

A stack of wrapped gifts is shown. The top gift is wrapped in white paper with a large, elegant white ribbon bow. Below it, a gift wrapped in light green paper is visible. The gifts are resting on a light-colored, textured surface, possibly a tablecloth or fabric. The overall aesthetic is clean and minimalist.

CONNECTION MASTERY NETWORKING ESSENTIALS

NETWORKING ESSENTIALS

My desire for you is that, like me, you learn to love networking and that you appreciate and respect the opportunities it brings you as a woman

Networking is a process and not an event, it should not be compartmentalised to once a month/week but embraced (w)holistically into your life AND it is to be enjoyed not endured!

I wish I knew in 2004, when I started to network, what I know now! My networking journey would have been so much fun, effortless and the opportunities would have revealed themselves much more quickly had I implemented just ONE of the strategies I am sharing with you here.

Nurturing Relationships: Remember, effective networking is about nurturing relationships and being authentic. Quality connections often trump quantity in building a robust professional network.

These tips are a curation of suggestions from our members, Managers and Directors.

WITH LOVE,

*Jacqueline Y B Rogers
& the Athena Team*

BUILDING RELATIONSHIPS

A critical part of networking is building authentic relationships before you even need them. Being a member of an established network is an excellent opportunity to develop them long term.

Digging Your Ditches: Focus on building relationships before they are needed. This proactive approach ensures you have a network of support when the time comes.

Be Present and Helpful: Regularly attend events with the mindset of "What can I do for you?" rather than "What can you do for me?" Offering help without expecting immediate returns can build goodwill and trust.

Know-Like-Trust Relationships: Aim to build relationships where people know you, like you, and trust you. This is achieved through consistent, focused, and specific networking efforts.

Help First: Always look for ways to help others before seeking help for yourself. This approach not only endears you to others but also creates a strong foundation for mutual support and collaboration.

YOUR NOTES SECTION

This space is for you! Reflect on the strategies discussed and how you can apply them in your networking efforts. Jot down any ideas, questions, or personal goals you have regarding building effective professional relationships.

GIVE TO GIVE TO GIVE

With no expectations! When we give to give, we WILL AMPLIFY, attract, and accelerate our contacts.

When you add value, you stand out as a giver and people naturally want to be around you.

Don't expect anything in return. Make your giving about giving ... for the pure joy of it. When giving becomes a part of who you are you will reap the rewards ... from unexpected sources.

WHERE AM I NOW?

This is your 'current reality' a snapshot in time so that you have a pinpoint of where you started.
What you measure is entirely up to you (number of clients and money)

WHERE AM I GOING?

What is your goal and how can we support you to achieve it? Be BODACIOUS so that we can AMPLIFY you in the best way

HOW DO I GET THERE?

Who specifically do you need us to connect you with? Name, organisation, niche, the clearer you are the easier it is for us to AMPLIFY you.

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AUTHENTICITY & PERSONAL GROWTH

Networking isn't just about forming connections; it's about creating genuine relationships that thrive on sincerity and mutual growth. By presenting your true self, you invite connections that resonate with your values and aspirations. These tips enable you to ponder the importance of being your authentic self, embracing the changes that come with your networking journey, and maintaining a distinctive, curious, and open-minded approach in your interactions.

True Self: Always be your authentic self in networking situations. Authenticity fosters trust and deeper connections.

Embrace Change: Be open to the evolution of your networking journey. Adaptability is key in the ever-changing professional landscape.

Stay Distinctive and Curious: Maintain your unique qualities and stay curious about people and opportunities. This approach can lead to more meaningful and diverse connections.

Offer Help and Support: Approach networking with a mindset of how you can help or support others. Authentic help creates lasting impressions and reciprocal relationships.

YOUR NOTES SECTION

This space is yours to explore and reflect. Write down how you plan to stay authentic in your networking, how you've adapted to changes, or any other thoughts and goals related to personal growth in professional networking.

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EFFECTIVE COMMUNICATION & ENGAGEMENT

At the heart of effective networking lies the ability to listen actively, express genuine interest, and engage positively. These strategies are intended to enhance your listening skills, encourage you to step out of your comfort zone, and offer tips on maintaining focus and positive engagement during meetings.

Listen More, Speak Less: Cultivate the habit of listening more than speaking. Showing genuine interest in what others have to say builds deeper connections.

Active Listening: Embrace active listening by seeking to understand before responding. This approach shows respect and fosters meaningful dialogue.

Be Courageous: Step out of your comfort zone in networking situations. Courageous engagement can lead to unexpected and rewarding opportunities.

Engage Positively in Meetings: During meetings, show interest, avoid distractions, and engage in a positive manner. This enhances the quality of interaction and leaves a lasting impression.

