focusU

Business Networking

PROGRAM OUTLINE

Building Networks

A business network is a directory of connections (who can provide support, advice, feedback, insight, resources, referrals, and information) that enables you to deliver at work. In times of need, these are the people you usually turn to. Within this network, each interaction must be purposeful and facilitate the development of a meaningful relationship.

Networking can be transactional or relationship driven. Managers can either focus on the short-term benefit of making an exchange or the long-term benefit of leveraging a relationship in times of need. The ability to recognize one's style of networking in relation to others is therefore critical to building and maintaining relationships that yield long-term dividends.

Armed with this insight, managers can navigate the landscape of business networking by applying the 3 golden rules to create and sustain a powerful business network that can help them get ahead and rescue them during difficult situations at work.

Objectives

The program is designed to help learners:

- Differentiate between transactional and relationship-based networking
- Identify the 3 networking styles
- Apply strategies that help become an effective business networker

Course Modules

- Module 1: What is Networking?
- Module 2: Networking Styles
- Module 3: The Business Networking Rulebook

Program Agenda

The following agenda can be used to run the workshop in 90-120 min. The duration for each section is only an estimate and can be adjusted based on your requirement.

Topic	Approx. Time	Training Aids
Introduction • Introduction of the facilitator • State program outline/objectives • Map participant expectations	05 Minutes	Presentation Slides
Module 1: What is Networking? • Group Activity: RSVP • Approach to Networking	25 Minutes	Presentation Slides, Whiteboard, Graphic Strip, Discussion, Workbook, Breakout room (for VILT)
Module 2: Networking Styles • Reflection Activity: Networking Styles • The 3 Networking Styles • Who Succeeds?	25 Minutes	Presentation Slides, Whiteboard, Graphic Strip, Discussion, Workbook
Module 3: The Business Networking Rulebook • The 3 Golden Rules • Applying the Rules	20 Minutes	Presentation Slides, Workbook
Wrap up and close • Summary of the Program • Participant Reflection • Q&A to reinforce the learning of the program and to guide on the application of the same.	15 Minutes	Q&A / Link to the feedback form