the 'art' of networking.
- What it takes: thoughtfulness; courage; creativity
- Ask open-ended questions to identify what **reciprocal value** you can share with them and how you can be of service!

Here are a few examples of responses and conversational questions:

- That's interesting. How do you do that?
- I was recently talking with a colleague, and I think she would be very interested in what you do. Can you explain further so that I'm clear when I talk with her?
- What do you most enjoy about what you do?

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### ■ Step 5: Establish a “Keep In Touch” Process

#### →Maintain and Build Your Connection!

- Follow-up within 48 Hours with promised gift or “great to meet you” message.
- Schedule a time to get together and learn how you can build a reciprocal relationship.
- After you get acquainted, call the person to schedule a meeting.
  - Be prepared before you meet with the person and be clear about your desired outcome.
  - After you meeting with the person, follow-up with a short “thank you” greeting.
  - Add the person’s contact information in your database.
  - Establish a way to ‘keep in touch’ if you want to build a reciprocal relationship
- Send a personalized greeting card – See Booked Solid Cards for details.

**Reference:** <http://www.bookedsolidcards.com/index.html>, affiliated with [www.sendoutcards.com](http://www.sendoutcards.com).  
If you decide to enroll, I would be glad to sponsor you! Call me for more specifics.

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## References

### ■ Books:

- **Never Eat Alone And Other Secrets to Success, One Relationship at a Time** by Keith Ferrazzi, Tahl Raz
- **Don't Send a Resume: And Other Contrarian Rules to Help Land a Great Job** by Jeffrey J. Fox
- **Referral of a Lifetime** by Tim Templeton
- **Hug Your Customers: The Proven Way to Personalize Sales and Achieve Astounding Results** by Jack Mitchell
- **The Tipping Point** by Malcolm Gladwell

### ■ E-Books/Website References:

- **Abundant Networking Action Guide** by Kim George [www.abundantnetworking.com](http://www.abundantnetworking.com)
- **Attracting More Customers** by Jill Konrath [www.sellingtobigcompanies.com](http://www.sellingtobigcompanies.com)
- **NetWeaving** by Bob Littell [www.netweaving.cm](http://www.netweaving.cm)

### ■ Online Networking Resource:

- <http://www.linkedin.com/>
- <http://www.xing.com/>

### ■ Interested in redefining success and spark more meaning and passion in your life?

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