



# Networking

## Building Trusted Relationships

Version 2015-02

JCI Mission:

“To provide development opportunities that empower young people to create positive change.”

# Module 1

# Opening

JCI Mission:

“To provide development opportunities that empower young people to create positive change.”

# Meeting People

## Task:

- In 2 minutes, try to meet as many people as you can by telling:
  - *Name*
  - *Profession*
  - *Something you do that helps others*

Time: 2 minutes



# Introductions

## Task:

One by one, stand up and introduce one of the persons you just met:

- **The other person's name**
- **The person's profession**
- **Something the person does that can help others**

*The person introduced continues by introducing another person and so on...*



# Introductions

- *How many people did you meet?*
- *How many names and professions do you remember?*

Some attend events to **give** and **collect** business cards and **never make** any meaningful **contacts!**



# Introductions

- *Who was more concerned with **talking** instead of **listening**?*
- *How can you **get more information** about the people you meet?*

By *listening* and *asking questions*



# Networking

- What do you think when you hear the word Networking?
- What is your experience with Networking?
- What kind of Network do you have today?



# Course Objectives

At the end of the course, participants will:

- Understand the **dynamics** and know how to **use the principles** of networking.
- Be able to **create a personal introduction** and to **build trust**.
- Know how to **turn contacts into lasting connections** and relationships.
- Know how **to use the participation** in JCI to **create a network** for the future.



# Certification

- Register online
- Participate
- Complete evaluation and pass the knowledge test. Available 4 days after report, for **60 days**.

Course material can be downloaded from [www.jci.cc/training](http://www.jci.cc/training) after test.



# Course Program

**Module 1:** Opening – *Introduces the topic and explains course details*

**Module 2:** Concept – *What is and how does a network work*

**Module 3:** Contact – *How to establish and strengthen contacts*

Break

**Module 4:** Connect – *How to add value and turn contacts into a connections*

**Module 5:** Networking in JCI – *How to use your JCI career to establish a network for the future*



# Business Proposal

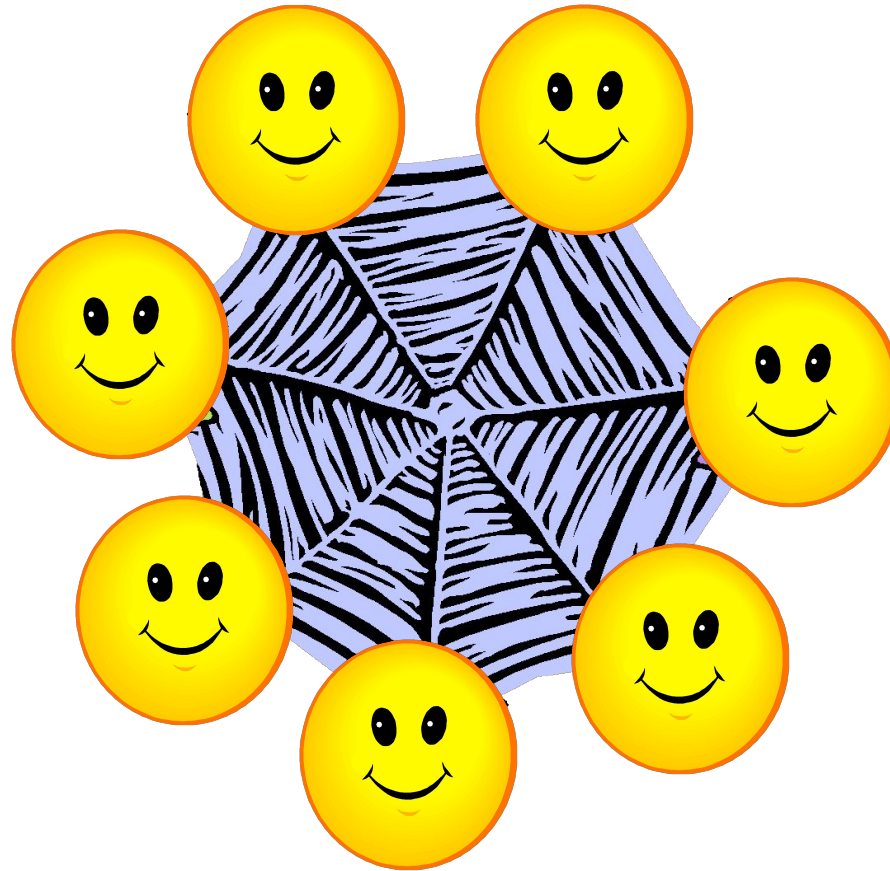
Let's say you have a business and someone comes up with this proposal for partnership:

