



Networking Naturally In-Person Workshop

Too many “networking events” expect attendees to fend for themselves on how to break the ice or make a lasting impression, creating anxiety and stress. Attendees may leave with a handful of business cards but without any real sense of what they accomplished. This can be frustrating as well as discouraging, resulting in resistance to attending future networking events.

How can you create a well-attended event that not only takes the stress out of networking, but makes it fun and productive, with recognized value to your alumni and students?

The **Networking Naturally In-Person Workshop** is part of a series of programs to help business professionals create and nurture mutually beneficial relationships. In this interactive event, attendees will be guided through a set of exercises to help them understand the principles of great networking, and in the process, make at least three meaningful connections to other attendees.

Feedback from hundreds of workshop participants include the following:

96% said they would recommend this workshop to a friend.

86% agreed that their knowledge of and confidence in networking had increased.

83% agreed that the content of the workshop would help them in their career.

60% felt that their opinion of networking had changed (positively!) due to the workshop.

A few quotes from attendees:

“This workshop allowed me to recognize the value in just being human when meeting new people.”

“I strongly disagreed with the statement that this workshop met my expectations. I answered that way because I had very low expectations, but Carol’s presentation and training far exceeded what I had expected. It made for a far more pleasant and positive experience, especially in working with other attendees at my table.”

“This workshop helped me recognize basic principles that I had experienced in networking or watching others do it, but had never been able to articulate.”

Who Will Benefit

Individuals who want to get better at networking to achieve their goals, including:

- New graduates or soon to be graduates
- Laid-off professionals
- Experienced managers
- Entrepreneurs
- Career changers
- Professional service providers, responsible for business development

What Participants Will Learn

1. Underlying principles of networking used by all successful networkers
2. How to create a meaningful conversation with a stranger
3. The role of listening while networking
4. How social media (e.g., LinkedIn) can be used to enhance current networking efforts

Program Features

High energy, in-person event. This interactive workshop includes 2.5 hours of education, small group breakouts, large group debriefing and Q+A with an experienced facilitator and expert on networking. The program is designed to harness the curiosity and energy of the participants in the room.

Broad appeal. Gen Y, Gen X, Baby Boomers and beyond all enjoy this workshop. New grads learning the basics of networking, savvy mid-career professionals, and seasoned retirees all have given this workshop high marks.

Experiential learning. Attendees will practice networking skills and get feedback during the workshop. They'll learn the Principles of Networking Naturally, first by moving into action and then, by reflecting on their results.

Meaningful participant connections. Participants will have conversations with three attendees, at a deeper level that engages and piques further interest, on both sides. These conversations lead to meaningful connections and good will towards others. Participants walk away with an appreciation for the value of being part of a larger network.

Tools to anchor and deepen the learning. We provide handouts covering networking principles, articles, and a list of resources for additional learning.