



The Power of Networking

Greater Atlanta Postal Customer Council

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Overview

- What is networking?
- Why network?
- Who can network?
- Where do you network?
- How do you network?
- Resources

What is networking?

- Dictionary.com
- Harvey Mackay
- Mark Fallon

Why network?

- “Everyone lives by selling something.”
- Education, training & talent will only take you so far.
- You don’t know who knows who.
- You don’t know who’s looking for you.
- People are interesting – as people.

Who can network?

- **Anyone** can network.
- **Absolutely anyone** can network.
- Networking is something that **anyone** and **everyone** can learn.
- Networking is something that **anyone** and **everyone** must learn.





Where do you network?

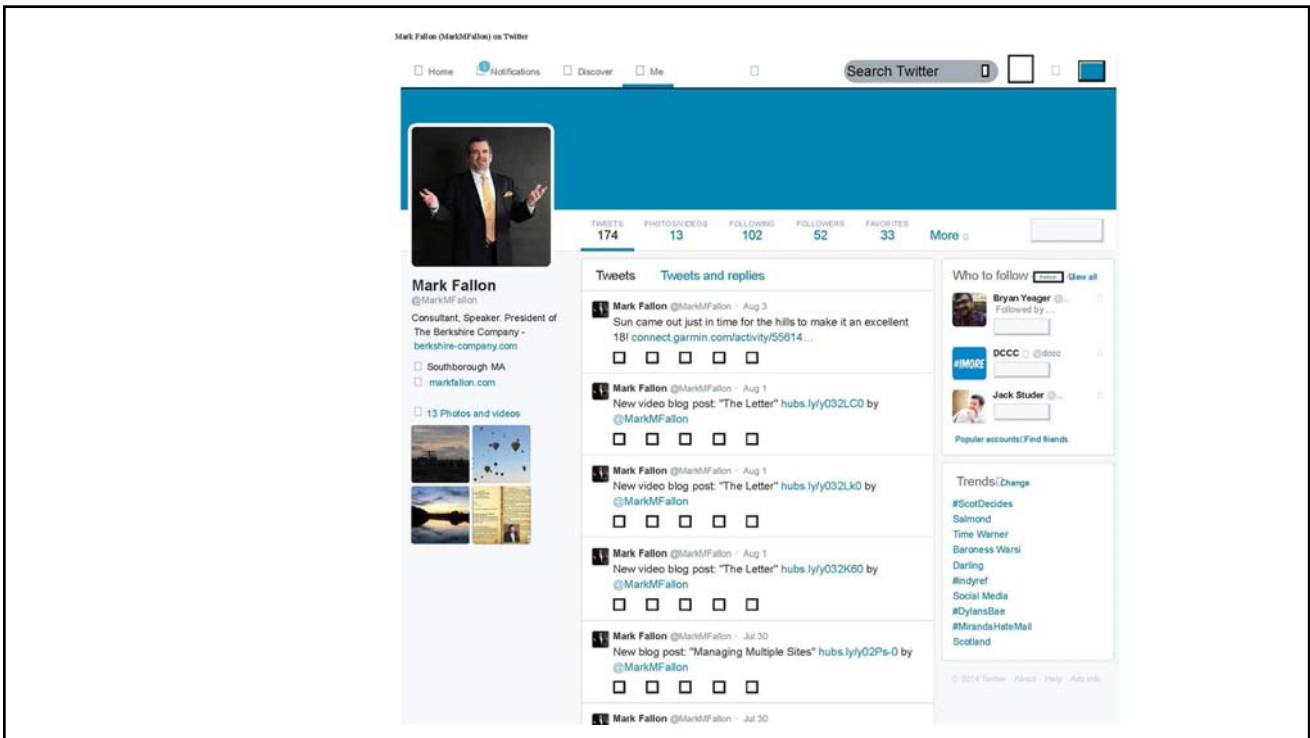
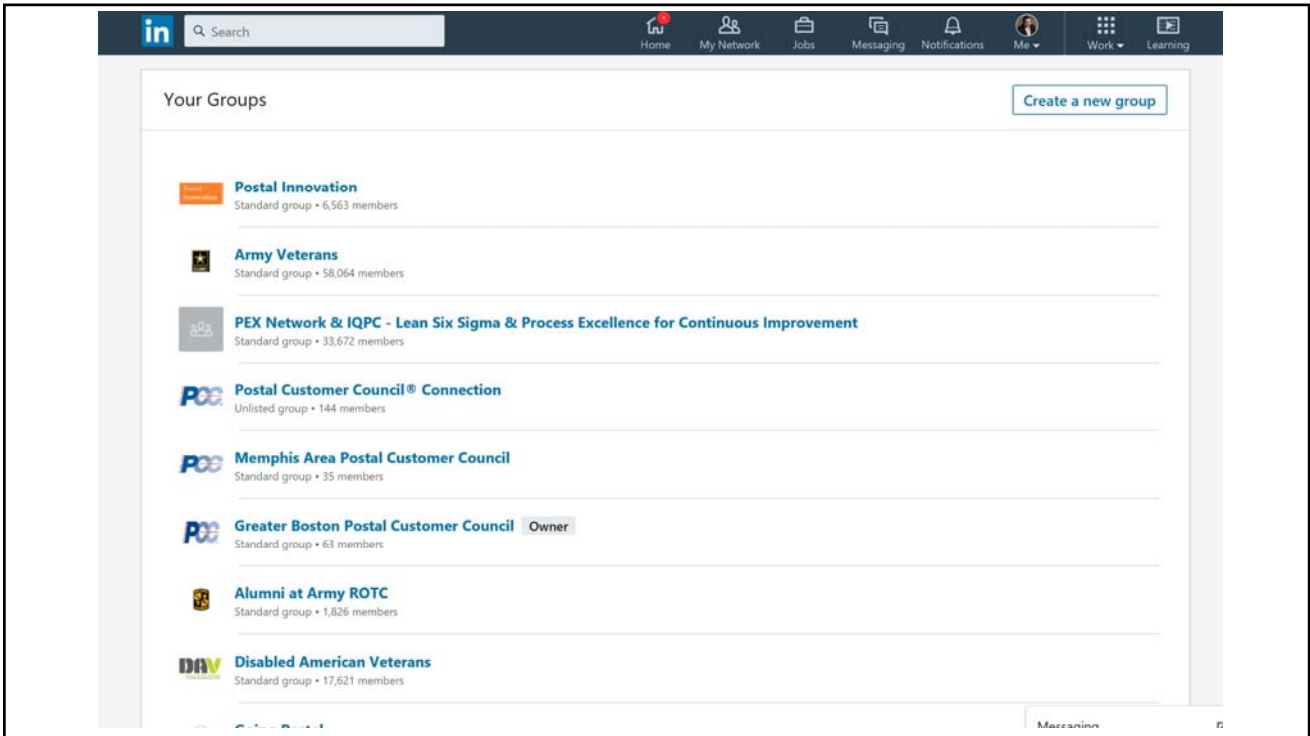
- Work
- Conferences and trade shows
- Training
- Career fairs and job fairs
- Social situations
- **Everywhere!**

