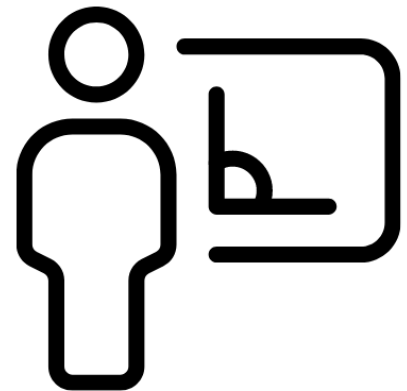


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



Networking is an essential part of building wealth.

Armstrong Williams

Module Two: The Benefits of Networking Outside of Work



The term “networking” is frequently tossed around the business world. It is easy to talk about networking, but implementing it is another matter, particularly when you have to go beyond the confines of the workplace. Fortunately, you will improve your networking skills when you create a solid network and position yourself for success. Networking outside of your company takes time and energy, but the reward is certainly worth the effort.

Create a Solid Network



Creating a solid network requires you to make connections. It is not enough to simply meet people; you need to meet the right people, people who are likely to develop a professional relationship with you. This requires you to search for connections carefully.

Where to find possible connections:

- **Referrals:** Ask friends, peers, or family to introduce you to like-minded people. You never know who you might meet.
- **Join groups:** Professional societies offer numerous opportunities to meet new people and make connections.
- **Attend events:** Networking events can be intimidating, but they are essential. You may not make useful connections at every event, but you will not make any connections staying home.

Estimated Time	8 minutes
Topic Objective	Introduce the idea of solid networks.
Topic Summary	Create a Solid Network Consider ways to create solid networks
Materials Required	Worksheet 1: Groups
Planning Checklist	None
Recommended Activity	Complete the worksheet individually. Share your answers with the rest of the class.
Stories to Share	Share any personal or relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What type of people do you need to meet?

Meet Strategic Alliance Partners



Strategic alliance partners are made when two companies work together on a joint venture. The partnership may be formal or informal. When two separate businesses begin to work together, however, tension is inevitable. This is why you need to carefully screen potential strategic alliance partners.

This is where networking is indispensable. Since strategic alliance partners need a mutually beneficial working relationship, you need to get to know your partners ahead of time. You may choose to partner with someone you already know, or work with someone new. There are strategic alliance partner networking groups to help you make valuable connections. Like any connection, you need to consider the characteristic that you need in a partnership before you look for one. What strengths do you need to see? Build relationships and make a list of contacts you would be interested in partnering with in the future, and meet with them to assess interest.

Estimated Time	8 minutes
Topic Objective	Introduce strategic alliance partnerships.
Topic Summary	Meet Strategic Alliance Partners Discuss strategic alliance partnerships.

Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	Discuss experiences with strategic alliance partnerships as a group. Consider the basic strengths that would be beneficial in a partner. List these on the flipchart/board.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is a strategic alliance partner?

Generate Leads



Networking is invaluable when it comes to generating business leads. People are always more comfortable doing business with individuals they know and trust. You can generate leads from networking events as well as from social networking sites. We will go into more detail about the methods later. Networking to generate leads is time consuming, but it is very effective.

When using networking to generate leads, your focus should be on offering value and selling yourself. Meet with different prospects. After meeting individuals who may become leads, follow-up and connect with them. As you build relationships, you will develop new leads.

Estimated Time	8 minutes
Topic Objective	Introduce the connection between networking and lead generation.
Topic Summary	Generate Leads Consider the effect of networking on leads.
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	As a group, discuss your experiences in generating leads and networking. On the flipchart/board, list methods that individuals have found to be effective.
Stories to Share	Share any personal, relevant stories.

Delivery Tips	Encourage everyone to participate.
Review Questions	What is invaluable when generating leads?

Position Yourself



Networking can be used to help you position yourself in your industry. People will contact you once you build a reputation as a reliable expert. Your reputation will develop as people in your network share your strengths as well as the strengths of your company. For example, your network may share an expert article that you write. As the article is shared, you will gain exposure, and your reputation will grow.

