Engaging The Power Of Your Informal Network

Michele Wierzgac, MSEd
Keynote Speaker ★ Author
“Leadership Solutions From The Lady On The Harley©”

P: (708) 710-7055 (USA)
E: michele@micheleandco.com
W: https://micheleandco.com

@LadyOnTheHarley
http://linkedin.com/in/MicheleWierzgac
http://facebook.com/MicheleWierzgac
http://facebook.com/pages/LadyOnTheHarley

©2019 Michele Wierzgac® All Rights Reserved
OPPORTUNITY JUST AHEAD

POSSIBLE
“Your team becomes a brand champion, a supporter, and a cheerleader of sorts for you. In return, you become a brand champion for them.”

From the forthcoming book “ASS-KICKING WOMEN: How They Leverage Their Informal Networks For Success”
The Rules

- No rules
- No hierarchy
- No bureaucracy
The Playbook

- Expand at will
- Share advise freely
- Reciprocity
- Inspiration
- Achieve personal goals

The Results

- Interaction
- Results
- Opportunities
Networks

**FORMAL NETWORKS**
- Family
  - Immediate
  - Extended
  - Cousins
  - 2nd/3rd/4th Cousins
- Friends
  - Past Employment
  - College
  - High School
- Clients/Attendees
  - Associations
  - Corporations
  - Motorcycle Industry
- Memberships - Associations
- Colleagues
- Golf

**INFORMAL NETWORKS**
- Interests/Hobbies
  - Car Shows
  - Route 66
  - Workout
- Errands
  - Drycleaner
  - Grocery Shopping
- Flights/Travel
  - FrannyLu
  - Neighbors
  - Training
- Motorcycle
  - Fundraisers
  - Cross country
  - HD Rider Coach
  - Network Quality Consultant
  - Coach-The Coach
Motorcycle
Judith Guichon
Lieutenant Governor of BC
GIVE
RECEIVE

ADVICE HELP
TIPS SUPPORT
ASSISTANCE GUIDANCE
Text 345345
Type in ALA

10 Leadership Commandments
THANK YOU!

Michele Wierzgac, MSEd
Keynote Speaker ★ Author
“Leadership Solutions From The Lady On The Harley©”

P: (708) 710-7055 (USA)
E: michele@micheleandco.com
W: https://micheleandco.com

@LadyOnTheHarley
http://linkedin.com/in/MicheleWierzgac
http://facebook.com/MicheleWierzgac
http://facebook.com/pages/LadyOnTheHarley

©2019 Michele Wierzgac® All Rights Reserved
getting started with your informal networks

1. Always be willing to meet someone in an informal setting such as the grocery store, mall, airport, gym, church or neighborhood.

2. Carry your business cards because you never know who you will meet. On my motorcycle, I have a windshield pouch that has my cards ready to be given to someone even when my bike is running. If I have my purse, I have them in an outside pocket for easy access. You want to give the impression you’re organized. There is nothing worse than fumbling through your stuff to get a card. And make sure the card is not dirty or warm. Yes, warm. Like sitting in your pocket or wallet all day. Ugh.

3. Dress appropriately at all times because first impressions are lasting impressions. Do not walk out the door after waking up with your pajamas on. At least execute your basic grooming (wash your face, brush your hair and teeth, and ladies put a bra on). There is nothing worse than walking your dog in the morning in the neighborhood at 4 or 5 a.m. and you start talking with a neighbor! Looking good is a confidence builder which will in turn create more networking opportunities for you.

4. Making eye contact demonstrates that you are truly focused on your conversation. You will make this person feel heard and important. You will make this person feel important because you were listening to them.

5. Ask the person’s name and repeat it. You are communicating to your new connection that they are valued by you.

6. Repeat the person’s name at the end of the conversation to help you remember their name!

7. State your name clearly and if there is unusual pronunciation or spelling, slow down. My named is spelled with one “L” and my last name is difficult. People will relax, and more importantly, remember you.

8. Always ask: “How can I help you?” “How shall I follow up with you?” “What can I do for you today?” Both of you want to be in agreement on when the next conversation will take place.

9. Immediately follow up with a handwritten note, email, telephone call, or social media. Always say, “it was a pleasure to meet you and I look forward to speaking with you.” Do not procrastinate.

10. Add your new connection to your database with the follow up date on your calendar. Keep your promises! Did you promise to connect them with someone you know?