- Wants to be a partner
  - Will not bring in any money
  - Will not work at the business
  - Wants part of the profits
- *Why would you accept such partnership?*



# Business Proposal

**If the person brings in a network!**



# Module 2

# Concept

JCI Mission:

“To provide development opportunities that empower young people to create positive change.”

# List Your Contacts

**Task:** List how many people you have in these lists:

Online social media

How many? \_\_\_

Among your friends

How many? \_\_\_

Within your business

How many? \_\_\_

In JCI

How many? \_\_\_

Professional association

How many? \_\_\_

Others

How many? \_\_\_



# List Your Contacts

**Task:** From your list, write down the 10 **top** contacts you have (not including family members and close friends):

1.	_____	6.	_____
2.	_____	7.	_____
3.	_____	8.	_____
4.	_____	9.	_____
5.	_____	10.	_____



# How many of those 10 people would:

- *Meet you at 2 in the morning if you needed help on the road?*
- *Leave during work hours to meet you and talk about something you feel is important?*
- *Lend you a month worth of salary if you asked?*
- *Lend you their car if you needed?*
- *Put their reputation at risk by referring you to a client?*



# How many of those 10 people would you:

- *Meet at 2 in the morning if **they** needed help on the road?*
- *Leave during work hours to meet **them** and talk about something **they** feel is important?*
- *Lend **them** a month worth of salary if **they** asked*
- *Lend **them** your car if **they** needed?*
- *Put **your** reputation at risk by referring **them** to a client?*

