



**MarketingPartners**

Building Professional Practices

**CAROL SCHIRO GREENWALD, PH.D.**

## **BESPOKE TRAINING /COACHING PROGRAM OVERVIEW**

### **STRATEGIC NETWORKING FOR INTROVERTS, EXTROVERTS AND EVERYONE IN-BETWEEN**

#### **PURPOSE**

My new book provides the framework for this program. It talks to all 'non- natural' introverted networkers who can become anxious at the thought of working a room, and all 'party, hearty' extroverted networkers who love working the room so much they forget the strategy part.

Effective networking turns strangers into friends. Strategic networking consists of a series of planned interpersonal communication approaches that further the goals established in an individual's or firm's strategic plan. My program focuses on creating a networking strategy that:

- Ties networking activities to goals,
- Enables individuals to tailor the process to suit their own style,
- Explains how to use tangible and intangible tools to get their messages across.

Participants learn how to build a useful contacts list, grow relationships, cultivate referral connections, become a resource for others, obtain business and widen their network of valued friends, loyal clients and considerate colleagues.

#### **WHO WILL BENEFIT?**

Anyone/everyone could benefit from a networking training program either to learn new skills or modernize the ones they learned long ago. My programs are always tailored to the client's situation and the needs of the participants.

Think about offering this opportunity to:

- Solos
- Associates, Managers
- Of Counsel
- Service Partners
- Practice group leaders who want their group's individual business development efforts to be cumulative
- Firm leaders who want to integrate internal and external relationships
- Professionals who want to turn diversity challenges into networking opportunities
- Anyone who wants a refresher.



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#### **MY APPROACH: I SEE TRAINING AND COACHING AS COMPLEMENTARY TECHNIQUES.**

It is my belief that everyone can learn business development basics because the process uses the same skills lawyers employ daily at work: questioning techniques, research, analysis, planned approaches, sequential decision points.

Training is a way to educate groups of people about new skills, new trends, new approaches. It presents practice forums where role-playing engages participants in simulated networking conditions. But training rarely changes individual behavior.

In my experience, the most effective way to learn personal skills such as networking is through one-on-one coaching because it creates a supportive environment where it is safe to be honest. The confidential, private nature of coaching encourages “ah-ha’s” – those moments when someone internalizes new information and sees its personal relevance.

So, my networking program combines the two approaches. I support the learning objectives through training sessions and the adoption of new behaviors through individual coaching sessions.

- Program content is tailored to the objectives of the individual and/or firm.
- The mix of training and individual sessions is customized to the people selected for the class, the subject matter emphasis you want, and the goals of the firm.
- The exact number of training and coaching sessions will vary according to the interests of the individuals and/or their firm.
- Pricing reflects program scope, number of participants and amount of private coaching activity.
  - In addition to my consulting fee, the firm should plan to include in their professional development budget one membership fee for a networking group or professional association for each person in the program.

#### **CONTENT**

- Readings and worksheets from my book, *Strategic Networking for Introverts, Extroverts and Everyone In Between* (American Bar Association, Law Practice Division, 2019).
  - Other readings as appropriate.
- Readings will be supplemented by group exercises, including role play, and class conversations with guest networkers.
- Participants will have between meeting assignments related to their personal networking goals.



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#### **ATTENDEE TAKE-AWAYS**

How to:

- Focus networking strategy on accomplishing specific goals.
- Build a powerful network.
- Identify relevant networking venues.
- Meld online and in-person networking.
- Prepare communication messages.
- Understand the impact of intangible communication signals.
- Use appropriate stories to demonstrate competencies and expertise.
- Increase personal effectiveness.
- Practice the art and science of giving and getting referrals.
- Apply metrics and assessments.

#### **MY TAKE ON NETWORKING**

This program is the cumulation of what I have learned personally and what I have taught for over twenty-five years. It focuses on strategic networking. Adding the adjective 'strategic' to networking refers to intention – the networkers' intentions to create a personally comfortable, targeted, effective networking plan. Strategic networking keeps extroverts focused; helps introverts feel safe, and encourages everyone to make efficient, effective use of their networking time.

I believe that networking is more about focus and attitude than activity and aptitude. Relationships grow, as over time, people find points of connection upon which to build a foundation of trust. The skills and personal attributes that make a good networker are similar to the skills required to be a successful professional, a good parent, a loyal colleague, and a valued friend. In all of these relationships, success requires:

- Research skills,
- The ability to construct pragmatic strategies to attain realistic goals,
- A psychological approach to dialogue – paying attention to what is said, how it is said and what is important but left unsaid,
- Empathy – interest in and validation of others' concerns,
- Active listening skills, relevant questions and authentic responses,
- Courtesy and good manners,
- Patience and a generosity of spirit.

Based on my experience, I believe that anyone can learn to network successfully.