

MANAGEMENT

TRAINER'S GUIDE

Networking

Be a Better Performer

Course designed by:

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JCI (Junior Chamber International) is a worldwide federation of young leaders and entrepreneurs with nearly 200,000 active JCI members and millions of JCI alumni. JCI members contribute to the advancement of the global community by creating positive change in over 5,000 communities in more than 100 nations worldwide.

JCI members lead projects in the areas of Business, Individual, Community, and International Development. They meet, learn and grow. By participating in various projects, meetings, seminars and events around the globe, JCI members grow personally and professionally, developing the entrepreneurial and leadership skills needed to generate positive changes in their communities, their countries, and the world.

Credits:

"Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life"

Albert-Laszlo Barabasi

New York: Plume, 2003

<http://us.penguinroup.com/static/html/aboutus/adult/plume.html>

How Network Science Can Speed Up Your Success by 10 to 20 Times.

Marshall Thurber, William Seidman, Greg Bundy

www.positivedeviantnetwork.com



| Course Outline | Networking – Be a Better Performer |
|-----------------------|---|
| SUMMARY | Network is one of the oldest activities of mankind; those who succeed at it are leaders and best performers. This workshop will deal with simple ways of increasing your network, to feed it and to get the fruits of it. |
| OBJECTIVES | By the end of the course participants will be able to use networking as a way to achieve their personal goals. |
| MAIN POINTS | <ol style="list-style-type: none"> 1. Why Network? 2. Networking opportunities; 3. Networking using IT. |
| LENGTH | Minimum time required: 1 Hour – Maximum time needed: 2 Hours |
| PARTICIPANTS | Minimum required: 12 – Maximum allowed: 200 |
| EQUIPMENT | <ol style="list-style-type: none"> 1. Flip chart or white board; 2. Pens for flip chart or white board; 3. Video projector; 4. Computer. |
| MATERIALS | <ol style="list-style-type: none"> 1. Participants Manual |
| REFERENCES | <ol style="list-style-type: none"> 1. www.linkedin.com (virtual community of professionals) 2. www.xing.com (virtual community of professionals) 3. www.wikipedia.org (search “Six Degrees of Kevin Bacon”) |
| ROOM LAYOUT | It’s required to have chairs for each participant in a way that they can move them around the room. No tables are required except for the trainer. |



5 Minutes



INTRODUCTION

With slide 1 being projected on the screen introduce yourself:

Action:

- My Name is ...
- I'm JCI trainer of NOM ... and my LOM is
- I JCI have been ...
- Professionally I am a
- Thank you for choosing this seminar.
- It's a real pleasure for me to be your trainer and to help you being a best performer using for that the ancient art of Networking.

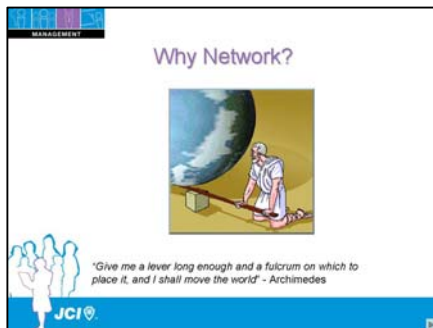
20 Minutes

Ice Breaker Activity

WHY NETWORK

Ask participants to join in groups of 3 or 4 people and reflect about one question "Why Network?" writing in a paper one sentence that reflects the conclusions from each group.

Action: Help the groups to form in a way that in each group will have between 3 and 4 participants and all of them are in a circle facilitating the exchange of views. After 10 minutes ask each group to read out loud the sentence that they came out. Hear carefully, taking notes.

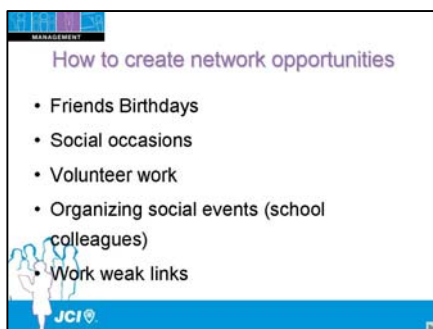


After all the groups presenting their sentences, present slide 2.

