

## Networking outside the Company Workshop

Networking – according to Merriam Webster is “the exchange of information or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business”. These and other events can become more easily managed with this great workshop.

With our Power of Networking (Outside the Company) workshop, your participants will begin to see how important it is to develop a core set of networking skills. By managing and looking at the way people interact and seeing things in a new light, your participants will improve on almost every aspect of their networking strategy.

### Workshop Objectives:

- Identify and avoid obstacles
- Implement networking principles
- Use online tools
- Prioritize contacts
- Manage networks effectively



For more information or to reserve your spot in this workshop, please contact:

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## CLASS CONTENT

### **Module One: Getting Started**

Workshop Objectives

### **Module Two: The Benefits of Networking**

#### **Outside of Work**

Create a Solid Network

Meet Strategic Alliance Partners

Generate Leads

Position Yourself

Case Study

### **Module Three: Networking Obstacles**

Time Constraints

Saying the Wrong Thing

Where to Go to Network

Fear of Rejection

Case Study

### **Module Four: Networking Principles**

Develop Contacts

Organize Your Contacts

Follow-Up

Maintain Relationships

Case Study

### **Module Five: Why Network**

Gain Trust

Be Visible

Be an Insider

Gain Advantage

Case Study

### **Module Six: How to Build Networks**

Physical Networking Groups

Attend Networking Events

Social Networking Sites

Create Networking Referral Lists

Case Study

### **Module Seven: Online Networking Tools**

Social Networks

Blogs

Chat Rooms

Email

Case Study

### **Module Eight: Develop Interpersonal Relationships**

Be Specific

Keep Your Word

Maintain Boundaries

Invest Time

Case Study

### **Module Nine: Common Networking Mistakes**

Taking Before Giving

Assumptions

Reaching Too High

Assume Tools Create Connections

Case Study

### **Module Ten: Time Management**

Prioritize Contacts

Create Group Activities

Connect Online

Schedule Your Network Activities

Case Study

### **Module Eleven: Manage Personal and Professional Networks**

Be Responsive

Give Back

Separate Personal and Business Activities

Stay Physically In-touch

Case Study

### **Module Twelve: Wrapping Up**

Words from the Wise