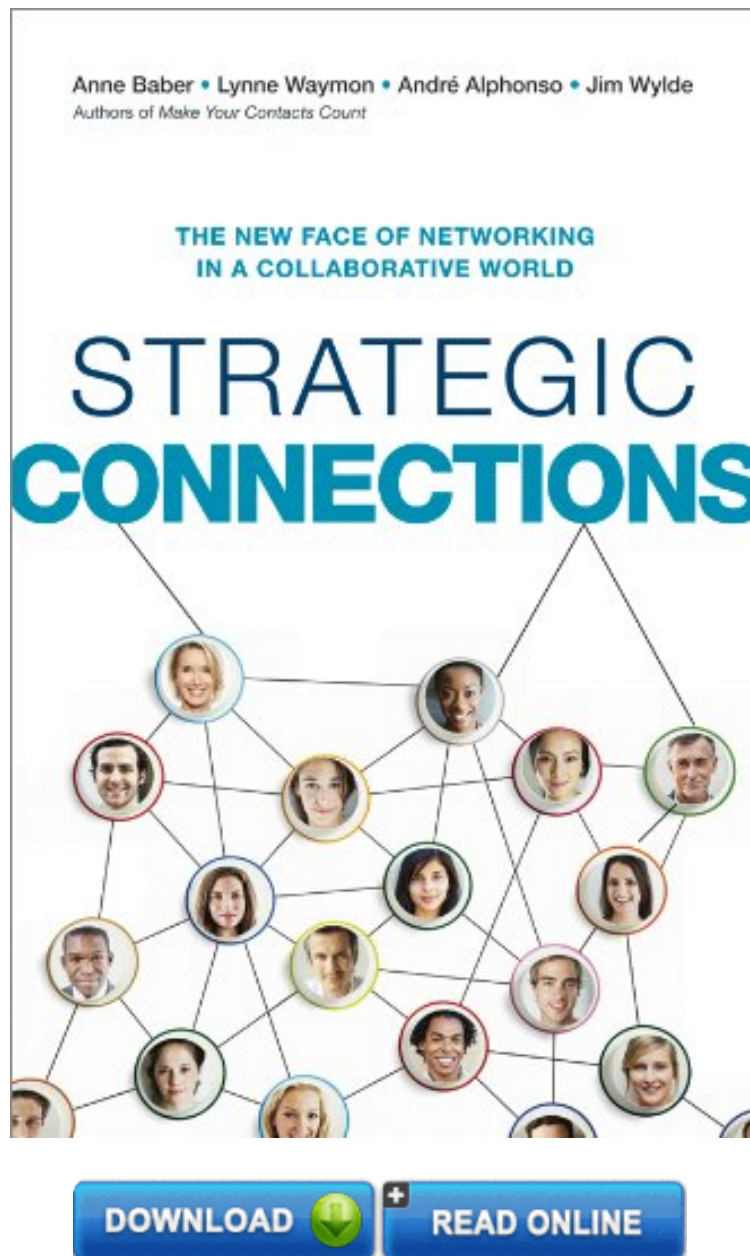


Strategic Connections: The New Face of Networking in a Collaborative World

Anne Baber, Lynne Waymon, Andreacute; Alphonso, Jim Wylde
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Anne Baber, Lynne Waymon, Andreacute; Alphonso, Jim Wylde : Strategic Connections: The New Face of Networking in a Collaborative World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Connections: The New Face of Networking in a Collaborative World:

1 of 1 people found the following review helpful. Both strategic and tacticalBy Jocelyn R. DavisA very thorough and practical guide to networking, relationship building, and collaboration. I especially like how the authors base their advice on a strategic foundation -- i.e., you have to begin with WHY (your purpose) and build your relationships and

your networking identity from there. But they also provide plenty of specific tips, from remembering names to joining a group comfortably to exiting a conversation gracefully. Overall, a great balance of strategic and tactical, and well worth reading. 0 of 0 people found the following review helpful. Gotta read this By NSquaredGreat book with awesome insights to mutually valuable relationship development 0 of 1 people found the following review helpful. As advertised. By James A. Cermenaro As advertised.

Today's organizations are collaborative. With old command-and-control methods replaced by openness and transparency, networking has become an essential professional skill—expected of everyone, at every level. Unveiling eight indispensable competencies for the new Network-Oriented Workforce, *Strategic Connections* provides practical advice for building better, more productive business relationships. Readers will discover how to: Commit to a positive, proactive networking mindset; Align networking activities with individual and organizational objectives; Leverage their contacts by organizing them into strategic groups; Earn trust—a prerequisite for collaboration; Boost their social acumen and increase their likeability; Master conversational skills and deepen interactions; Employ storytelling to make communications memorable; Use networking to deliver value to the company. Thanks to technology, new contacts are only a click away. But the level of connection and collaboration required for real success demands advanced face-to-face relationship-building skills. This book gives you the tools you need to meet goals, execute strategies, foster innovation, and make yourself invaluable to your organization.

