Wnet Career & Leadership Summit 2017 – Atlanta

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.
   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

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