

Networking



WHAT is Networking?

Networking is all about PEOPLE! It's building relationships and finding connections. We are constantly developing relationships with our teams/recruits/staff but what are you doing to develop your professional network?

WHO? There are five key groups of your "WHO".

Where you work

AD/SWA/Men's Staff/Coaches in your conference/Administration

Inner Circle – Your circle of trust

Head Coaches/Asst coaches (peers)/Mentors/Spouse/Friends/Teammates

Friends of Friends

People connected with your "inner circle"

HS/AAU/College

Go to practices/games/phone calls

External

Vendors, reps – pretty much everyone else!!

References:

The Power of Who by Bob Beaudine

Never eat alone by Keith Ferrazzi

The Little Black Book of Connections by Jeffrey Gitomer



HOW? To Build and grow your network.

1st – Write down your career goals.

These goals will help you develop WHO you want to connect with

2nd – Make a list:

- 100/40 Strategy from the book “The Power of Who” by Bob Beaudine
- Take your top 100 and CULTIVATE it
- Make sure you know personal things, like birthday, hobbies, kids, pets, etc.
- Be a GIVING person. How can you help them? **ADD VALUE**
- ASK for help and be specific. People want to help others.

3rd – Get involved!

- Organizations, clinics, seminars **Join-Contribute-Lead**
- Attend sales and leadership trainings

The “NOW”

Intro/ being remembered. You must have a 30 second branding commercial

- What is unique about you that will make people remember you?
- Make the conversation about them; we all “love me some me.”
- Ask questions? How do you defend IB plays?
- What would you say if you only had 1 minute to make an impression?
- People have to remember you to pass on your name.

THE AFTER FOLLOW UP!!! Develop a system that works for you.

- Note / Email Birthday cards
- Interesting articles
- Steeler’s Fan/ Has pets



Action Plan



Lucky 7.....

- 1) Create your list of 100.
- 2) Include at least 3 new people you want to reach out to.
- 3) Make Networking a PRIORITY; build it into your calendar.
- 4) Send 3 emails or handwritten notes a week.
- 5) Go to lunch with someone new this month.
- 6) Meet a friend of a friend and start cultivating the relationship.
- 7) You may not know it now but the person you meet may be the one who helps you land your dream job in 10 years.

Thoughts?

- What do you need as a coach?
- What are your concerns?
 - Marketing
- Other Topics
 - Team Discipline
 - Selecting team captains
 - Goal Setting
 - Social Media



Thank You!!

