

Wnet Career & Leadership Summit 2017 – Atlanta  
Align. Achieve. Advance.

## *Intentional Networking*

with Patti DeNucci, Award-winning author, speaker & facilitator

### **Who has inspired you?**

- Could this clue you in to your own leadership & networking style?
- What lessons have you learned?
- How could you share these lessons with others?

### **Being a more Intentional Networker can help you become more:**

Engaged Energized Effective Efficient Connected Respected Successful  
(*And happier. Some studies suggest it can help you live longer!*)

What else can being more intentional about your networking do for you?

### **Key questions to ask yourself regularly:**

- Why am I here?
- What do I intend to learn?
- What am I going to do with it?
- *What's the next question?*

### **Foundational Intentional Networking Strategies**

1. **Know who you are.** (An ongoing quest – the key to self-mastery & wisdom.)
  - a. Personality style
  - b. Socializing & communications styles
  - c. Work style
  - d. What you believe in: Do you have a personal mantra? Core values?
2. **Know what you want:** What are you trying to do, create, grow, achieve, solve?
  - a. Vision**
    - i. The big picture, the destination
    - ii. The key objective or mission
  - b. Intentions**
    - i. The decisions / choices you make along the way
    - ii. The key strategies and practices that help you get there
  - c. Goals**
    - i. The measurable, tactical, deadline-oriented steps

Doing all this – especially if you write it down - calibrates your brain's powerful Reticular Activating System – your personal radar. Try it! Watch what happens!

### 3. Show up accordingly.

- a. How do others see and experience you?
  - i. What's your reputation, brand, image?
  - ii. What do others say about you when you're not in the room?
  - iii. How will you be remembered?
- b. Be courageous and ask for honest feedback! We all have Blind Spots!
- c. Top attraction traits:
  - i. Integrity, caring, consistency,
  - ii. Dreaming big, getting things done, having fun
- d. Traits that repel and damage image, reputation, and team performance
  - i. Complaining, negativity, insincerity, back-biting
  - ii. Being inauthentic, insecure, passive-aggressive
  - iii. Being controlling, having to always be right, no appreciation
  - iv. Being non-inspiring, inconsistent, disrespectful
- e. Show up as your Best Self every day
  - i. Who are you as your Best Self?
  - ii. How do you feel?
  - iii. What are your interactions like?
  - iv. What are you able to accomplish?
  - v. How are you able to handle challenges?
  - vi. What did you do to be your Best Self?
  - vii. How could you do this more often?
  - viii. Who or what is stopping you?
  - ix. What are you going to do about it?

*How would you show up if today was the day you'd have a conversation or make a connection that changes you, your life, or your work forever?"*

### 4. Focus on quality over quantity.

- a. Your networking doesn't have to be huge to be powerful.
- b. Be a curator of connections, not just a collector.
- c. Six Degrees of Separation: that study was done in 1967. Today it's only 2 or 3 degrees! Better to know 100 well-connected people than 1,000 who are not. How connected is your network?
- d. Leverage the power of the 80:20 Rule (a.k.a. the Pareto Principle, Law of the Vital Few, the Life-Isn't-Fair Rule)
  - i. 20 percent of your contacts produce 80% of the value in your world.
  - ii. What are the traits of your Twenty Percenters?
  - iii. Why are these people valuable to you?
  - iv. How, where & through whom did you meet them?
  - v. All these insights will lead you to more like them.
  - vi. Up the bar on the people with whom you associate and connect.

5. **A few best practices** (Hundreds more in my Intentional Networker book!)
- a. Success is social, be open to and prepared to converse / connect anywhere.
  - b. Be a giver first. Offer value. Build your “good karma” bank account.
  - c. Be a humble hero & go-to resource.
  - d. Collect & ask good questions. Be interested & curious; a lifelong learner.
  - e. Listen more. People are like trees with roots, depth, valuable stories.
  - f. Practice *genshai*: the art of never making anyone feel small.
  - g. Be aware and observant.
  - h. Notice how people and situations make you feel.
  - i. Build a diverse network. Get to know people who are different from you.
  - j. Types of networks:
    - i. Operational – the people you need for your current job.
    - ii. Strategic – the people you need for what’s next
    - iii. Personal – your support system, fun friends, family
  - k. Review, evaluate, and update your contacts.
  - l. Seek out mentees, mentors, role models, collaborators.
  - m. Be a generous, but discerning connector.
  - n. Be gracious & grateful.
  - o. Celebrate others’ successes.
  - p. Balance purpose & planning with spontaneity & synchronicity.
  - q. Create your own gatherings & places to network.
  - r. Strive to be purposeful, polished, present & productive as you network.

### **Thoughts, Aha’s & Action items:**

More valuable resources can be found at: [www.intentionalnetworker.com](http://www.intentionalnetworker.com)

Questions? Interested in renting Patti’s brain or bringing her into your organization for a workshop or event? Contact her at [patti@intentionalnetworker.com](mailto:patti@intentionalnetworker.com)