

## **Networking for Success: The Art of Establishing Personal Contacts (1st Edition)**

### **Course Specifications**

**Course Number:** CCT-020\_rev4.0

**Course Length:** Self-study or classroom training

### **Course Description**

The 50-Minute Manager Series was designed to cover critical business and professional development topics in the shortest time possible. Our easy-to-read, easy-to-understand format can be used for self-study or classroom training, or even office training. With a wealth of hands-on exercises, the 50-Minute books keep you engaged and help you retain critical skills.

This book will help you build the tools to initiate a networking plan with specific goals, establish relationships that are meaningful and long-term, use electronic media to expand your network, and develop ways to promote yourself through your networking. Knowing how to network is an important skill for everyone to have. To get a new job, secure a promotion, publicize your favorite cause, or build a business, you have to create a networking strategy. Everyone has a personal networking style, and this book will help you understand your style, and design an approach that will work for you.

**Course Objective:** The learning objectives for Networking for Success are listed below. They have been developed to guide you, the reader, to the core issues covered in this book.

The Objectives of this book are:

- To provide a comprehensive understanding of networking—what it is, what it is not, and why it is so important to career and personal growth.
- To highlight the role of focus in defining networking goals and creating a strategic action plan for success.
- To present the fundamentals of successful networking: building and growing a network, nurturing relationships with key influencers, and refining your professional presence.
- To explore traditional networking tools and techniques, as well as the additional networking opportunities of e-mail and the Internet.
- To explain strategies for overcoming networking challenges and roadblocks that can derail career success.

## Course Content

### Part 1: Understanding Successful Networking

- Establishing Contacts with a Purpose
- Networking Is a Two-Way Street
- Avoiding Networking Pitfalls
- Sharpening Your Networking Focus

### Part 2: Building Networking Relationships

- Cultivating Existing Contacts
- Expanding Your Networking Circle
- Scripting Your 30-Second Self-Introduction
- Preparing for Networking Events
- Nurturing Your Support System
- Finding a Mentor

### Part 3: Refining Your Professional Presence

- Making a Positive First Impression
- Turning Small Talk into Big Business
- Conversational Do's and Don'ts
- Mastering the Art of Listening
- Projecting Your Image on Paper: Business Cards

### Part 4: Bell-Ringing Telephone Techniques

- Identifying Key Contact Points
- Cultivating the Gatekeeper
- Introducing Yourself by Telephone
- Networking Through Voice Mail

### Part 5: Networking via E-Mail and the Internet

- Reaching Your Contacts Through E-Mail
- Formulating an Effective E-Mail Message
- Signing Off with a Signature File
- Tapping into Online Alumni Networks
- Welcome to My Web: Creating Your Online Presence
- Surfing the Web for Networking Leads
- Netiquette Guidelines for Networkers
- Taking Time for Snail Mail

### Part 6: The Networking Power of Self-Promotion

- Tooting Your Own Horn
- Spreading Your News in a Press Release
- Press Release Writing 101
- Writing Bylined Articles
- Putting a Face to Your Name
- Promoting Yourself Through Speaking Engagements
- Volunteering for Networking Success
- Making the Most of Trade Shows and Conventions

**Part 7: Special Networking Challenges: Novices and Veterans**

Recent College Graduates: Learning the Ropes  
Senior Executives: Searching the Hidden Job Market

**Appendix**

Putting It All Together: Creating Your Strategic Networking Plan  
Author's Suggested Responses  
Resources for Successful Networking  
Online Networking Sites  
Recommended Reading  
Notes