Chapter 1 : 10 Tips for Strategic Networking | Investopedia

Strategic Networking - or - Strategic Relationships Often when I talk about strategic networking, people will immediately think of networking events. Their palms will get sweaty as they would rather get a root canal surgery than walk into a room full of strangers.

Whether you are a corporate employee, self-employed professional or entrepreneur, climbing the ladder to success can be easy if you are committed to consistently following a few simple networking strategies in your career. One of the most important skills I learned as I moved up the corporate ladder that still serves me well today is the art of networking. Networking is both a competency and a process that you need to hone in order to be successful. Build Your Networking Muscle Practice networking by attending lots of different networking events. You will meet many interesting people and contacts, some of which will become great clients, colleagues or friends. It will build your character and make you tenacious about your business. Be Giving Give your time, your advice, and especially your referrals. It will all come back to you in positive karma and plentiful business opportunities. Grow Your Relationship Database You are only 4 or 5 people away from anything you ever want or need. All you have to do is ask. Communicate Maintain regular and consistent contact with the people in your database. One of my most successful communication tactics is to periodically meet with people in my network face to face. Keep it Simple Look at where you are spending your time and your precious energy. What is generating you the best results? Those are the activities you want to continue doing and do more of. Build Rapport Are you a people magnet or a people repellent? What are you projecting outwardly? Make sure others see you as a positive, warm and friendly person they would like to interact with. Make sure your positive personality and outlook is attracting relationships and not pushing them away. Set Goals If you have a clear vision of where you are going, the rest will fall into place. Make sure you decide on what you want short, medium and longer term and in every area of your life. Access Available Resources There are so many resources available to support you in whatever you wish to do. Build a strong support team which includes family, friends and colleagues. Read books like The Power of Women United , an inspirational and informative book on networking. Join networking groups in person and on-line. Get connected and stay connected. Networking is about connecting with people, building and nurturing relationships, sharing information, tapping into the hidden job market, learning about career opportunities, pooling resources and expanding your contacts. Networking is about connecting with people, not collecting people. It is truly a life skill whereby you build, nurture, and maintain quality mutually-beneficial relationships over your career and your lifetime. Linda shares over 25 years of corporate experience, much of it at the senior executive level. A superior track record coaching and mentoring senior managers, executives and entrepreneurs to consistently achieve outstanding results Linda is brilliant at using various self discovery techniques to facilitate getting at core issues instrumental for personal and professional breakthrough. Linda is a regular guest of radio and television and a Contributing Author of the inspirational and informative networking book, The Power of Women United. If you are interested in learning more about networking, other career and business building strategies or about the many ways you can successfully attract your goals, dreams and aspirations, please visit us at http:

Chapter 2 : Strategy Network: Thinking. Planning. Creating.

Strategic networking puts the tools of networking in the service of business goals. At this level, a manager creates the kind of network that will help uncover and capitalize on new opportunities.

