



BUILDING YOUR STRATEGIC NETWORK

Develop strong relationships to advance your agenda and goals

Every organization has an informal structure of key people who are the “go to” team members who know how to get things done. Strategic networking provides a way to navigate this informal organization to build the key relationships that will help them achieve their goals. Strategic networkers target whom they want to talk to, why, and what they want as the outcome of each conversation. They engage in meaningful and successful conversations with a view toward building strong relationships based on mutual trust and respect.

In this Sprint, participants create a networking strategy using a Stepping-Stone approach to map out introductions and conversations that will begin to shape their strategic networks. They will evaluate their current networking styles and take steps to develop relationships that support their initiatives and career aspirations. They'll learn how to leverage four types of networkers: boundary spanners, connectors, peripheral players, and sub groups in order to make connections up-and-down, across and beyond the organization. Participants practice communication methods that foster trust and learn to avoid barriers that hinder relationships.

People who master strategic networking find that they are more credible, more effective at moving projects forward and more likely to be promoted faster.

This learning sprint combines a research-based framework, strategies and tools for communicating with diverse groups, and a proven work plan for moving an idea from concept to implementation.

OUTCOMES

- Evaluate and understand how decisions get made in your organization
- Discover your current networking style and ability
- Gain ability to identify who to speak with first in order to get introduced to a new situation, process or group
- Understand why it's critical to communicate your "why"

YOU WILL

- Craft and improve a strategy for engaging in meaningful and successful strategic networking conversations
- Use the Stepping Stone method to map out important relationships across the companies informal organization
- Practice strategic networking conversations
- Overcome belief biases and the illusion of insight to improve your ability to connect with others

ABOUT THE EXPERT



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SPRINT OUTLINE

WEEK 1		WEEK 2		
DAY 1 WELCOME TO STRATEGIC NETWORKING	DAY 2 NETWORKING GOALS	DAY 3 REFLECTIVE PRACTICE #1	DAY 4 GENERATING MOMENTUM	DAY 5 INTERACTIVE CAPSTONE
<ul style="list-style-type: none"> • Meet Your Faculty • Your Goal for Strategic Networking • What Kind of Networker Are You • Your Networking Partner 	<ul style="list-style-type: none"> • The Stepping Stone Strategy • Thinking Strategically About Conversations • Building Your Networking Strategy • Stepping Stone Conversation 	<ul style="list-style-type: none"> • How the Best Get Better • Your Stepping Stone Conversation • How Did It Go? • Update Your Networking Strategy 	<ul style="list-style-type: none"> • Generating Momentum for Your Idea • Spotlight on the "Why" • Update Your Networking Strategy • Connecting to Your Listener 	<ul style="list-style-type: none"> • Video Response & Discussion • Opportunity for cohort and expert to exchange ideas about content application and possible next steps
DAY 1 CREDIBILITY, TRUST, & AUTHENTICITY	DAY 2 REFLECTIVE PRACTICE #2	DAY 3 BECOMING A WORLD-CLASS NETWORKER	DAY 4 REFLECTIVE PRACTICE #3	DAY 5 INTERACTIVE CAPSTONE
<ul style="list-style-type: none"> • Being a "Credible Chameleon" • Securing Commitment • Being an Authentic Networker • Your Credible Conversation 	<ul style="list-style-type: none"> • Networking Partner Activity • Discussion on Credible Conversation - How Did it Go? • Update Your Strategy 	<ul style="list-style-type: none"> • Reviewing the 4 Persuasion Styles • 10 Questions for World Class Networkers • Strategic Networking Toolkit 	<ul style="list-style-type: none"> • Networking Partner Activity: Your Polished Conversation • Remember STAR for Making Style Adjustments 	<ul style="list-style-type: none"> • Live Event with expert and cohort participants • Takeaways & Next Steps