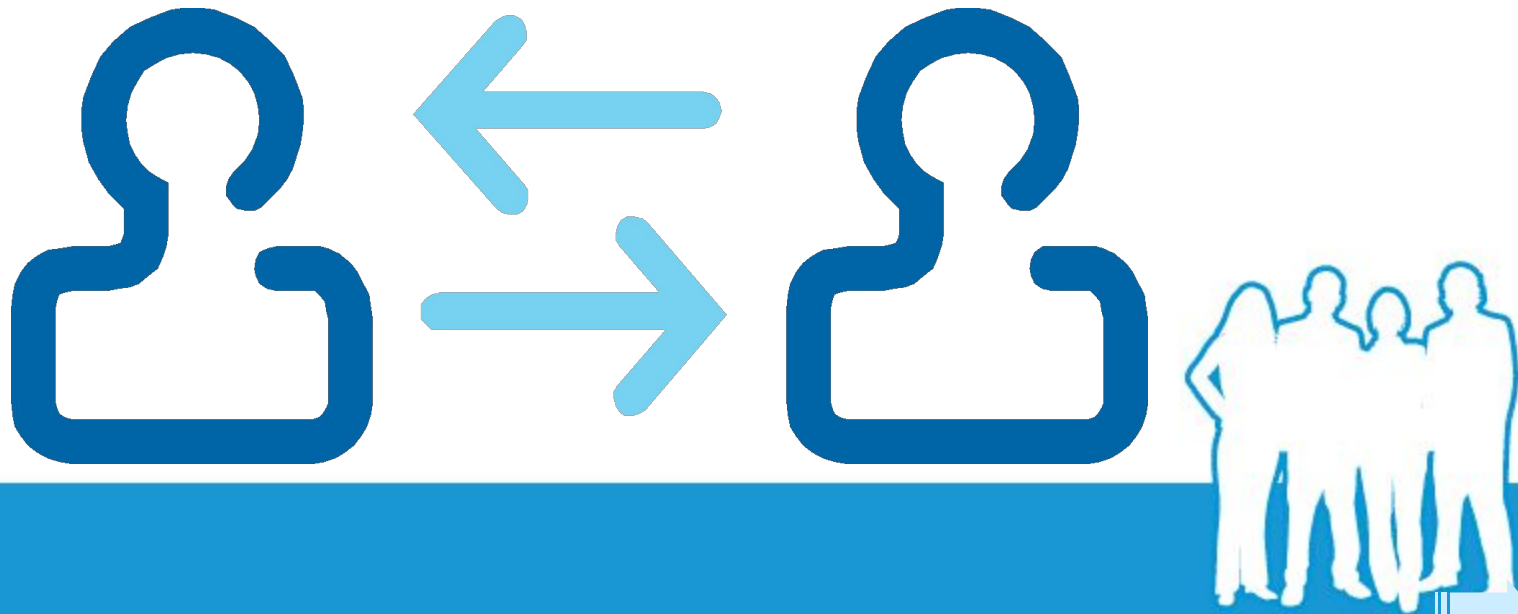


# Networking is Not a List of Contacts

Networking is a *two way street!*

Networking is about generating *connection*,  
*goodwill* and *mutual benefits*.

It is *not* about *selling* anything or *collecting*  
business cards.



# Networking

Networking is **not** a game of numbers or a race. It is not how many people you can meet, but the number of people you **have a connection** and can **count on** to be **recommended** to their connections.



# Complete the Squares

- **Task:** Each person must complete one square with 3 pieces, using the pieces received from the trainer or pieces received from others.
- **Rules:**
  - No talking or making signs.
  - You can only **give pieces to others.**



# Feedback and Discussion

- How many tried to finish the square first and didn't make much efforts to help others complete theirs?
  - *How does it relate to our lives?*
- How many had more than 3 pieces and did not look who needed pieces?
  - *How does it relate to our lives?*
- What did the diagrams represent for the players?
  - *When we clearly know and can see what others need, helping is easier!*



# Complete the Squares

- **Task:** Each person must complete one square with 3 pieces, using the pieces received or pieces received from others.

## Rules:

- **No talking** or making signs
- You can only **give your pieces to your 2 neighbors.**
- **You can only take a piece** from one neighbor **if you give it** to the other neighbor.
- You **can keep the pieces** received from your neighbors.



# Helping the Ones We Don't Know

- How many really tried to know if one neighbor had pieces missing for the other neighbor?
  - *How does it relate to our lives?*
- How many had less than 3 pieces and got no help from the neighbors?
  - *How does it relate to our lives?*
- How many finished the square and stopped helping the 2 neighbors?
  - *How does it relate to our lives?*