Estimated Time	7 minutes
Topic Objective	Consider the link between positioning and networking.
Topic Summary	Position Yourself Discuss positioning.
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	Discuss positioning as a group. What type of information are people likely to share? List ideas on the flipchart/board.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What helps positioning?

Practical Illustration



Helen is attempting to build a solid network. She goes to every function to meet new people, and she collects business cards from everyone she meets. After three months, her network has not grown as it should, and she is not sure that the members of her network are very close. Jenny, on the other hand, feels that her network is strong. She only makes connections when she feels that a relationship will be beneficial to both parties. She also relies heavily on referrals to grow her network.

After the same three months, Jenny has noticed that it has become easier to generate leads.

Module Two: Review Questions

1.) Which of the following would NOT provide a referral?

- a) Peer
- b) Social media
- c) Family
- d) Friend

Social media is a tool. The other answer choices are people who provide referrals.

2.) Where are you least likely to find potential connections?

- a) Referrals
- b) Groups
- c) Events
- d) Home

Staying at home is not likely to produce connections. The other answers will.

3.) Where are you likely to *meet* strategic alliance partners?

- a) Networking group
- b) Peers
- c) At work
- d) All of the above

There are strategic alliance partners networking groups. Peers may become partners, but they are already known.

4.) What should be done before discussing a strategic alliance partnership?

- a) Nothing
- b) Meet with a lawyer
- c) Determine characteristics that are necessary for a partner
- d) Create a contract that you find to be beneficial

Strategic alliance partnerships require working closely together. A list of characteristics should be made before meeting with potential partners.

5.) What will develop with leads?

- a) Interest
- b) Relationships
- c) Networks
- d) Creativity

As leads develop, so do relationships. The two are intertwined.

6.) What makes people more likely to do business with other people?

- a) Money
- b) Creativity
- c) It does not matter
- d) Trust

People are more likely to do business with people they trust. This is how networking becomes influential.

7.) What will result in more contacts?

- a) Developing a reputation
- b) Creating an event
- c) Partnerships
- d) All of the above

Developing a reputation will draw people to you. It will result in more contacts.

8.) What will network shares improve?

- a) Sales
- b) Creative ideas
- c) Position as an expert
- d) All of the above

Networks will share information. These shares increase exposure and improve a position as an expert.

9.) The term _____ is frequently tossed around the business world.

- a) Referrals
- b) Meetings
- c) **Networking**
- d) None of the above

The term “networking” is frequently tossed around the business world.

10.) Creating a solid network requires you to _____.

- a) Think outside the box
- b) Travel extensively
- c) Spend money
- d) **Make connections**

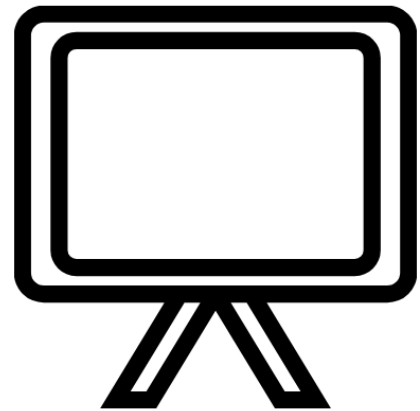
Creating a solid network requires you to make connections.

PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





MODULE TWO

The Benefits of Networking Outside of Work

It is easy to talk about networking, but implementing it is another matter, particularly when you have to go beyond the confines of the workplace.



Create a Solid Network



Meet Strategic Alliance Partners

Strategic alliance partners are made when two companies work together on a joint venture.





Generate Leads

People are always more comfortable doing business with individuals they know and trust.

Position Yourself

People will contact you once you build a reputation as a reliable expert.



Practical Illustration



- Create a Solid Network
- Meet Strategic Alliance Partners
- Generate Leads
- Position Yourself

Module Two: Review Questions

1. Which of the following would NOT provide a referral?

A. Peer

B. Social media

C. Family

D. Friend

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Networking Outside the Company

Quick Reference Sheet



Create a Solid Network

Creating a solid network requires you to make connections. It is not enough to simply meet people; you need to meet the right people, people who are likely to develop a professional relationship with you. This requires you to search for connections carefully.