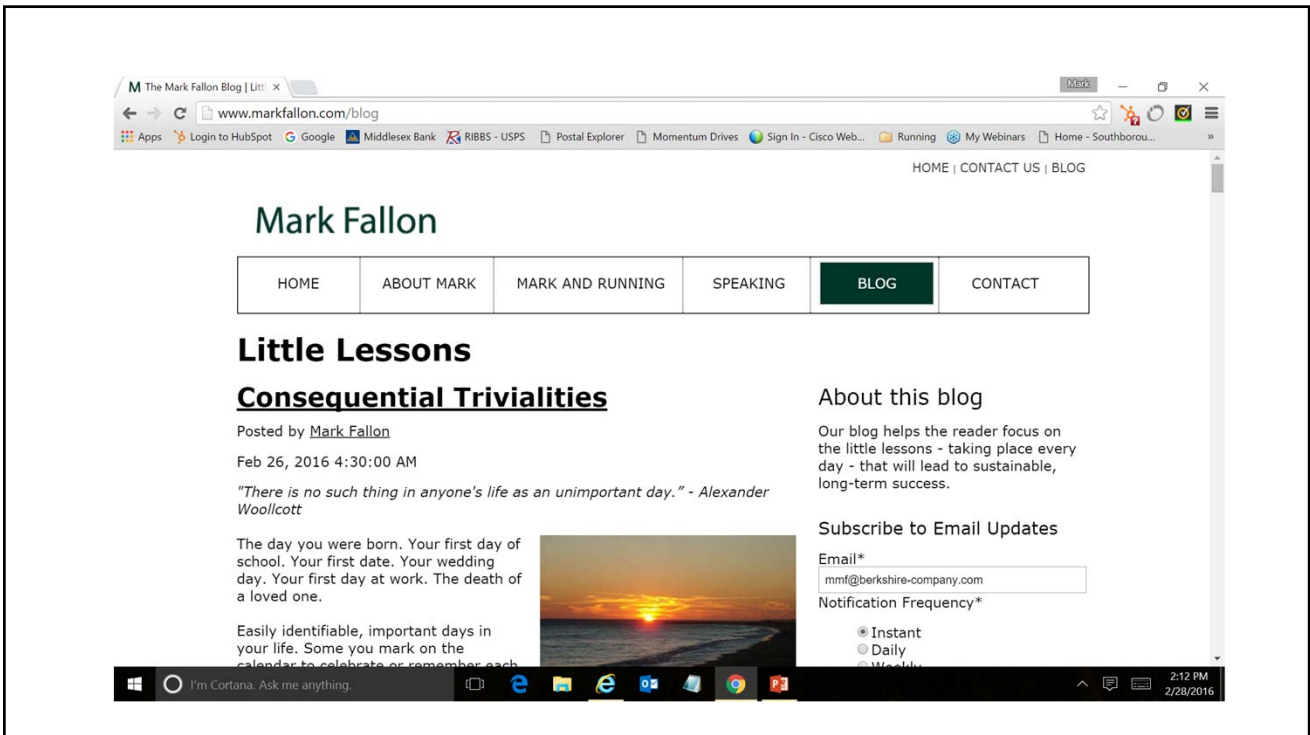
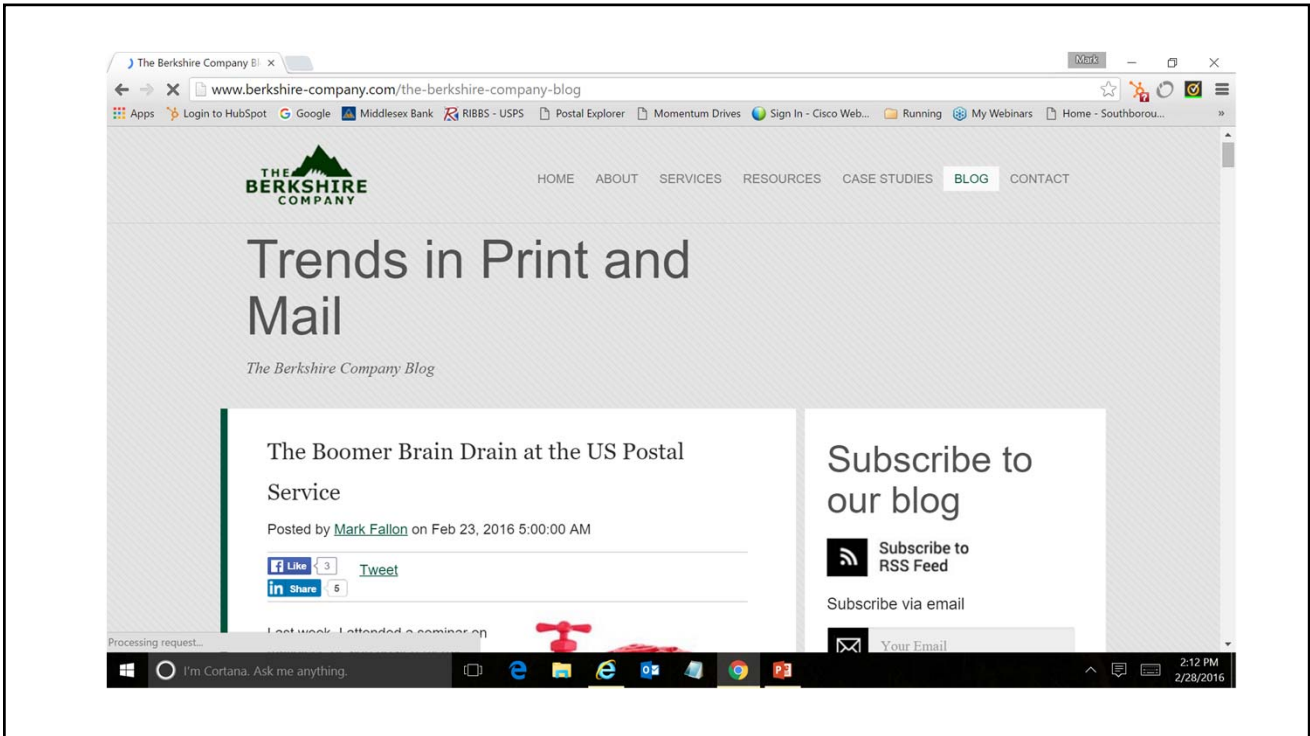
Professional Associations