YOUR NOTES SECTION

This space is for you to reflect on and apply these communication strategies. Note down any thoughts, experiences, or goals you have in relation to enhancing your communication skills and engagement in networking settings.

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FOLLOW UP AND ORGANISATION

Effective networking doesn't end with the meeting; it's often what you do afterwards that counts. Personalised follow-ups, organised tracking and strategic planning are key to nurturing and sustaining meaningful professional relationships. This guide offers practical tips on following up using social media platforms like LinkedIn, keeping detailed notes, managing your contacts efficiently, and ensuring regular, meaningful engagement with your network.

Personalised Follow-Up Messages: Always follow up your networking efforts with personalised messages on LinkedIn or other social platforms. This personal touch can significantly enhance the connection.

Organised Notes and Planning: Keep detailed notes from 1:1 interactions in a spreadsheet and plan your follow-up visits well in advance. Organisation is key to effective networking.

Take Breaks Post-Sessions: Allow yourself breaks after networking sessions to clear your head. This helps in crafting thoughtful and impactful follow-up messages.

Regular 1:1 Meetings and Tracking: Regularly schedule follow-up 1:1 meetings and keep track of interactions with your contacts. Consistent engagement is crucial for maintaining and deepening relationships.

YOUR NOTES SECTION

This space is for you to plan and reflect on your follow-up strategies. Write down your ideas for personalised messages, organisational tips, or any goals related to maintaining and nurturing your professional network.

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CONSISTENCY AND KINDNESS

True networking success comes from regular, genuine interactions that are underscored by a sincere willingness to listen and understand. These are our tips on maintaining a consistent presence within your network, using kindness as a tool to build trust and rapport, and the importance of keeping in touch with your contacts proactively.

Maintain Consistency: Keep your networking efforts steady and regular. Consistency helps in building trust and familiarity within your professional circle.

Be Kind and Engaging: Always approach interactions with kindness. Drawing people out with a warm demeanour can create more meaningful connections.

Smile and Listen: A smile can go a long way in making others feel comfortable. Coupled with attentive listening, it shows genuine interest and respect.

Proactive Relationship Nurturing: Keep in touch with your network regularly. Proactive engagement helps in nurturing and strengthening relationships over time.

YOUR NOTES SECTION

Here, you can plan how to integrate consistency and kindness into your networking strategy. Note down your thoughts, experiences, or personal goals related to these aspects of building and maintaining professional relationships.

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MEETING STRATEGIES

Successful networking isn't just about making connections; it's also about how effectively you manage these connections post-interaction. Here, you'll discover tips on promptly arranging 1:1 meetings after networking events, setting aside time for organising contacts, and bringing the right energy and passion to your meetings. Additionally, you'll learn how being proactive in making connections and setting meeting agendas can lead to more productive and meaningful interactions.

Define Your Objectives: Before attending the meeting, be clear about what you want to achieve. It could be to learn new industry insights, meet potential mentors, find business partners, or simply expand your professional network.

Prepare an Elevator Pitch: Have a concise, engaging introduction ready. Your elevator pitch should include who you are, what you do, and what makes you or your work unique. This helps to make a memorable first impression.

Energy and Passion in Meetings: Approach each meeting with the right energy and passion. This enthusiasm can be infectious and sets a positive tone for the interaction.

Proactive Connection and Agenda Setting: Be proactive in making connections and setting clear agendas for your meetings. This shows initiative and helps in achieving more productive outcomes.

YOUR NOTES SECTION

This space is for you to draft your meeting strategies and reflections. Write down ideas for how you can promptly follow up on meetings, tips for staying organized, and ways to bring energy and focus to your networking interactions.

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NETWORKING OBJECTIVES



Take time to review your business plan.

Now sit and consider what your top three objectives for networking. Be **BODACIOUS**, don't hold back, you never know who you might meet or who knows who!

What are networking meeting objectives?

A meeting objective is a simple statement that defines the desired outcome of the meeting.

The primary purpose is to give you a measurable goal and focus that you can work on achieving.

I recommend that you list at least three. Once defined you have created an intention for visiting the meeting



GIVE YOURSELF PERMISSION TO BE BOLD AND BODACIOUS

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



GIVE YOURSELF PERMISSION TO BE BOLD AND BODACIOUS

[illegible]

BUILDING GENUINE CONNECTIONS

This guide aims to help you understand the importance of showing genuine interest in the people you meet, both in their professional lives and personal experiences. You'll find strategies on using social media not just for self-promotion, but to uplift and promote others in your network, fostering a sense of community and support. Additionally, we discuss the significance of preparation for networking sessions and embracing the process of networking as an enjoyable and enriching experience.

Relationships Over Sales: Prioritise building relationships rather than focusing solely on making sales. Strong relationships can lead to business opportunities naturally.

