

Networking in Today's Digital Society



Dr Dion Klein
The WISE Academy Pty Ltd

Housekeeping

- Evaluating this session
- Ask questions
- Door prizes
- Connect with me
 - Twitter: @drdion62
 - LinkedIn: au.linkedin.com/in/drdion/
 - YouTube: www.youtube.com/drdion

Welcome

Who You Are
Where are you 'at'?

Who I Am

Today's Session covers ...

- Principles of Networking
- Creating Your Brand
- Developing Your Online Pitch and Presence
- Digital Networking
 - LinkedIn
 - Facebook
 - Meetup.com

Principles of Networking



**“Knowledgeable people
know facts.
Successful and
prosperous people
know people.”**

John Demartini

What is Networking?

- Cultivating mutually beneficial **give** and take 'win-win' **relationships**. (Bob Burg)
- Can create an endless referral system for your career, your business and life success



Three P's of Networking

Power
People
Promotion

Before You Network Why are you networking?

What are your **WANTS** ~ What are your **NEEDS**?

- Employment
- Career path
- Money
- Advisors
- Products
- 'Partners'
- Mentors
- What else?

It's not just about

WHO YOU KNOW but

WHO KNOWS YOU.


Do people **KNOW** you?

Do people **LIKE** you?


Do people **TRUST** you?

Foundation Principles of Networking

It's just not about what you know,
It's about **WHO YOU KNOW**
and **WHO KNOWS YOU**
and what **YOU** can do
to help **THEM** or **THEIR NETWORK**
providing that first person
KNOWS you, **LIKES** you and **TRUSTS** you.



Creating Your Personal Brand



Your BRAND

Resource: Spillane (2000). [Branding Yourself](#).

- USP and PBI (Personal Brand Identity)
- Your Look
- Your 'Energy'
- Your Sound
- Your Behavior
- Your Assets: skills, experience, passions
- Your Brand Statement

Your BRAND Statement

Resource: Spillane (2000). [Branding Yourself](#).

Change Management Consultant:
Claire is a confident health-care professional looking for the right opportunity to manage change. Her proven success in implementing a variety of technical and operational initiatives for respected healthcare providers verifies that she is resourceful to senior management and motivational to staff.

Developing Your Online Pitch

Pictures Say 1000 Words ...



Video 'Connects'

Criteria for a Powerful Self-Introduction

- Clear
- Concise
- Distinctive
- Relatable
- Engaging

Some powerful characteristics to leverage your brand

Resource: Young, Trevor (2013). [microDOMINATION](#).

- The power of **AUTHENTICITY**
- The power of **SOCIAL PARTICIPATION**
- The power of **RELENTLESS GIVING**
- The power of **BUILDING A COMMUNITY**
- The power of **PRESSING THE FLESH**

Digital Networking and Promotion



You are only a few contacts away from a great opportunity.

Dean Lindsay

The Universal Network

One person can lead you to your dream; you just don't know who that person may be ...

Underestimate NO ONE !

BE GLOBAL

Six Degrees of Separation

- You are 6 people away from your goal.
- Theory: we are all connected by 6 or fewer stages of circumstance or acquaintance

With the Internet, it is LESS...



List of social networking websites

This is a list of major active social networking websites and includes dating websites (see Comparison of dating websites). For related social networking websites, see List of inactive social networking websites.

The list is not exhaustive and is subject to update, additions and/or deletions.

Site	Description	Site founded	Platform used	Registration	Users
All Top 50	Security and adware	January 2002	ASP.NET	Yes	225M
ask.fm	Social networking site for question and answers	December 2010	PHP	Yes	1.1B
Bebo	Social networking and microblogging	1999	PHP	Yes	25.5M
BlackPlanet	BlackPlanet	2000	Java	Yes	10.3M
Friendster	Social networking site	1997	Java	Yes	10.1M

- http://en.wikipedia.org/wiki/List_of_social_networking_websites

Top 15 Most Popular Social Networking Sites | April 2013

Here are the 15 Most Popular Social Networking Sites as derived from our eBizMBA Rank which is a constantly updated average of each website's Alexa Global Traffic Rank, and U.S. Traffic Rank from both Complete and Quantcast. "N/A" Denotes an estimate for sites with limited Complete or Quantcast data. If you have a website that should be included in this list based on its traffic, **Please Let Us Know**.


Compare the Top 10 Dating Sites 2013
Try the Best Dating Service Free!
Top10BestDatingSites.com

- Facebook
#1 - eBizMBA Rank | 758,000,000 - Estimated Unique Monthly Visitors | #1 - Complete Rank | #1 - Quantcast Rank | #2 - Alexa Rank
Most Popular Social Networking Websites | Updated 4/15/2013 | eBizMBA
- Twitter
#2 - eBizMBA Rank | 256,888,888 - Estimated Unique Monthly Visitors | #4 - Complete Rank | #5 - Quantcast Rank | #9 - Alexa Rank
Most Popular Social Networking Websites | Updated 4/15/2013 | eBizMBA
- LinkedIn
#3 - eBizMBA Rank | 195,888,888 - Estimated Unique Monthly Visitors | #4 - Complete Rank | #23 - Quantcast Rank | #14 - Alexa Rank
Most Popular Social Networking Websites | Updated 4/15/2013 | eBizMBA

- <http://www.ebizmba.com/articles/social-networking-websites>

If you want something from a connection, first determine what you can do for them

put your self in their shoes
You need to **LISTEN !!!**



Do people KNOW you?

Do people LIKE you?

Do people TRUST you?

Where to Search and Network
Consider 'NICHE' Networking

- Key professional and industry associations (AAHPERD)
- Local Chambers of Commerce
- Alumni (from your program)
- Relevant trade magazines / journals
- Not-for-profit / community organisations
- Trade shows and industry conferences
- Business, Social and Cultural events pages
- Online communities
- Social media ... AND MORE ...

HOW BIG IS YOUR NETWORK???

HOW BIG IS THEIR NETWORK???

Demonstration

**How to Edit Your
Skills and Expertise on**



For demonstration go to

<http://www.youtube.com/drdion>

How to Join a Group on



For demonstration go to

<http://www.youtube.com/drdion>

How to Start a Discussion on



For demonstration go to

<http://www.youtube.com/drdion>

**How to Find Someone
and Connect on**



For demonstration go to

<http://www.youtube.com/drdion>

How to Search for Jobs on



For demonstration go to

<http://www.youtube.com/drdion>

More Ways to Promote Yourself

- Signature Tags (email)
- LinkedIn page
- Facebook 'Blogging'
- Your Website(s)
- Discussion Boards / List Serves / Forums
- Specific Networking Communities
- Many others and continually growing ...

'Dr Dion's' Digital Dozen for Networking

1. Invest in your professional profile
2. Use LinkedIn as your interactive resume
3. Be aware of what and how you communicate
4. Use but don't abuse your network
5. Use niche networking
6. Network outside your industry

'Dr Dion's' Digital Dozen for Networking

7. Network for others
8. Look for 'quality' additions
9. Network with those you know, like and trust
10. Networking internationally
11. Use netiquette (socially and culturally)
12. Personal 'touch' is still important ...

**Remember these
magic words...**

PLEASE

THANK YOU

Any Questions?



This concludes this presentation.

To see the LinkedIn demonstrations online,
please go to <http://www.youtube.com/drdion>

Dr Dion is available for keynotes and guest
presentations. He can be contacted via LinkedIn
at <http://www.linkedin.com/in/drdion>
or through his website www.drdion.com.