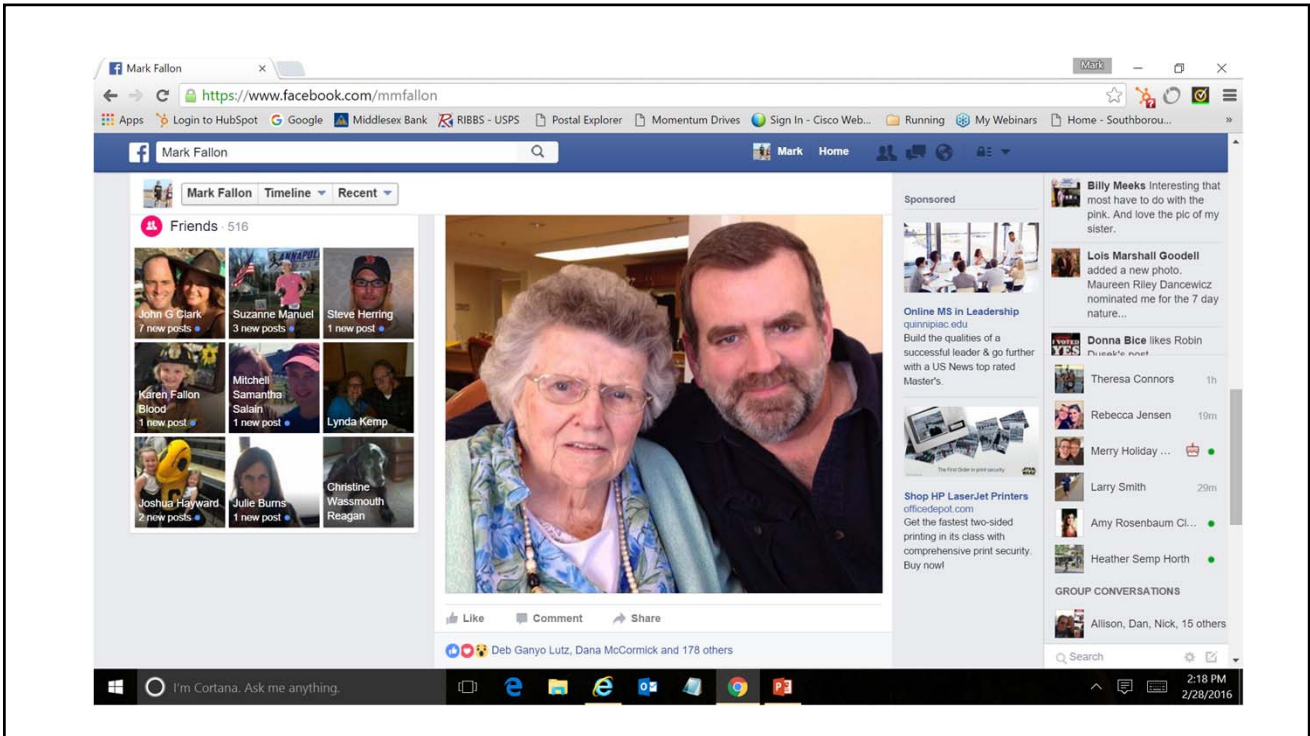
- Joining isn't networking – **participation** is networking.
- Communicate often, through multiple channels (mail, email, website, telephone).
- Pair up veterans with new members.
- People like to be asked, so ask them!

Online Networking

- Multiple channels – LinkedIn, Twitter, Facebook
- Groups, topic-specific sites
- Joining isn't networking – **participation** is networking
- Think before you post – the Internet is forever!







How do I network?

- Positive Attitude
- Visual Contact
- Seek Common Ground
- Be Interested, Not Interesting
- Be Polite
- Follow-up

How do I network?

Practical Exercise

This is great, but I'm still too much an introvert...

1. Business Cards – Give and Get
2. Don't go it alone
3. Practice
4. Listening is good
5. _____

Resources

- *Dig Your Well Before You're Thirsty* by Harvey Mackay
- *The First Five Minutes* by Norman King
- *The Networking Survival Guide* by Diane Darling

NETWORK WITH ME



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