

Networking as a Strategic Project Management Resource

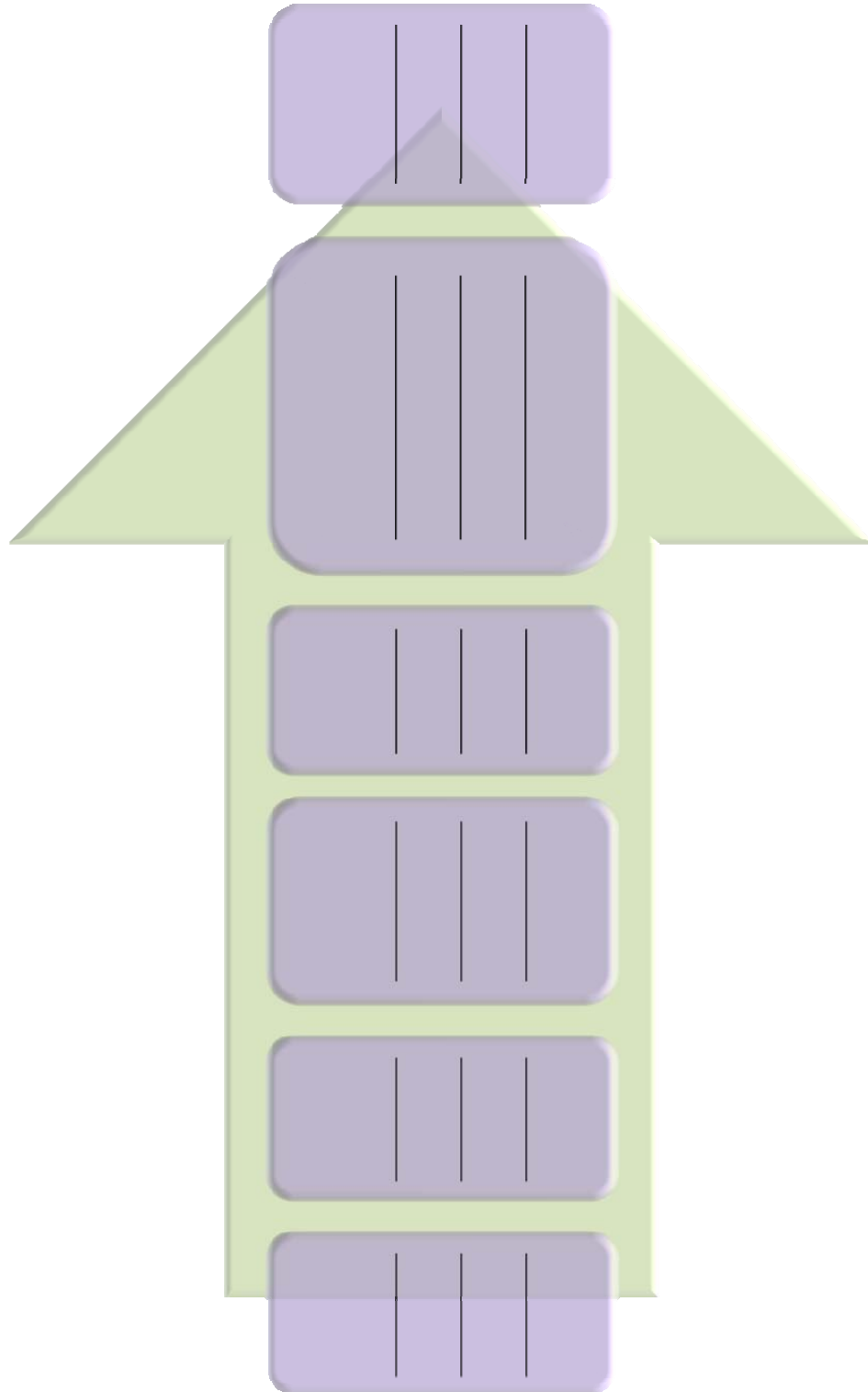
I- Networking Principles

1. Networking is part of _____.
2. Networking happens with *people you* _____ and *people you* _____.
3. Networking *impacts r* _____.
4. Networking is *a p* _____.
5. Networking *involves s* _____ *activities*.
6. Networking *delivers multiple o* _____.

II- Defining Networking

III- Networking Components

IV- Managing the social process:



V- Initial contact:

VI - the next 25 seconds:

VII-Networking Communication Plan

My target markets are:

1. _____
2. _____
3. _____

My primary benefits are:

1. _____
2. _____
3. _____

The results I deliver are:

1. _____
2. _____
3. _____

Networking Positioning Statement

Because each networking interaction lasts less than 3 minutes, we normally only get one chance to position ourselves, our product or service. Using your most important focus area, primary skill set and most tangible result, please formulate a 15-word positioning statement that communicates your value.

Networking 15-Word Positioning Statement

VIII- The Last 5 Seconds:

1. _____
2. _____
3. _____

IX- Moving From Contact to Contract.

Next 24 Hours to 7 Days (or 12 months):

X- Networking Payoff Areas:



Professional Development Action Plan

1. Here's the best idea I heard today....

2. Here's where I'll use it.....

3. Here's how I'll use it...

4. Here's why I'll use it....

NAME

DATE