

ASTD 2008 International Conference & Exposition

Session SU323 – Mastering Professional Networking: Turning Relationships into Lifelong Assets

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Session Learning Objectives:

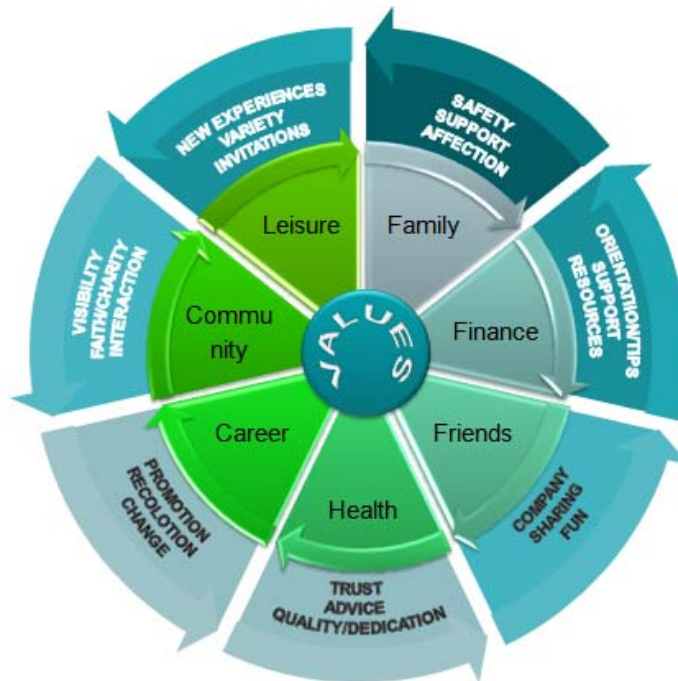
1. Expand your network in a structured and intelligent way
2. Improve your interpersonal relations with existing contacts
3. Transform your contacts into social capital, an asset to expand and care for Learning

Mastering Professional Networking: Turning Relationships into Lifelong Assets

Until the early 1990s, high IQ - the ability to form concepts, reason, and perform intellectual operations - was the most valued skill in professionals. That has been changing, along with the recognition that high intelligence does not equal or guarantee emotional intelligence and the ability to get people to do what is asked or expected of them. In this session, the speaker will help you to understand how relationships are an asset that can be a legacy if well managed. You will learn how to expand and improve the quality of your networks in a structured and intelligent way, aiming at specific objectives.

STEP 1 – YOUR PERSONAL MISSION

A well-elaborated mission is inspiring, has a mid-long term vision and is easy to communicate and understand. It supports one's setting of goals and priorities. It must be based on one's values and affirm her/his purposes and how s/he will attain them.



Your personal mission must express **your aspirations, your motivations and priorities** (see below).

Example of Personal Mission

VALUE: CAREER

"My objective is to **increase my personal visibility and to sharpen my professional skills through** selected relations and targeted development. I will deliver value to the companies I work for, to **reach a position as Human Resources Director for the Americas in 5 years**. I will attain my objective through strong and positive relations in several arenas, internally and externally, locally and internationally, that will contribute to my professional consolidation. I will have coaching from a senior executive in Human Resources with international responsibilities. I will seek feedback from colleagues, managers and friends, and continuously work on areas of improvement. I will improve my business acumen and eliminate knowledge gaps through academic programs and self-studies."

Now go to page 8 and write your personal mission.

STEP 2 – YOUR GOALS AND ACTION PLAN

To attain your personal mission, you must set clear goals that will help you assess your progress and adjust your course of actions as you deal with new variables. Your goals must be S.M.A.R.T. (Specific, Measurable, Achievable, Relevant/Realistic and Time-bound).

