Relationship Networking: Building Personal Connections for Professional Results

Presented by
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RELATIONSHIP NETWORKING
Building Personal Connections for Professional Results

About Michelle

Press
- msnbc
- CBS
- NPR
- The New York Times
- Working Mother
- Aol.
- WSJ
- Forbes
- US News
- Forbes
- CareerBuilder
- US News

Clients
- Citi
- MetLife
- Time Inc.
- Johnson & Johnson
- Rutgers University
- Target
- MoMA
- GE

Books
- "Heroes Get Hired"
- "11 Laws of Likability"
And a little more about Michelle

A Relationship Networking Approach

What it is not:  
- ![Symbol](image1)
- ![Symbol](image2)
- ![Symbol](image3)

What it is:  
- ![Symbol](image4)
- ![Symbol](image5)
- ![Symbol](image6)

So how do you get started?
Why Relationships Matter?

90% of executive level jobs come from networking
Get Hired

Get Business
People would rather do business with a person they like and trust rather than someone they don’t.
(Nobel Prize psychologist, Daniel Kahneman)

~ 70% of people with active mentor relationships received a promotion
Get Promoted

Close work friendships boost employee satisfaction by 50% and predict happiness at work
Get Happy

Start and Keep It Going

Ask
• Use open phrasing
• Leverage your curiosity

Extend
• Listen and probe
• Listen and share

Connect
• Establish similarity
• Seek next step...

Close
• Create positive mood memory
Create Positive Mood Memory

Appreciate / Admire
Ask Advice
Be Attentive

People remember how you made them feel, not what you said

Why don’t you follow up?

Can’t remember who they were
No reason to reach out
Don’t want to bother them
Feel like I waited too long

Doesn’t matter
Don’t think they are interested
Nothing to offer
I forgot
No time

Lost their card
Nothing to say
Feel like I waited too long
After The Conversation: Increase Familiarity, Connect & Give

- Introductions
- Technology / Social Media
- Share Information
- Add Value
- Thank / Credit
- Invitations

My Gifts To You

www.MichelleTillisLederman.com/GiftPack

- My Top 5 Success Accelerators
- FREE assessment to learn your Networking Type
- FREE Interview Preparation Checklist
- FREE Personal Branding Worksheet
- FREE Chapter: The Law of Giving
Give First and Don’t Forget to Ask

The Opt Out Ask

The Alternative Shrinking Convenient Ask

The Non Ask

The WIIFT Ask

Be Patient

Friendships grow in time

You’ll get a chance to help

It comes back to you (or someone else)

Give it time, things happen
Real Relationships... Real Results

Your Opinion Matters! Please take a moment now to evaluate this session.

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executiveessentials.org
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