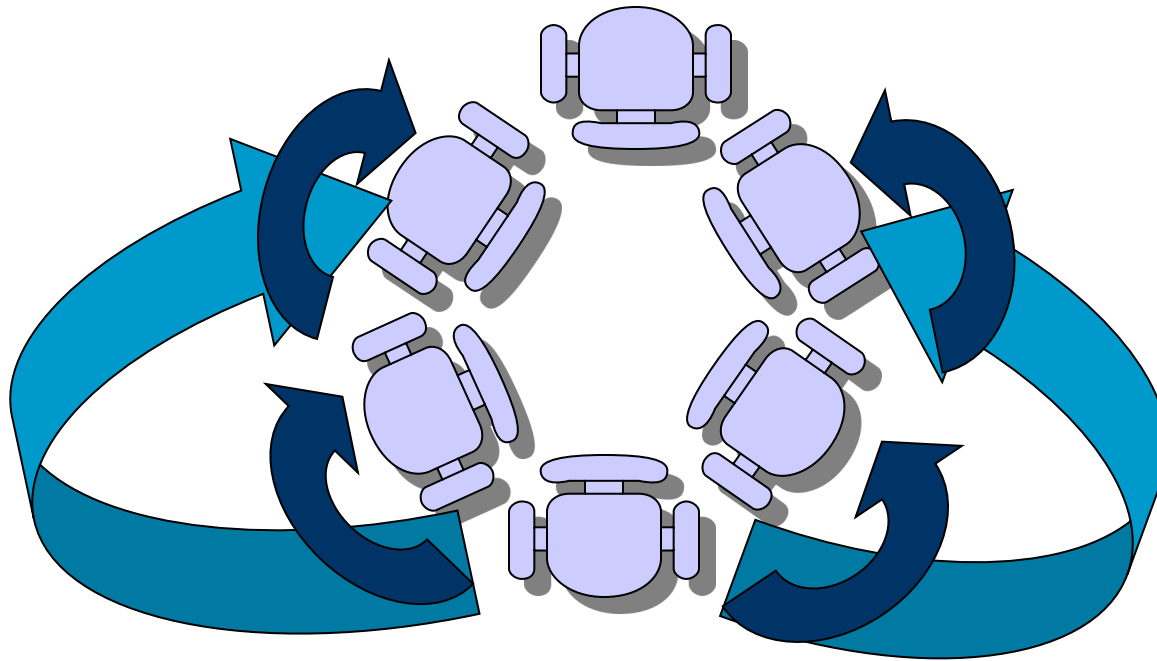
# Our Comfort Zone

When we get into a **comfort zone** we tend to ignore what others need because it can force us to give up our current and comfortable situation!



# Helping the Ones We Don't Know

- *How could you help the 3 people not connected to you?*



Using the connections of our connections!



# Networking is Not a List of Contacts

“Networking is an organized **collection** of your **personal connections, their connections** and so on.

Networking is finding fast who you need to **get what you need** in any given situation and **helping others do the same.**”

*Harvey MacKay*



# Networking is About Helping Others

- *Why will people help you?*
- *Why do you help other people?*

People do business with, help, share information with and give referrals to people they trust and value.

**Trust turns contacts into connections!**



# How to Build Trust

- Keeping in touch, stay involved
- Being responsible, on time
- Act as you say, do the things you promote
- Helping others, being there when they need you
- Being interested in people





# Module 3

# Contact



JCI Mission:

“To provide development opportunities that empower young people to create positive change.”

# Networking is Not a List of Contacts

You always want to connect with someone else.

The question is:

***Do they want to connect with you?***

You need some strategies for the first step: **Making Contacts!**



# When You Have an Appointment

- **Know** as much as you can about the person.
- Decide **what you want** from the relationship.
- Find out **why the person would be interested** in making contact with you.



# Social Events

Most contacts will probably happen at social events.

Talk socially and know each other. Don't talk business at the first encounter.

Only offer business card and talk business after you know each other better.



# Networking Events

Everyone is there for the same reason: **to make contacts**

- Is business in a more relaxed form
- Everybody seems to be there to sell. Nobody goes there to buy
- Opportunity to talk face-to-face
- Listen and ask questions



# Your Introduction

Find someone you have not met before.

## Tasks:

- Person 1 has **1 minute** to tell the other person **everything about him or her** feel worth telling.
- You can ask questions to get more information, but not interrupt the person talking.
- After 1 minute, person 2 talks.



# Discussion and Feedback

- *How difficult was it to just listen?*
- *How difficult was it to talk about yourself for one minute?*
- *How much useful information did you receive from the other person?*



# Your Introduction



In the real world you may not have 1 minute to talk about yourself.