Each goal should detail What, How, When, Where and How much (if costs incur) is encompasses. Give special thought to identifying the Who's (for help, information, guidance, introductions, etc):

Example:

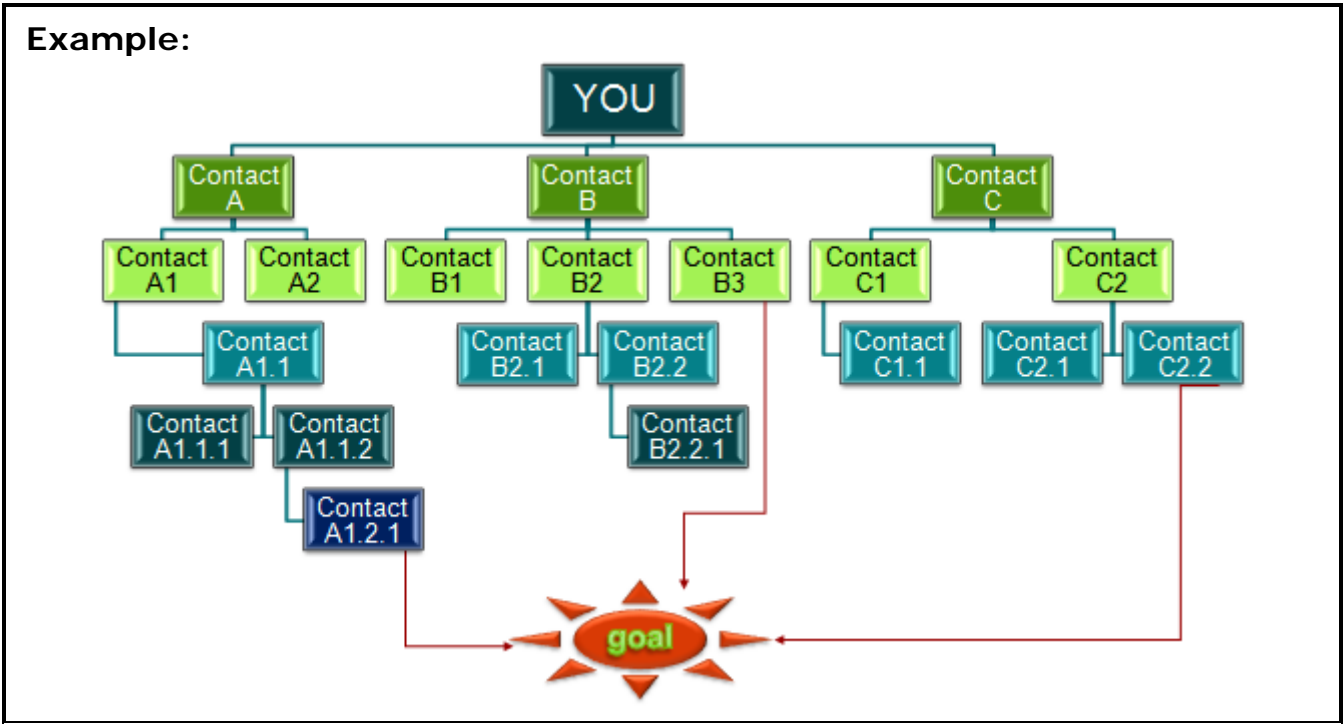
GOALS AND ACTIONS	TIMING
<p>What: Expand network and develop relations with HR professionals with international responsibilities - benchmark, seek for new ideas, broaden visibility internally and externally. How: Events, ASTD/SHRM chapters, HR communities, virtual communities Where: San Diego, other locations in CA, internet How Much: check cost for events Who: My contacts: former manager who overlooks global operations for ..., my friend who is a member of..., who manages training for Latin America, consultant ... who has developed several projects in Canada and Mexico. New contacts: someone from companies that have operations in several countries in America.</p>	<p>Immediate start Permanent</p>
<p>What: Eliminate knowledge gaps in compensation to improve skills as a strategic HR executive – register for a strategic compensation workshop that includes international perspectives. How: Training – check for alternatives Where:</p> <p>How Much: check cost – budget is limited to \$ 2000 Who: from compensation (for references), my contact who mentioned a great workshop on comp months ago</p>	<p>Sep 2008</p>

Now go to pages 8-9 and write your main goals and actions.