But, to break through to the next level, I have the sense that they have to know and like me. Networks expose you to new ideas, get you the information and support you need to bring them to life, expand your influence, and alert you to opportunities see my Lean In video on Building Effective Networks. But, when it comes to daily choices about how we spend our time, developing our networks intentionally tends to fall far down the list of priorities. There are at least three different networks - operational, personal, and strategic - that can play a vital role in helping you achieve your goals. Operational networks help you manage current internal responsibilities, personal networks boosts professional development, and strategic networks focus you on new business directions and the stakeholders you must get on board to pursue them. While people differ a lot in how well they build and use operational and personal networks, I discovered that almost all of them underutilize strategic networking. Your strategic network is made up of relationships that help you to envision the future, sell your ideas and get the information and resources you need to exploit them. It requires both time and attention outside routine, operational demands and investment in activities that can give you foresight on important trends in your industry and inform your choices about what you might be doing. When strategic networking is harder for women While this kind of strategic networking is difficult for most people, my research shows that it is always harder for women working in business and industry environments in which they are few and far between, for three reasons: Our tendency to be more easily drawn to people who are similar to us, combined with male-dominated senior ranks, organizations and industries, means women often have to work harder to build relationships with decision makers and influential stakeholders. As the financial services executive whose quote opened this blog found, networking across functional and hierarchical differences is hard enough; adding gender make it harder. So, it takes longer to find common ground, which means that cultivating these relationships will feel less spontaneous and more like hard work. In my research, I ask people to list the contacts they turn to for important work matters and then I ask them to list those with whom they hang out outside of work. Women, by contrast, are more likely to have two separate lists: Research has show that this tendency is exacerbated once women have children because so much of the personal activity tends to be organized around them, and those activities are not always relevant to the work domain. Maintaining separate spheres can put women at a disadvantage for two reasons. Second, and perhaps more importantly, participating in conversations about important work matters outside formal meetings creates camaraderie and increases trust. Because women are consistently excluded from informal gatherings such as golf games and private dinners, it takes longer to achieve influence. Decades of research in social psychology shows that left to our own devices we form and maintain relationships with people just like us and with people who are convenient to get to know to because we bump into them often and if we bump into them often they are more likely to be like us. What to do in the interim? Focus on extending your network outwards. The best place to start is by investing in new activities because the best way to grow professional relationships is by actually doing things together. The important thing is to sign up or show up and, of course, speak up so people know who you are, how you think and what you have to offer. Better to go to fewer but invest fully once there. Remember that you can always create your own activity or network, centered around your interests and time constraints. These connections raised her profile externally, something that did not go unnoticed inside her organization. A pivotal moment came when she was able to make a key introduction for one of her bosses, thanks to her burgeoning external network. Just do it Networking is a lot like nutrition and fitness: And the only way to become convinced that networking is a priority is to start doing it and see the results for yourself.

Chapter 3 : Strategic Network Formation - Wikipedia

Learn the rules of networking so you can operate like a pro. After all, maintaining a strong network is essential in today's job environment.

Talent Matters is a blog series exploring how nonprofit leaders have achieved real-world results through an emphasis on talent. My position focused on making connectionsâ€"connections between college students doing social justice work, between these students and organizations working on similar issues, and between all of these different groups and the information that would make their work more effective. The students with whom I worked were smart and dynamic. And while I was good at quickly getting up to speed and figuring out efficient ways of supporting their current needs, a few months into the job, I realized I wanted to do more; I wanted to help prepare them for what came next, both personally and in terms of the issue areas they were working on. Right around this time, my boss was in the process of starting a chapter of the Young Nonprofit Professionals Network YNPN , which provides training and network-building opportunities for young people in the social sector. I signed on to help, and immediately found myself among people who were in the same sector but who came from many different fields and perspectives. The people I met through the network pushed me to consider new ideas and approaches â€" essentially they gave me a consistent, inviting space to think about and understand what could be coming next for society and for our sector. What binds us in the social sector is that, regardless of our organizational mission, we want to be impactful and relevant. Most of us realize that while each of us has our own ideas and strengths, figuring out what it takes to achieve greatest impact and relevance involves climbing over our organizational walls. However, even professionals who understand the importance of networking as a tool for increasing effectiveness seem to miss the fact that they must take networking a step further to offer true leadership around their mission. The study showed that even leaders with strong networks tend to focus their efforts on the first two areas operational and personal networks , allowing them to complete current tasks more efficiently or develop professionally as individuals. They invest just as I once did in learning who at their organization can help them get something up on the website quickly or advise them on managing a staff member. But the study makes it clear that to go beyond effectively maintaining the status quo, leaders must focus as much energyâ€"if not moreâ€"on strategic networking. So if your organization and staff are generally on board with the value of networking, what more can you do to encourage new managers and other emerging leaders to focus on strategic networking? Sure, development managers should join the Association for Fundraising Professionals , and volunteer managers should join the Association of Volunteer Managers. How to connect with the latter is less straightforward. In New York and other cities, for example, groups such as House of Genius bring together collaborators and problem-solvers from diverse backgrounds. But in general, any space where people are gathered around an idea or an issue, rather than a field or a role, will open leaders up to future possibilities. The act of defining strategic networking as a group will help bring it out of the realm of jargon and into a space that is more meaningful for your organization. Returning to these goals at staff meetings or as part of one-on-one reviews will help keep it top-of-mind as a priority and foster cohesion around the practice. Invest time and money in it. One of the major barriers to networking is that leaders see it as an add-onâ€"something that takes them away from their primary responsibilities. One clear way that organizations can signal to new managers and emerging leaders that strategic networking is actually an integral part of their responsibilities is by allocating a percentage of staff time to these activities and adding a line item in the budget. Many networking opportunities conferences, mixers, and meetups charge fees for participation or occur during the workday. Dedicating even a small amount of staff time or organizational resources can help reduce these barriers and incorporate the concept of strategic networking more fully into staff culture. Advancing our organizational missions requires that emerging leaders perform their jobs well and think strategically. Organizations can and should play a role in helping leaders build networks that support both efforts. Trish Tchume ttchume is the first-ever national director of the Young Nonprofit Professionals Network ynpn. YNPN is made up of 37 grassroots chapters across the country that provide networking and professional development opportunities to