You need an *interesting* but *short* introduction

It will create a *mental image* in others' minds



# Your Introduction

## Your introduction should be:

- Short
- Positive and constructive
- Interesting for the other person
- Most important aspects first
- With energy and enthusiasm



# Your Introduction Speech

1. Say what you do in a few words
2. Tie what you do to an existing solution needed in the market
3. Don't go into all of the details
4. Be humble, but credible

**Don't be more than you are!**



# Create Your Introduction

Form pairs with the same person from the previous activity

**Task:** Create your 15 seconds introduction including:

- Name
- Profession – ***How does it create a solution for people?***
- What you are good at or something interesting about yourself, profession or your business

**Suggested procedure:**

- Write down the basic information
- Ask partner to remember important aspects told during the previous activity
- Help each other deciding what is interesting



**Time: 0:00**

# Present Your Introduction

A few volunteers will present their introduction.

## Discussion:

Was the profession presented as a solution for a problem or stated how it helps others?



# Examples

- **Profession:** “I am a teacher. I teach people.”
- **Solution:** “I provide people with the skills to succeed in life.”
- **Profession:** “I am in sales. I sell things.”
- **Solution:** “I ensure people get the best value for their money without stress.”
- **Profession:** “I am a lawyer. I defend people.”
- **Solution:** “I give people the peace of mind that justice will always prevail.”



# Profession x Solution

What you do must be presented as a **solution** for a **challenge** or **problem** in the market or for the individuals:

- You may never do business with the person you are introducing yourself.
- Your goal is to ensure the person ***remembers you as a solution*** and can ***connect you to a problem*** someone else has.



# Exchanging Business Cards

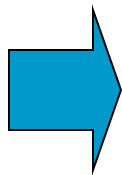
Check for local cultures and customs

Exchange cards after the contact has been established

- Ask for the other persons business card
- Look interested at the business card
- Refer to something on the card
- If the person asks, give your business card now
- Sometimes cards are used to remember and understand difficult names