“For virtually all professionals, networking is fast becoming a fundamental competency. This is an exceptionally useful and practical guide based on research and experience.” —Joyce Lain Kennedy, syndicated columnist
“We found the idea that you can have not just one, but four networks to be a fascinating and useful refinement of the whole concept.” —Accounting Today
“...gives you the tools you need to meet goals, execute strategies, foster innovation, and make yourself invaluable to your company” strongly recommended.
—The Midwest Book
“...provides practical advice for building better, more productive business relationships.” —New Equipment Digest
“...highly recommend it to all those who aspire to achieve their professional goals and who want to support the mission of their organizations.” —Strategic Finance
From the Inside Flap: Are you optimizing all of your contacts, connections, and relationships? Are your networks simultaneously powering your business's bottom line and your own career trajectory? All this is possible in a “Network-Oriented Workplace,” where connections and collaboration go hand in hand with your company's growth—and your success. *Strategic Connections* dispels the mistaken notion that networking involves “taking advantage” of others. The authors have spent nearly 25 years training professionals and organizations in the art of face-to-face networking, which is the heart of all real collaboration. In this book, you'll discover how to gain a deeper understanding of the knowledge and influence of each person you interact with—and create authentic and productive professional relationships. You'll learn eight must-have skills for developing strategic connections, the foundations on which these powerful interactions are built. *Strategic Connections* will show you how to: * Expand and strengthen your authentic networker identity. * Make even random conversations count, be purposefully selective in the networking groups you join, and create a strategic road map for networking success. * Envision and create your ideal network. Learn how to construct the four “Nets” that will organize and optimize your current connections while you add new ones. * Develop trusting relationships. Learn how to prove your trustworthiness, and how to determine which “stage of trust” you've reached with any contact. * Increase your social acumen—with tried-and-true methods for remembering names, avoiding awkward moments, boosting your likeability, and more. * Deepen interactions. Discover how to listen for the right things, use questions to move a relationship forward, position yourself as a “go-to” person, and use a variety of techniques for following up to make relationships even more valuable. * Communicate expertise. Use storytelling to answer the all-important “what do you do” question in a way that makes you more visible and memorable. * Create new value. Learn how to apply the tools of networking to make yourself indispensable to your organization and advance your career. And, for anyone managing a team, *Strategic Connections* concludes with a practical overview of how to continue developing and supporting a Network-Oriented Workplace as it grows. This book is packed with examples, sidebars, suggested readings and a host of other powerful tools that will help you propel your career onward and upward—while you transform your organization for the better as well! The authors are collaborators at *Contacts Count LLC*, an international training and consulting firm, founded by Anne Baber and Lynne Waymon in 1990, that specializes in business networking. Baber and Waymon are the coauthors of *Make Your Contacts Count*. Andrew Alphonso manages *Contacts Count's* business in Australia, India, and Asia. He has more than 30 years of business and consulting experience, and specializes in training and organizational development. Jim Wylde is an organizational development specialist, a leadership coach, an experienced facilitator, and a Certified *Contacts Count* Trainer, working with both U.S. and international audiences. From the Back Cover: New contacts may be just a click away—but the level of connection and collaboration you need for real success at work demands advanced face-to-face relationship-building skills. *Strategic Connections* gives you the tools to become a confident

expert who can turn "small talk" into big career rewards. Unveiling eight indispensable skills for succeeding in the new "Network-Oriented Workplace," *Strategic Connections* gives you practical advice for building stronger, more productive business relationships. You'll discover how to: Make networking less stressful * Earn anyone's trust--a prerequisite for collaboration * Increase your likeability and boost your social acumen to feel more comfortable, confident, and capable in any networking situation * Master conversational skills and maximize the value of every interaction * Employ storytelling to showcase your expertise--without bragging * Use networking to deliver career-advancing value to your organization

Advance Praise for *Strategic Connections*: "Strategic Connections is full of tools and techniques to make networks work for you." -- Adam Grant, Wharton Professor; and bestselling author of *Give and Take: Why Helping Others Drives Our Success* "The single most important skill in business is the ability to build a powerful network. *Strategic Connections* helps you navigate that chasm between being too pushy or too passive, and offers a smart guide on how to win by simply being more proactive, strategic, and likeable."-- Rohit Bhargava, author of *Likeonomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action*; and Founder, Influential Marketing Group "Advice backed by research and experience. Build a networking identity that is unique and comfortable for you, without putting on a false front. Where so many business books are inspirational, this one is firmly grounded in tools and strategies." -- Pamela Bradley, HR Manager--Learning Development, Keiter CPAs

"*Strategic Connections* is a timely and thoughtful resource on networking in today's workplace. Though social media and online communication have taken center stage recently, there's still no substitute for face to face. Relevant, time-tested guidance on building meaningful, productive business relationships." -- Vickie J. Gray, Chief Marketing Officer, Ober|Kaler, Attorneys at Law "A richly rewarding book that will energize even the most seasoned networking pro!"-- Achim Nowak, author of *Infectious: How to Connect Deeply and Unleash the Energetic Leader Within*