



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
MANAGEMENT CONSULTING GROUP

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Welcome to another edition of The Monday Motivator. This edition is devoted to something we all say is important but we have no formal training in how to make it work. It's called NETWORKING. If one were to wonder just how many social networking sites there are to choose from, the list is so varied and large we are only going to provide a link to it: https://en.wikipedia.org/wiki/List_of_social_networking_websites Here, you can link to every one of them and learn more about what is possible just with the Internet.



But what about stepping away from the Internet and instead, attending good old fashioned network events right in your own community? In the Southern California area of my residence we have a professional networking group [called RBN](#). That stands for Relationship Building Network. It is one of several in the area that bring people together for purposes of personal and professional discussion, agreements and action plans.

Such gatherings are often held during lunch times where meeting people can be fun, informative and productive. You can check your community events calendars for similar events. Chambers of Commerce are big promoters of such gatherings, often bringing many community businesses together for evening as well as lunch affairs. A benefit of such events is that featured speakers and community leaders often add to the agenda.

The real purpose of networking is to promote your own agenda while helping others when and how you can. Here are some rules we can all follow to make such events worthwhile:

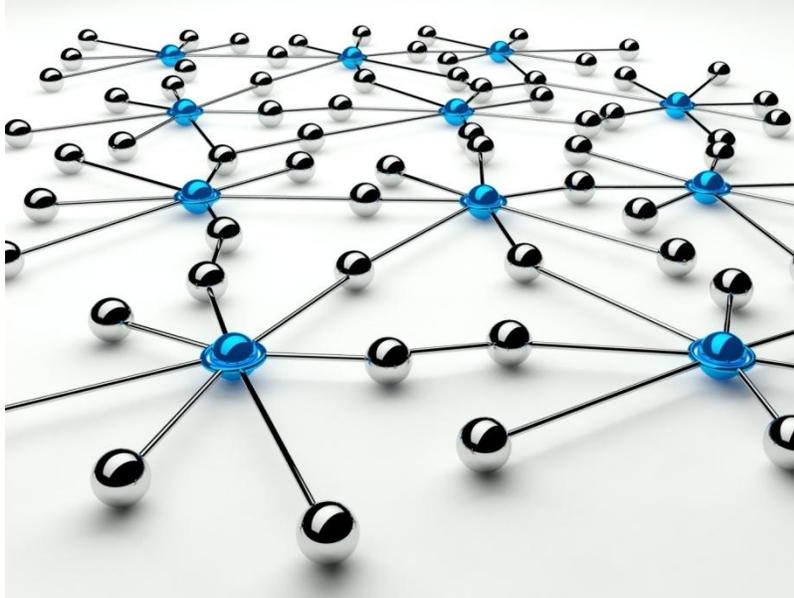
Action	Follow up
Show up early	Actively meet people you do not know. They are there for the same reason you are. Always bring business cards and be ready to exchange them with others.
Have a goal to meet at least 10 people you do not know – this will typically require about one hour. This is the reason to show up early	Showing up to a lunch time network meeting is more about meeting new people than having lunch. Remember that the others may also be a bit shy so when you walk up and introduce yourself keep it simple and easy going. This is one place where you can actually say “Hi, my name’s Will Robertson. (While offering your hand for a shake). When the other person tells you his or her name repeat it as you ask what they think of the event. The purpose of the conversation is for YOU to ask what YOU can do to help the OTHER person with leads, referrals, introductions, etc. Keep your chat to 5 minutes or less if you can. You can expand your conversation later.
Sit with strangers at the lunch table	Once again the objective is for you to meet as many new people as possible, not just sit next to a friend or acquaintance because it’s comfy and familiar. At the table listen to the others and join the conversation, always offering to help others with referrals, introductions, etc. This attitude will work wonders for the same considerations coming back your way as a result.
Follow up with every person you meet	This is the one step most people miss out on or simply don’t think about very much. The old saying is still true ... “if it is to be, it is up to me.” Make it your responsibility to send a quick text or e mail to those you met, acknowledging them and their work. Add that you are willing to support them in your day to day activities.

Remember that networking is all about contact and communication. Waiting for the other person to contact you is not going to get YOU what you want from the activity. You need to be the one who initiates contact and creates communication if you want to be effective with your networking activity.



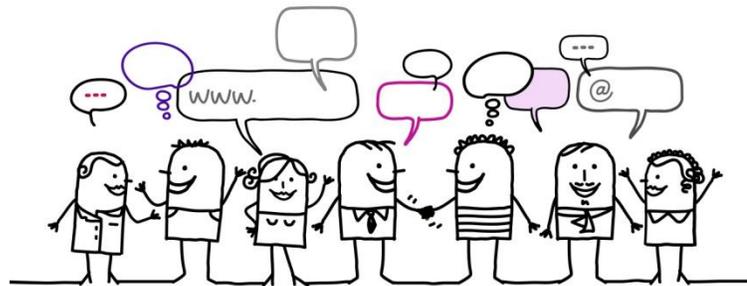
About business cards – To me at least, it is amazing how many businesspeople will pay to show up to a networking event and not have a business card to share with the others. Perhaps what is more amazing is that so many “business cards” are nothing more than little billboards to advertise a business, not share personal and professional contact data with another person. Over the past four years I have accumulated about 4,000 business cards. Fully one quarter of them have a business name, logo, special offer and business address with phone number. There is no name of a person on the card, no title, no cell number, no E mail and no way to text or call him or her at all. Our advice on this topic is that if you wish to pass out little ads or coupons the size

of a card that's fine, but you need a second card that is all about YOU the professional, with ways to contact you so others can support you with personal introductions or invites to other networking events.



Centers of Influence are some of the more important people you can meet. You will want to be genuine and authentic in your desire to become a contributing person in such a network. Just wanting to meet someone for your own sake is not how professional networking takes place. You will set yourself apart from others with a supportive mind set alone. Ask yourself what you can do to help a key person in your group?

Even a really successful person can benefit with your support and willingness to help him or her achieve goals just as important as your own. Again, it all comes down to communications. Just leaving a recorded voice mail or sending a text is what everyone else does and then waits to see what might happen. If you want to be a truly valuable



networker then call, text or E mail that you have someone in mind that might be a good fit for the mission of your center of influence. Always offer to introduce someone to your new acquaintances. Not many people take the time to do this so you'll set yourself apart when you do.



Any conversation about networking would not be complete without mentioning the 500 pound gorilla in the room... social networking. Social media is a whole different world than the face to face networking we're talking about in this document. Still, there's a good bet you're involved in one or more of the familiar icons you see here. In a future edition of MM we will delve into the world of social networking. For now let's say that social

media is a great place to create a backdrop for who you are, what you're all about and why you are doing it. By itself it will not replace the personal, one on one, face to face networking that only a community event can provide. One should not be considered a replacement for the other.

There is one golden rule you do not want to break...

In summary, networking is all about YOU being supportive of others, not the other way around. If you adopt this attitude your rewards are that over time others will also support you. There is one golden rule you do not want to break... always acknowledge any person who has reached out to help you in any way.

Here is a link to additional content on this topic:

<http://www.forbes.com/sites/drewhendricks/2014/08/21/6-ways-to-network-more-effectively/#70be2f1038ea>

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.