more than 50, young people, who are looking to build a more just world via the nonprofit sector.

Chapter 4 : Strategic Social Networking - Google+

The act of defining strategic networking as a group will help bring it out of the realm of jargon and into a space that is more meaningful for your organization. Returning to these goals at staff meetings or as part of one-on-one reviews will help keep it top-of-mind as a priority and foster cohesion around the practice.

Know about different network formsâ€"personal, operational, and strategic. Understand some of the actions you need to take to move your network forward. This section draws heavily on recent research by Herminia Ibarra, Brian Uzzi, and others, to help you understand the different forms that social networks can take. Ibarra and Uzzi have been studying the social networks and social networking tactics and strategies of managers for more than 20 years and are considered thought-leaders in the field. How leaders build and use networks. Harvard Business Review, 40â€" Beverly Hills, CA; Sage. They have to be carefully constructed. What separates successful managers from the rest of the pack? Yet many managers avoid networking. Others disdain it as manipulative. To succeed as a manager, Ibarra recommends building three types of networks: Personalâ€"kindred spirits outside your organization who can help you with personal advancement. Operationalâ€"people you need to accomplish your assigned, routine tasks. Strategicâ€"people outside your control who will enable you to reach key organizational objectives. Operational network get your work done, and get it done efficiently. Strategic network figure out future priorities and challenges; get stakeholder support for them. As a result, what makes a personal network powerful is its referral potential. According to the famous six degrees of separation principle, our personal contacts are valuable to the extent that they help us reach, in as few connections as possible, the far-off person who has the information we need. How leaders create and use networks, Harvard Business Review, 2â€"8 quote, 5. Before you have a job in a particular company, many of your network ties are personal, oriented toward current interests and future potential interests. Key contacts are typically discretionaryâ€"that is, it is not always clear who is most relevant. Most personal networks are highly clusteredâ€"that is, your friends are likely to be friends with one another as well. And, if you made those friends by introducing yourself to them as opposed to being introduced by a mutual acquaintance , the chances are high that their experiences and perspectives echo your own. Ideas generated within a personal network typically circulate among the same people with shared views. This creates the risk that a potential winning idea can go unexploited if no one in the group has what it takes to bring that idea to fruition. But what if someone within that cluster knows someone else who belongs to a whole different group? That connection, formed by an information broker, can expose your idea to a new world, filled with fresh opportunities for success. Diversity and breadth, that is, reaching out to contacts who can make referrals, makes the difference. Through professional associations, alumni groups, clubs, and personal interest communities, managers gain new perspectives that allow them to advance in their careers. This is what we mean by personal networking. While personal networks are important, particularly to the extent that they provide you with valuable resources and access to needed resources, the challenge is to convert them into network resources that also help with operational and strategic needs. The number and breadth of people involved can be impressiveâ€"such operational networks include not only direct reports and superiors but also peers within an operational unit, other internal players with the power to block or support a project, and key outsiders such as suppliers, distributors, and customers. How leaders create and use networks, Harvard Business Review, 2â€"8 quote, 3. It involves cultivating stronger relationships with colleagues whose membership in the network is clear; their roles define them as stakeholders. So, now you have two networking bases covered. At least you know how to identify the gaps in your personal and operational network. Your personal network provides access to external resources and referrals; your operational network helps you get the work done. Thus, most operational networking occurs within an organization, and ties are determined in large part by routine, short-term demands. Relationships formed with outsiders, such as board members, customers, and regulators, are directly task-related and tend to be bounded and constrained by demands determined at a higher level. But as a manager moves into a leadership role, his or her network must reorient itself externally and toward the future. This is the role played by strategic networking. Leaders must accept