The trainer will read the sentence in Slide 2, connecting with the sentences created by each group and asking if there is any point that the group would like to add to the sentences discussed previously.

"Give me a lever long enough and a fulcrum on which to place it, and I shall move the world"
- Archimedes

30 Minutes



NETWORKING OPPORTUNITIES

Using the mask feature in PowerPoint, put on the screen slide 3 showing only the sentence "How to create network opportunities"

Action: Ask to each person to write in the post-it network opportunities, one per sheet and to put them in the flip-chart. After 5 minutes make a summary of the proposals in the post-it and show the rest of slide 3 explaining each point.

To be successful during network opportunities participants should work their self-presentations in a way that they are prepared to create a great first impression.

Role-Play

Action: Ask for two volunteers to go outside of the room with the trainer. Outside explain to the two volunteers that they should imagine themselves in a cocktail party that they are attending with the objective of increasing their business or of their companies. They should act as they are accustomed to act in these occasions. Warn participants that they can use any kind of mean for introducing themselves, even if that mean is not available.

The volunteers should reenter the room while the trainer explains to the



group the role-play they are about to witness. During a maximum of 5 minutes the volunteers should do the role play according to the instructions given by the trainer.

Self Presentation

- Be short
- Clearly outline what you are able to do
- Use humor when appropriated
- Be careful with your look
- Look directly to people
- Use your hands and body
- In one word : Seduce

Action: After the role play ask to the participants to comment what was good and less good about the performance of the volunteers as two people seeking for contacts in a social occasion. Don't talk more than 5 minutes to commentaries. After all comments, present slide 4 connecting each point with the role play seen and the importance of making a good first impression.

Action: Ask for two volunteers to do the same role play, now using the comments made by the trainer and the trainees. Take 3 minutes to this role-play and 2 minutes more to make your final remarks about this last role play. Finish asking if there are any questions among the participants and if there are answer them.

5 Minutes

NETWORKING USING IT

Professional Network – Degrees of Separation

Your Network of Trusted Professionals

| | |
|---|----------|
| 1. Your Connections Your trusted friends and colleagues | 111 |
| 2. Two degrees away Friends of friends, each connected to one of your connections | 1,500+ |
| 3. Three degrees away People whose names through a friend and one of their friends | 256,700+ |
| Total users you can contact through an introduction | 257,400+ |

LinkedIn available in your network since August 21

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through LinkedIn

| | |
|--|------------|
| Total users you can contact directly — via a search engine | 7,000,000+ |
|--|------------|

Put slide 5 on the screen, explaining the theory behind the Six Degrees of Kevin Bacon and how is applied on the website LinkedIn on the slide.

Stress the rate of increase between each of the degrees. Starting with little more than 100 direct contacts you can reach more than a quarter million persons.

At this rate is easy to understand that in six or less degrees you can reach anybody living in this planet.

Another point to stress is the role of the internet and sites like Linked in or Xing, having reach much more people that you could ever imagine and having the ability to track your contacts in a huge network.

5Minutes

FINAL REMARKS

Final Thought

“Often we do not understand how much power does a touch, smile, pleasant word, ability to hear, concern, and sincere compliment has - these things can change our life's.”

(Leo Buscaglia)

Action: Put slide 6 on the screen, make a short silence and then start like this “To finish I would like to read to you something...” and start reading slowly the sentence on the slide.

After reading the sentence, comment it emphasizing the many times networking is all about communication, good communication and how that skill can change your life and the life of others.

Action: Put slide 7 on the screen. Thank all participants for their active participation and give them a warm applause.

JCI UNIVERSITY

Thanks!!!

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