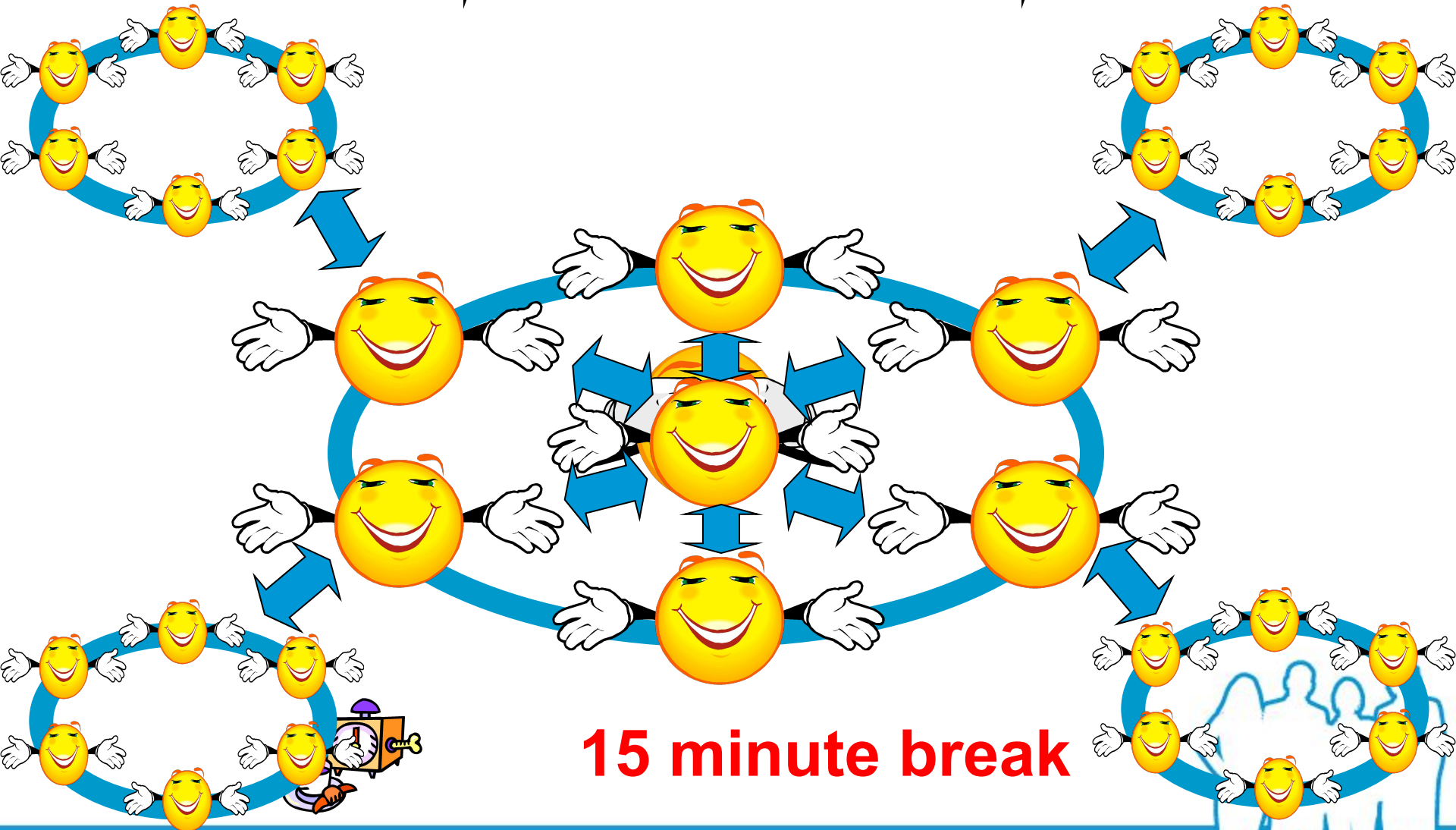
Contact



Connections



Network



**15 minute break**

**Time: 10:30**



# Module 4

# Connect



JCI Mission:

“To provide development opportunities that empower young people to create positive change.”

# Building Great Connections

- Help others to be successful. Help them progress
- Be perceived as an agent of progress
- Make positive impact, bring value to others



# Strategies to Make Connections

## 1. Show you are interested

- Be interested in others before asking them to be interested in you
- Learn more by asking questions
- Praise others. It will not cost you anything
- Dale Carnegie said:



“You can close more business deals in two months by becoming interested in other people than you can in two years by trying to get people interested in you.”

*Dale Carnegie*



# Strategies to make Connections

1. Show you are interested
  - It will eliminate barriers
2. Find something in common
  - Enhances conversation
  - Ask open questions to learn more
  - As soon as you find something, use it and expand to enhance conversation



# How Well Do You Listen?

- Listening and comprehension test:
- Listen to the short story and then some statements will be shown on the slide. You must answer if the statements are:
  - True
  - False
  - Don't know



## How Well Do You Listen?

*“Just as the lights were about to be switched off, a man with a hat on, entered the store and asked for money. The employee opened a cash register and a few banknotes were taken out of the money drawer. The man took the money and he hurried away. The police officer, who arrived a little later, was told what had happened and noted down information.”*



# Statements

A man with a hat on entered the store just after the lights were switched off

False

There were only two people at the scene

Don't know

The employee opened a cash register

True

The man did not ask for money

False

A police officer was called

Don't know

The robber wore a hat

Don't know

It was **never mentioned** that the man was a robber!



# Don't Make Up Your Own Story

When listening, be free of *prejudices*,  
*assumptions* or *mindsets*.

As long as you speak you learn nothing,  
because everything you say, you already  
know!



# Your “Network” Bank Account

- You make a deposit when you ***do someone a favor.***
- The amount of the deposit (favor) is the ***perceived value*** by that person.
- If you ***ask for a favor***, you make a ***withdrawal*** from your bank account.
- Always ***have a positive network bank account***, so people want to do you a favor.



# “Network Bank Account” Deposits

- Find out when others need help and help them before they ask for help.
- Send a contact that could be beneficial for both.
- Be there when others need help.
- Help without expecting return.