that networking is one of the most important requirements of their new leadership roles and continue to allocate enough time and effort to see it pay off. How leaders create and use networks, Harvard Business Review, 2â€"8 quote, 6. Whereas an operational network is fairly narrowly focused, with the locus of contacts formed around specific objectives, a strategic network necessarily involves lateral and vertical ties to stakeholders inside and outside of the firm. Pushed to its logical limit, the basis of this difference is that effective leaders are highly dependent on others to get things done. The irony here is that the individuals in your network, who are the lifeline for building up the big picture, are also individuals who are likely to be outside of your immediate control. Making It Happen Networks create value, but networking takes real work. Beyond that obvious point, accept that networking is one of the most important requirements of a leadership role. To overcome any qualms about it, identify a person you respect who networks effectively and ethically. Observe how he or she uses networks to accomplish goals. You probably will also have to reallocate your time. This means becoming a master at the art of delegation, to liberate time you can then spend on cultivating networks. Building a network obviously means that you need to establish connections. Create reasons for interacting with people outside your function or organization; for instance, by taking advantage of social interests to set the stage for addressing strategic concerns. Ibarra and Hunter found that personal networking will not help a manager through the leadership transition unless he or she learns how to bring those connections to bear on organizational strategy. Finally, remind yourself that networking requires you to apply the principle of reciprocity. Instead, take every opportunity to give toâ€"and receive fromâ€"people in your networks, regardless of whether you need help. With more than 30 million members by the end of , its membership dwarfs that of the second-largest business networking site, Plaxo. LinkedIn is an online network of experienced professionals from around the world representing industries. Retrieved June 4, , from http: In addition to appearing at the top of search results, people would much rather work with people who their friends know and trust. Most new users put only their current company in their profile. By doing so, they severely limit their ability to connect with people. You can also include a link to your profile as part of an e-mail signature. The added benefit is that the link enables people to see all your credentials. Your search will find the people who worked at the company during the same time period. Since references provided by a candidate will generally be glowing, this is a good way to get more balanced data. Make your interview go more smoothly. This will enable you to scrutinize the rate of turnover and whether key people are abandoning ship. Key Takeaway In this section, you were introduced to a different slant on social networksâ€"a slant that helps you manage your networks based on where you might be in an organization. Personal networks are important and tend to follow you everywhere. In this section, we stressed the access-to-information and referral benefits of personal networks. Finally, strategic networks are those that involved a much broader stakeholder group and typically involved individuals who are out of your direct control. One key takeaway from this section is that effective leaders are effective networkers, and you will need to figure out the style of networking that works for you as you move higher in an organization. Exercises What characterizes a personal social network? What benefits do members of a personal social network provide to each other? What characterizes an operational social network? What is a simple rule of thumb for determining if someone should be in your operational network? What characterizes a strategic social network? What two barriers interfere with the development of strategic networks?

Chapter 5 : Personal, Operational, and Strategic Networks

Strategic Network Formation defines how and why networks take particular forms. In many networks, the relation between nodes is determined by the choice of the participating players involved, not by an arbitrary rule.

Chapter 6 : Play Online. Risk your countries in a free strategy game.

In recent years, networking events have become rather mechanical and rote: An entrepreneur shows up, grabs a drink, shakes some hands and hands out business cards as if they were going out of style.

Chapter 7 : Strategic Networking

Welcome to Strategic Networking calendrierdelascience.com are a strong core group of business professionals dedicated to networking with each other with the express purpose of helping each member grow their business.

Chapter 8 : Strategic Roadmap for Networking

Strategic networking is essential for personal growth, business development and knowledge exchange. Taking a strategic approach toward your own network integrates networking concepts and tools toward the service of business and professional goals.

Chapter 9 : Why strategic networking is harder for women | World Economic Forum

Strategic Networking will suit both those who enjoy networking and those who are unsure of the benefits of investing the time to do it. Regardless of how your career is progressing, there are people who might need to know more about your successes.