



The Science of Networking

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Networking





The Science of Networking



Defining Networking Personal Branding

Tips for Comfortable Networking



The Science of Networking

What is Networking?

Meeting
Connecting, selling,
Learning, giving, sharing
Building Relationships
Working on your business
Expanding your business
Finding new clients

Different ways to
network...

Formal, informal, MyBoard , early
morning, late evening, annual,
professional, weekly, women only, etc.
etc. etc.

What works for
you???

What we like and what don't like?

Like...

Don't like...

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| | |
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What we like and what don't like?

Like...

Getting out there and meeting others...😊
Feeling Comfortable
Collaboration
Sharing and learning
Self development & confidence building
Informal, relaxed approach
Women only
Supporting, connecting & learning
Developing relationships
Being authentic
Making deep connections
Safe environment to practise, mess up and get help
Success on my terms

Don't like...

Formal networking
'Hard-sell'
Scripted sales pitches
Pushy & desperate approach
Disingenuous / fake
Superficial, over-energetic, false
Draining atmosphere
Macho atmosphere/masculine networking style
Waiting for the gap & not listening
Looking over your shoulder at the door
All about them...
Pressure to deliver on targets
Nervous rigid, rule driven
Not taken seriously / spoken down to

Gender differences in Communication styles

women use communication as a tool to enhance social connections and create relationships

men use language to exert dominance and achieve tangible outcomes

Women are, overall, more expressive, tentative, and polite in conversation

while men are more assertive, and power focussed

while women strive to be more social in their interactions with others

men are more individualistic and value their independence

women see the purpose of conversation to create and foster an intimate bond with the other party by talking about topical problems and issues they are communally facing

while men view conversations as a way to establish and maintain status and dominance in relationships

Overall, women are expected to use communication to enhance social connections and relationships, while men use language to enhance social dominance



Gender differences in Networking Feminine V's Masculine Styles



Collaborative v's Individualistic approaches

Sharing v's Selling

Empathy v's 'Concern'

Relationship building v's dominance



Female Characteristics - Empathy. Self awareness. Inclusiveness. Egalitarian mind-set.
Great leadership characteristics.

Women value cooperation and have a communal orientation involving a concern with others, selflessness and a desire to be at one with others.



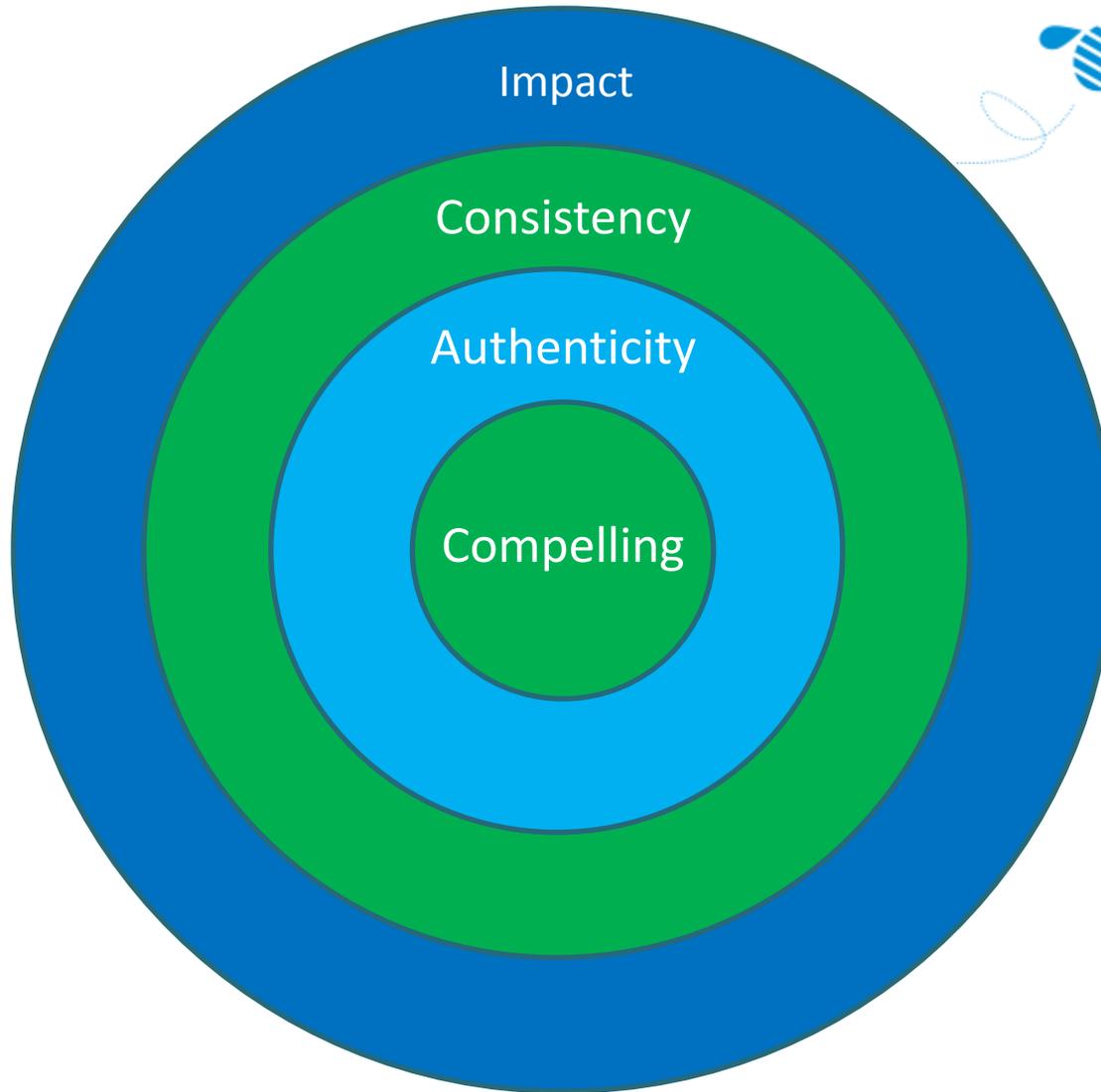
So what are we doing when we are networking?



Interacting with others, Sharing our personal brand while recognising what engages others and making efforts to provide clear solutions that satisfy their business needs, in line with what we offer.



Personal Branding



Build your Brand from inside out - Be clear about what you have to offer and how you impact the world



Personal Branding



Personal branding starts with a deep self awareness of your core values and strengths. Then being able to reflect your true self to others and integrate this into how you relate to your clients, prospects and indeed all your personal relationships in a way which demonstrates consistency and authenticity.





Top Tips for comfortable Networking



1. Be Generous
2. Search out your tribe (clients, champions & connectors)
3. Choose the group(s) that you like
4. Plug in, stay connected and come back
5. Offer help and ask for help
6. Just be YOU!
7. communicate clearly, confidently and consistently but be real – we like real
8. Smile – there's science in that!!!



Smile – The Science



smiling releases endorphins, lowers stress and anxiety, and even strengthens your immune system.