STEP 3 –KEY CONTACTS AND THEIR CONTRIBUTIONS

After establishing your personal mission and setting S.M.A.R.T. (Specific, Measurable, Achievable, Relevant/Realistic and Time-bound) goals, you will find it easier to identify contacts who will help you enable them.

Seek for direct or indirect contacts that are related to your mission. Use the 6 degrees theory to identify potential/new connections you may need to develop.



Identify how each contact will be able to contribute to your goals.



Now go to page 10 and select existing contacts and the contacts you will need to develop to attain your goals. Remember to make notes of how each contact will be able to help.

Example:

Your Goals	1st Degree Contacts	2nd Degree Contacts	3rd Degree Contacts
Develop relations with HR professionals with international responsibilities	Mary X, who manages training for Latin America in my company and will be a source for information and other contacts in the region		
	Paul Y, who is a great friend of Sue P's and can introduce me to her →	Sue P, who worked for John Z. at company X and who can introduce me to him →	John Z, who has global responsibilities in his organization and may give me tips or coach my development as a international executive

STEP 4 –PRIORITY CONTACTS AND APPROACH/ DEVELOPMENT STRATEGY

Networking is about exchange and mutualism. You now know who can help you and what you are seeking from them.

Define an approach/development strategy for your top priorities considering what you can offer to develop, sustain and strengthen the relationship.

Use the same framework used in step 3:



Example:

CONTACT	APPROACH/DEVELOPMENT STRATEGY
John Z	a) I will start by candidly sharing my career goals and explaining that I have him as a role model in HR. I will ask how he succeeded and, as the conversation progresses, try to identify if he would be open to coaching me, even if for a few months. b) I heard John is interested in pursuing a career as an independent consultant. My husband has been quite successful consulting for the financial industry and will be happy to introduce John to his clients.

Now go to page 11 , select some priorities out of the contacts you identified in step 3 and choose a strategy to develop and nourish the relation.



Name: _____

Date: / /

STEP 1 – YOUR PERSONAL MISSION

STEP 2 – YOUR GOALS AND ACTION PLAN

Tip: Be S.M.A.R.T. (Specific, Measurable, Achievable, Relevant/Realistic and Time-bound)

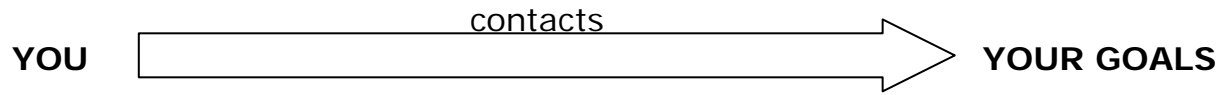
GOAL #1	TIMING
<p>What:</p> <p>How:</p> <p>Where:</p> <p>How Much:</p> <p>Who:</p>	



GOAL #2	TIMING
<p>What:</p> <p>How:</p> <p>Where:</p> <p>How Much:</p> <p>Who:</p>	

GOAL #3	TIMING
<p>What:</p> <p>How:</p> <p>Where:</p> <p>How Much:</p> <p>Who:</p>	

STEP 3 –KEY CONTACTS AND THEIR CONTRIBUTIONS



Your Goals	1st Degree Contacts	2nd Degree Contacts	3rd Degree Contacts



STEP 4 –PRIORITY CONTACTS AND APPROACH/ DEVELOPMENT STRATEGY

Tip: Review your progress and make adjustments on a regular basis.

CONTACT	APPROACH/DEVELOPMENT STRATEGY

“Some of the biggest challenges in relationships come from the fact that most people enter a relationship in order to get something: they're trying to find someone who's going to make them feel good. In reality, the only way a relationship will last is if you see your relationship as a place that you go to give, and not a place that you go to take.” (Anthony Robbins)

Good luck!