Genuine Interest in People: **Show real interest in people's personal and professional lives.** This helps in forming connections that are deeper and more meaningful.

Promote Others on Social Media: Use your social media platforms to support and promote others in your network. This act of kindness can strengthen bonds and build mutual respect.

Enjoy the Networking Process: Prepare for your networking sessions and approach them with a positive mindset. Enjoying the process of networking can make it more effective and fulfilling.

YOUR NOTES SECTION

This is your personal space to plan and reflect on how to build genuine connections. Note down ideas, personal goals, or strategies that resonate with you for creating authentic and lasting relationships in your professional network.

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DIVERSE NETWORKING APPROACHES

The realm of networking is vast and varied, and a one-size-fits-all approach seldom works. In this guide, you'll find insights on how to be receptive to connections that might not seem immediately relevant, the importance of following up after one-on-one sessions, and the art of creating meaningful relationships through thoughtful conversations. These strategies are aimed at helping you build a robust and diverse network that can support and enrich your professional journey.

Openness to New Connections: Be open to forming new connections, even when the immediate benefits aren't obvious. Diverse relationships can provide unexpected opportunities and insights.

Time for 1:1 Sessions: Prioritise 1:1 interactions and always ensure to follow up. Personalised meetings can lead to deeper understanding and stronger bonds.

Getting to Know People: Take the time to genuinely get to know people. Creating meaningful connections goes beyond professional benefits and enriches your networking experience.

Meaningful Conversations: Engage in conversations that are thoughtful and significant. Meaningful dialogue can accelerate the process of building trust and strong relationships.

YOUR NOTES SECTION

This space is for you to capture your thoughts and strategies on adopting diverse networking approaches. Write down your reflections, goals, or any specific plans you have to broaden your networking horizon.

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EFFECTIVE NETWORKING STRATEGIES

Networking isn't merely about expanding your contact list; it's about cultivating meaningful relationships and being genuine in your interactions. In this guide, you will discover tips on how to listen attentively even to well-known acquaintances, make notes of personal details to strengthen recall, smoothly shift discussions from casual to business topics by showing genuine interest, and schedule one-on-one meetings judiciously.

Active Listening: Always listen actively, even to those you think you know well. Active listening can reveal new insights and deepen understanding.

Note Personal Details: Make a conscious effort to remember personal details about people you meet. This helps in personalizing future interactions and shows genuine interest.

Transitioning Conversations: Skilfully move from small talk to business topics by showing a keen interest in the other person's activities. This transition is crucial for productive networking.

Value Time: Schedule 1:1 meetings only when you are genuinely interested. Respecting both your time and that of others ensures meaningful and purposeful interactions.

YOUR NOTES SECTION

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THANK YOU FOR CARING

Your decision to request this resource is a testament to your dedication and foresight in the realm of professional networking. It's a choice that places you among a discerning minority of women who understand the profound impact that effective networking can have on both personal growth and professional advancement.

In a world where networking is often approached with a perfunctory mindset, your commitment to refining your skills and strategies sets you apart. This guide is more than just a collection of tips; it's a curation of tools that empower you to navigate the complex dynamics of professional relationships with confidence, grace, and authenticity. By choosing to enhance how you network, you're not only investing in your career but also contributing to a culture of meaningful and purposeful connections.

Your eagerness to learn and apply these strategies underscores a remarkable trait – the willingness to evolve and grow.

Networking, much like any other professional skill, requires a blend of art and science, of personal intuition and strategic planning. You're now equipped with insights that will enable you to forge connections that are not only beneficial but also enriching and genuine.





THANK YOU FOR CARING

Effective networking is not merely about expanding your contact list; it's about building a community of support, exchanging ideas, and fostering collaborative relationships.

By downloading this guide, you've shown that you care deeply about the quality of your interactions and the impact they have. This approach is commendable and all too rare.

As you apply these strategies, you'll find that your networking efforts yield more than just professional opportunities; they'll bring about a deeper understanding of the nuances of human connections, a skill invaluable in any setting.

Once again, thank you for caring enough about your networking approach to make a real difference. Your journey in refining your networking skills is not just a step forward for you, but an inspiration for others in your circle to follow suit.

Wishing you the very best in your networking endeavours and beyond!



COMMUNITY IS EVERYTHING!

Community plays a vital role for women in business. It offers a supportive network for sharing experiences, resources, and opportunities, fostering growth and innovation.

By connecting with like-minded individuals, women can access mentorship, advice, and encouragement, crucial for overcoming unique challenges and biases in the business world.

This solidarity not only empowers individual success but also contributes to a more inclusive and diverse business landscape, amplifying women's voices and perspectives in the industry.

We would love you to consider joining [The Athena Network](https://theathenanetwork.com) so that we can share how powerful our community is for women in business.