# How To Get Bankrupted

- Forwarding your e-mails
- Giving away others' personal info, cell phone number, private e-mail, etc.
- Abuse the trust
- Not keeping promises
- Not showing up
- Lying

**Bad news travel faster than good news**



# Remember:

Networking is for the future, not for immediate benefits!

**Reputation takes a lifetime to build and a few seconds to be destroyed!**





# Module 5

# Networking in JCI



JCI Mission:

“To provide development opportunities that empower young people to create positive change.”

# When Will Networking Happen?

- We cannot teach you how to network, only how to build connections and relationships.

Networking will happen when your connections start helping you!



# Networking in JCI

JCI is a large and diverse worldwide organization.

Use any opportunity to know more people at events.

Show interest and help others now. You will see results for your entire life!



# Networking in JCI

**In JCI you skip step one...**

**You already have a contact in every member.**

Turning these contacts into connections requires some efforts.



# Networking at JCI Events

- Don't stay only with your delegation, mingle with other delegates.
- Make an impact in other people.
- Keep in touch to help.
- Help without expecting return.
- Value the connection.



# Networking in JCI Local Organization

Form pairs with the person beside you

- *Discuss what you consider **specific actions, attitudes or behavior** of a JCI member that will **build a connection** with other members and:*
  - Build trust
  - Build relationship
  - Create goodwill from others
  - Deposit in the Network Bank Account?



# Helping Others

*“In my life in JCI, I have learned that there is not much value in helping the ones who don’t need help just to impress them.*

*You will impress the people who can help you in the future by helping the ones who really need it and may never be able to help you back.”*

**Edson Kodama**

*Former JCI Secretary General*



# Networking in JCI

Help other members to become successful

Work in and lead projects, attend meetings

Become a local officer

Defend your ideas and values

Be loyal and dependable

Be willing to help without expecting return



# Networking in JCI

The connections you will make today in JCI will turn into a strong network you can benefit from in the future.

Don't expect immediate benefits from your JCI membership.

You are building a better future!



# Who Remembers...

- The Oscar winners for best actor or actress in the last two years?



- The Nobel Prize winners for Peace in the last two years?



**We don't remember the famous of the past!**



# Stand up if you remember...

- Two **teachers who helped** building your character?
- Two **friends who were there for you** when you needed?
- Two **people** who made you **feel special** one day?

We remember the ones who helped us!



# We remember...

The people who *left a mark in our lives* are probably *not famous, rich, prize winners* or remembered as *heroes!*

They are the ones who *care about us*, the ones who are *on our side* when we need!

In whose list are you today?



# Story

A man was driving on a rainy night and saw a car on the side of the road. A woman was standing in the rain asking for help.

He stopped and first the woman was scared and went in the car and locked the doors, but the man said he wanted to help. The woman said she had a flat tire.

The man started to change the tire, getting all wet and dirty.



# Story

The woman opened the window and thanked the man.

- *My name is **Francis**, said the man.*

After the work was done the woman offered to pay but Francis refused any payment.

- *I do this to help people, Francis answered.*

- *If you really want to pay me, next time you see someone who needs help, do it and we will be even.*



# Story

The woman went on and stopped at a small restaurant. The waitress brought her a towel to dry her hair. It was obvious that the waitress was pregnant and still she had a smile and offered to help.

After eating at the restaurant the woman paid the waitress and while she was getting the change the woman walked away.

Then, under the napkin, the waitress saw some money and a note:



# Story

*“These 400 dollars are for you for your help and kindness. Someone helped me today and I want to help you with your baby.”*

The waitress cried in happiness. That money came in a very good time when her husband was out of work and a baby was about to come into their lives.

Later when she arrived home her husband was sleeping. She decided to give him the good news about the money the next day.



# Story

She went to bed and whispered to her husband...

*-Good night... Francis!*





Thank You!

**Let's  
Network!**



JCI Mission:

“To provide development opportunities that empower young people to create positive change.”