Networking as a Strategic Project Management Resource

Created for a special group at PMI CV 20th Anniversary Symposium (April 7, 2017)
Business is about results.
Results arise from opportunities.
Opportunity arises from relationships.

In Search of Leadership
Phil Harkins & Phil Sweet
Never forget that teamwork is really just a series of great relationships.

Molly Harvey
The intentional process of creating & developing relationships from initial contact to ultimate outcome.
Networking Components

Process

Preparation

Persistence
MANAGING THE SOCIAL PROCESS

INITIAL CONTACT

NEXT 25 SECONDS

NEXT 2 MINUTES

LAST 5 SECONDS

NEXT 24 HOURS TO 7 DAYS

FINAL OUTCOME
Networking Phases

Initial contact: T.E.S.T

T – Taking Charge
E - Enthusiasm
S - Smile
T – Total Focus
Networking Phases

The next 25 seconds: S.A.F.E

S – Situation

A - Activities

F - Family

E – Current Events
Networking
Conversation Strategies

Be sincerely curious

The rule of 3 questions

Be an action listener

Supply feedback

Offer help
Target Market

Benefit

Result
Networking Phases

The last 5 seconds: A.C.T

A – Accept Responsibility
C – Create an Opportunity
T – Thank the Other Person
Relationship-Transition Strategies

Start with the end in mind

Confirm value

Define parameters

Clarify reason
MANAGING THE SOCIAL PROCESS

- Initial Contact
- Next 25 Seconds
- Next 2 Minutes
- Last 5 Seconds
- Next 24 Hours to 7 Days
- Final Outcome
Next 24 Hours to 7 Days

Pro-active

Persistent

Patient
Building Better Relationships

Contact drives…
the speed at which a relationship develops.

**Communication** determines..
the quality of a relationship.

**Contribution** dictates…
The depth of a relationship.
Networking Payoff Areas

Direct Results

Indirect Results

Opportunities

Resources

Relationships
Every person you meet has the potential to help you, to the extent she/he is willing and able.

Your mission is to stimulate their willingness as you discover their ability, relative to your situation.

Michael Hughes