

Networking

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Question 1

Q. While networking, do people talk more about?

1. Themselves or
2. Others.

A. Themselves

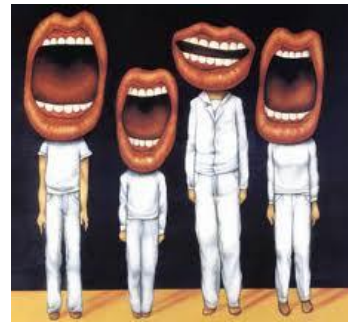


Question 2

Q. While networking, do people?

1. Talk more than they listen Or
2. Listen more than they talk.

A. Talk more than they listen.



Question 3 – Extra credit.

Q. While you are listening, asking a good follow up question will make you more memorable?

1. Yes Or
2. No.

A. Yes



Why to network?

- Because
 1. People do business with people they know, like & trust.
 2. We live in an interdependent society.
 3. We can't get there alone.
 4. Relationships are all there is.



When to network?

- Long before you need it.

How to personal network?

- People do business with people they like. How to be liked?
 - Smile.
 - Give a firm handshake.
 - When they say their name repeat it and remember.
 - Begin with praise and honest appreciation.
 - Be a good listener.

How to personal network? (Continued)

- Talk in terms of the other person's interests.
- Show respect for the other person's opinions.
- Encourage the other person to talk by asking a question.
- Genuinely be interested in the other person.
- Don't be efficient when it comes to building relationships.
- If you are wrong, admit it quickly and emphatically.

How to business network?

- Be brave – We are conditioned to be fearful.
- Learn how to small talk.
- Do Your Homework.
- Reach out to people as a way to make a difference in their lives. (share your knowledge and resources)
- Have a meal with someone you want to connect. (Food is a social lubricant) ("Feed the body and nourish the Soul")

How to business network? (Continued)

- Don't keep score.
- Build one relationship at a time.
- Follow Up or Fail.
- Connect with super connectors.
- Maintain connections. – Birthday cards, Christmas cards.
- Try to form deep relationships rather than superficial.

How to business network? (Continued)

- Getting in touch with the decision makers. – (political fundraisers, attending conferences, nonprofit boards, playing golf)
- Join clubs and other social organizations. – (Toastmasters, Chamber of Commerce, Government Affairs Committee.)
- Try to maintain the connections you already have rather than focusing on the new ones.
- Find mentors and also be a mentee.
- Real networking is finding ways to help other people become more successful.

How to build trust.

- Do what you say.
- Never lie.
- Volunteer information.
- Don't omit important details.
- Don't have too many secrets.
- Don't mask truths.
- If you do lie, admit to it.
- Speak your feelings.

How to build trust. (Continued)

- Tell the truth.
- Honor your promises.
- Show openness.
- Show consistency in your behavior.
- Do not break promises, however small and insignificant they may seem.
- Be competent. Gain the respect and admiration.
- Demonstrate a strong moral ethic.

Where to network.

- ENET. (www.boston-enet.org)
- Alumni Networking Groups & Resources.
- Chamber of Commerce.
- Conferences.
- Trade shows.
- LinkedIn groups.
- Meetup groups. (www.meetup.com)

Where to network. (Continued)

- Cambridge Innovation Center. (www.cictr.com)
- Boston World Partnerships. (www.bostonworldpartnerships.com)
- Cambridge Enterprise Forum. (www.mitforumcambridge.org)
- Mobile Mondays. (www.mobilemonday.net)
- Greenhorn Connect. (www.greenhornconnect.com)
- Venturefizz. (www.venturefizz.com)

Maintain connections.

- Connect with your contacts on a regular basis.
- Use the phone or face to face, its more personal.
- Offer help or advice when the chance arises.
- Ask for informational interviews from select members of your network.
- Follow up with EVERY connection at least every 6 months.
- Remember it's easy to maintain existing connections rather than making new ones.



Personal Relation = Business Relation

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