Where to find possible connections:

Referrals: Ask friends, peers, or family to introduce you to like-minded people. You never know who you might meet.



Join groups: Professional societies offer numerous opportunities to meet new people and make connections.



Attend events: Networking events can be intimidating, but they are essential. You may not make useful connections at every event, but you will not make any connections staying home.



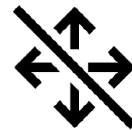
Saying The Wrong Thing

People often say the wrong things in social settings. A misplaced word or phrase can have disastrous effects on your network. The best way to address this obstacle is to speak carefully. Prepare yourself before every meeting. Make a list of topics to avoid and topics that are suitable, and stick to it. While you are in a social setting, mind your manners.

Avoid alcohol: Drinking too much can result in questionable behavior



Do not criticize: Overly critical attitudes will affect you negatively



Be courteous: Treat everyone, even the competition, with courtesy



Unfortunately, miscommunications are inevitable given enough time. If you accidentally say the wrong thing to someone, apologize immediately.

Follow-Up

Following up with contacts is essential for building a strong network. Follow-up requires you to provide individual attention. Mass emails are not sufficient to establish relationships with contacts and grow a network. It is important that you follow-up with people quickly. A general rule of thumb is to follow-up with new contacts within 24 hours of the first meeting. After this, it is useful to follow-up with contacts at least once a month. If you fail to follow-up with contacts in a timely manner, they are not likely to remember their earlier conversations with you.

It is important to know when a contact is not interested in becoming part of your network. If a contact does not respond to you after three attempts to follow-up, move on and focus your energy on other people.



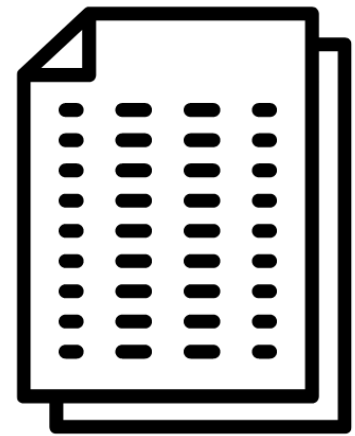
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



Sample Worksheet 1

Groups

Brainstorm a list of groups that you could join and events you could attend where you are likely to meet useful connections to build your network.

- _____
- _____
- _____
- _____
- _____

Notes:

Icebreaker: First Impressions

PURPOSE

To get participants moving around and introduced to each other.

MATERIALS REQUIRED

1. Name card for each person
2. Markers
3. Paper and pencils/pens

PREPARATION

Have participants fill out their name card.

ACTIVITY

Ask participants to form pairs. Explain that you are going to ask participants to guess their partners' favorite things. As you call out items, participants will write their guesses on paper.

For example, you might say: What would you guess is your partner's favorite

4. TV show
5. Vacation destination
6. Food
7. Sport
8. Hobby

Give participants a few seconds or so to write each response. When you have gone through your list, ask participants to share their guesses with their partners.

After participants have had a couple of minutes to share their guesses, you might ask:

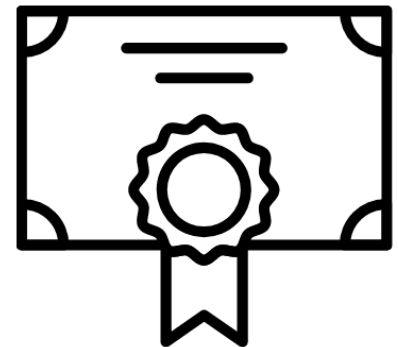
9. What did you base your guesses on?
10. Did anyone guess everything wrong? Did anyone guess everything right?

Wrap up by making the point that in any personal interaction first impressions are often misleading. When we start a negotiation, the guesses we make about another person can lead to false assumptions about what the person wants.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

Has mastered the course

Networking (Outside the Company)

Awarded this _____ day of _____, 20____

Presenter Name and Title
