



MarketingPartners

Building Professional Practices

Practice Management Strategy creates growth

Strategic Networking builds key relationships

Personal Coaching sharpens skills

CAROL SCHIRO GREENWALD, PH.D.

STRATEGIC NETWORKING TOPICS

FOR

ARTICLES, SPEECHES, RETREATS, WEBINARS, WORKSHOPS

Do you think half your networking efforts are wasted, but you don't know which half?

Do you wish more people in your firm were rainmakers?

Do you think your own skills could use a tune-up?

Strategic networking skills are essential for any professional who wants to build a book of business. Carol believes all professionals can find their own networking comfort level. Carol's approach to teaching strategic networking uses stories, role-play, and examples drawn from her personal experience and research for her book on strategic networking to help her clients find a comfortable approach to networking.

Any of these speech suggestions can be subdivided to focus on any one particular part, such as just elevator speeches or body language; or combined to suit the specific interests of the audience.

In New York State the CLE Rules do not credit pure marketing topics. Any of the topics below can include sufficient ethics to qualify for 1 ethics or 1 skills CLE credit in New York. I am not a lawyer, but I can add lawyers to the presentation to meet the NYS CLE requirement. Many of these lawyers are quoted in my book, *Strategic Networking for Introverts, Extroverts and Everyone In-Between*, (American Bar Association, Law Practice Division, 2019).

OVERVIEWS OF STRATEGIC NETWORKING PRACTICES

- **TOP 10 STRATEGIC NETWORKING BEST PRACTICES**
Networking often gets a bad name because practitioners don't see results commensurate with their efforts. When professionals follow these ten best practices their networking results will improve and, whether they are an introvert, extrovert or in-between, they will enjoy the networking process.
- **SIX SECRETS TO EFFECTIVE, STRATEGIC NETWORKING**
Strategic networking requires a plan, adaptation of networking strategies to further the plan and implementation tactics to round out the process. The six secrets highlight the most important segments of the process.



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- **ETHICAL BEST PRACTICES: ATTORNEY ETHICS VIS-A-VIS THE NETWORKING WORLD**

Attorney networking activities must fit within the parameters of the Rules of Professional Conduct including Rule 7, advertising, and the rules regarding confidentiality. This speech covers the relevant rules and best practices leading to success within these parameters.

CREATING A COMFORTABLE WAY TO NETWORK

- **STRATEGIC NETWORKING BEST PRACTICES: IT'S ABOUT PROCESS NOT PERSONALITY**

Introverts, extroverts and everyone in-between can become effective networkers by creating a research-based plan keyed to personal or firm goals. In this speech you will learn how to focus your networking on your preferred client base and then create a planned networking approach to maximize our comfort level while networking.

- **EFFECTIVE USE OF BODY LANGUAGE & STORIES**

Networking is about attitude not aptitude. It is about learning how to use intangibles like body language effectively in order to be authentic and believable in your networking interactions. In this speech you will learn how to project assurance and interest by managing your body language, reading other people's body language and telling stories that highlight the value of what you do.

- **FOUR BASIC NETWORKING COMMUNICATION TOOLS**

You will learn how to create a set of materials that are relevant to the person or persons you want to connect with. The four key tools are a target persona, a value proposition, an elevator speech and illustrative stories. These four tools successfully showcase your most germane attributes.

NETWORKING STRATEGIES

- **EFFECTIVE NETWORKING AT EVENTS**

Strategic networking is a process that plays out in networking encounters with friends, colleagues, potential clients and potential contacts. In this speech you will learn how to use a three-part strategy -- preparation, activity, follow-up -- to realize your goals through networking.

- **CREATING A VALUABLE NETWORK**

Networking effectiveness mirrors the value of your networks. In this speech you will learn how to create a network of strong and weak links, how to keep it relevant as your interests change and your career matures, and how to use online and in-person initiatives to remain connected.



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- **THE ART OF GIVING AND GETTING REFERRALS**

Many people build their practice around giving and getting referrals. In this speech we will discuss the art and strategy of giving and getting referrals and best practices for the referrers, the referred and the referred-to.

- **STRATEGIC NETWORKING FOR CAREER GROWTH**

Learn to build a contacts database and robust network that will enable you to connect with people who will encourage you in a job search, suggest new fields for you to consider, point out opportunities you might have overlooked, and make introductions to potential employers.

- **IS YOUR NETWORKING STALE?**

A talk about consequences: what happens when your groups feel cozy s you don't feel a need to really prepare before each meeting. When people begin to drop the strategic practices that keep networking activities focused on their end goals groups often seem stale. Energy seems to leave the conversation. We will discuss symptoms of this malaise and personal networking tools you can use to reinvigorate your networking and the relevance of the groups you network in.

EFFECTIVE NETWORKING TECHNIQUES

- **NICHE NETWORKING**

Aimless networking wastes time and money and typically produces nothing of great value. The secret to effective networking is to target a specific, niche market. The narrower the niche the better, because with a narrow niche focus you can learn to really understand your target. This speech covers best practices for selecting a niche market, researching it and becoming an accepted member of that group.

- **GROUP NETWORKING STRATEGIES: SELECTION & PARTICIPATION**

There should be a plan and a strategy that supports professionals' selection of the most appropriate groups to further their networking goals. In this speech we outline eight group categories and discuss how to choose the best ones for you. We also cover best practices for maximizing the effectiveness of your organization memberships.

- **PAIRING ONLINE AND IN-PERSON NETWORKING ACTIVITIES**

Social media and in-person meetings offer many opportunities to move a connection forward from the initial handshake to a trusted relationship. In this speech we will discuss how to implement a strategy that uses social media connections to build your network, enhance your reputation and reinforce in-person initiatives. We will recommend best practices for blending online and in-person networking activities.