JOIN THE COMMUNITY

THE ATHENA NETWORK

F: @theathenetworkglobal

I: @theathenetworkglobal

Email: jr@theathenetwork.com

[Join The Group](#)

I would love to connect and share with you the results that I have had in my life as a result of networking.

For more tips about how to make your business a success and to create the life you want, come and join our free Facebook group of determined and ambitious business owners just like you!



[IG.COM/THEATHENANETWORKGLOBAL](https://www.instagram.com/theathenetworkglobal)



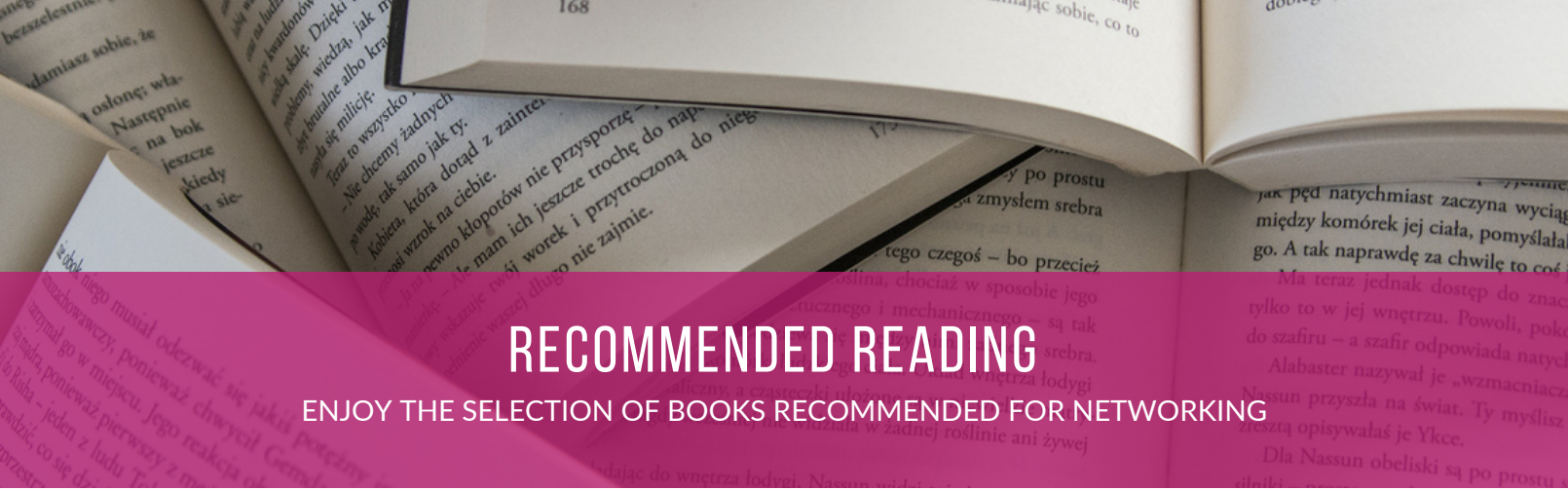
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[THEATHENANETWORK.COM](https://www.theathenetwork.com)

A group of six diverse young women are sitting on a colorful, patterned staircase. They are all smiling and laughing, creating a joyful and inclusive atmosphere. The women have various hairstyles and are wearing casual clothing, including denim jackets and sweaters. The background shows the concrete structure of the stairs and a wall.

“Try everything. Join
everything.
Meet everybody.
That's the secret of
life.”
~ Hedy Lamarr



RECOMMENDED READING

ENJOY THE SELECTION OF BOOKS RECOMMENDED FOR NETWORKING

These are a few books that have influenced our values and style of networking at The Athena Network. All a short and easy read, I recommend them all!

1. **"The Go-Giver: A Little Story About a Powerful Business Idea"** by Bob Burg and John David Mann - This book offers a unique perspective on success in business, emphasizing the importance of giving value to others. It's a great read for understanding how building strong, generous relationships can lead to business success.
2. **"Endless Referrals: Network Your Everyday Contacts into Sales"** by Bob Burg - This is a practical guide for turning casual contacts into solid sales opportunities. It's particularly useful for women in business who are looking to leverage their existing network for growth.
3. **"Adversaries into Allies: Win People Over Without Manipulation or Coercion"** by Bob Burg - In this book, Burg discusses how to influence others effectively and ethically. It's a valuable resource for understanding how to build positive, mutually beneficial business relationships.
4. **"The Go-Giver Leader: A Little Story About What Matters Most in Business"** by Bob Burg and John David Mann - Although more leadership-focused, this book includes principles that are applicable to networking, emphasizing the importance of adding value and building trust.

Bob Burg's books are known for their emphasis on value-based networking and ethical influence, making them excellent resources for anyone looking to enhance their business relationships and networking skills.