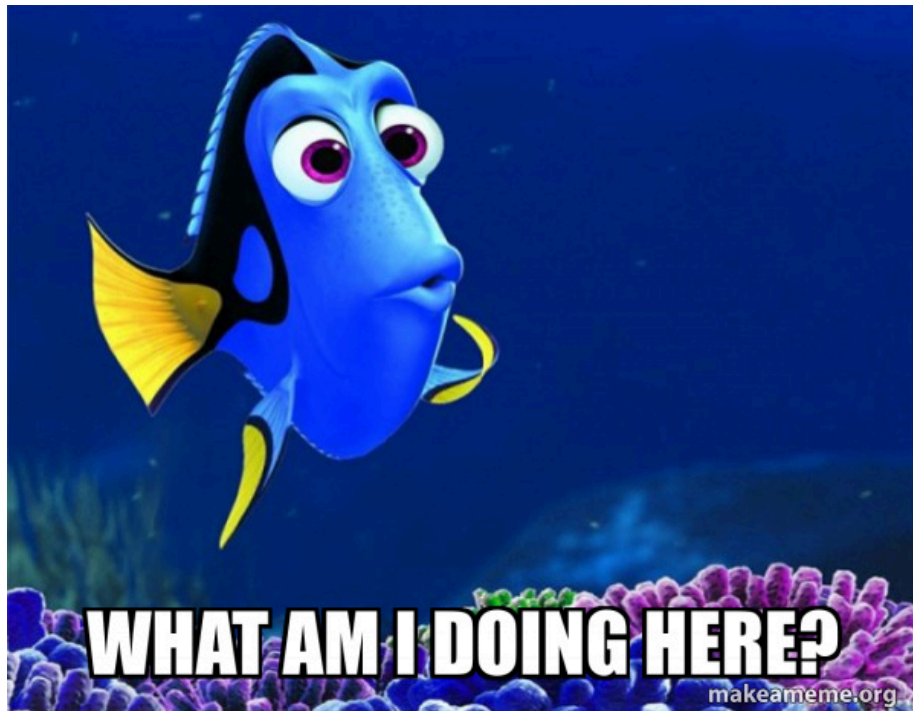


What's Your Mindset Newsletter

from **Helena Radeson - Your Partner to GET YOU WHERE YOU WANT!**



Who do I talk to, where do I stand,  
what do I say - What am I doing  
here???

Or: How to break networking down and  
make it your ally.

Most people I meet, whether friends and colleagues, mentoring groups or clients and no matter the position, role or industry, have a relationship to networking. They love it or they

hate it ,or they do it by default. In either case, there is one common denominator: They all know they need to do it. Networking skills are part of the game.

*“They all know they need to do it. Networking skills are part of the game.”*

So how can we look at networking to make it work in a smart way, regardless of how we feel about it? How can we make sure we use networking to our own best advantage?

One of my favorite and most successful ways of approaching a complex topic (complex in this case = something that mixes logical and emotional arguments) is to break it down with the What - Why - How – approach. Let’s use it here to separate networking into digestible pieces. The purpose is to let us approach networking a bit more scientifically. The beauty of it is that it gives ourselves the chance to step out of our egos and fears and look at the process with perspective. And perspective is the doorway to a new mindset.

*“How can we make sure we use networking to our own best advantage?”*

## **WHAT is networking?**

The definition of networking is that it’s ‘the process of making connections and building relationships’. It’s ‘a skill that comprises personal communication, relationship management and professionalism, as a means of building connections with others to help your career develop’.

Note that networking is a verb, it’s something you do, but it’s also a noun, a skill, in other words something you can learn and practice.

*“The definition of networking is that it’s  
‘the process of making connections and building relationships’”*

## **WHY do we need to network?**

Let’s circle back to the definition and polish it a bit: ‘a means of building connections with others to help [...us...] develop’. Networking happens everywhere people meet, in our neighborhood, amongst school parents, at sports, in the store, at the work place. We network to build connections with others that might help us get what we need. Or what they need. And that may lead to what we need.

*"a means of building connections with others to help [...us...] develop"*

## **HOW do we network?**

3 building stones of networking:

1. Know why you're there - What's your objective, what are you looking for?

Make it simple and smart (press here for a [check list for smart goals](#) so it's easy to evaluate and celebrate.

2. Know who you are - What person or who do you want the people you meet to remember?

Again, make it simple, set three adjectives for the persona you want to convey and have everything align around that, from your styling, to how you talk to, to which questions you ask, act as that persona.

3. Know your pain points - What part of the networking process do you feel a bit nervous about, or where do you tend to get stuck?

Think of networking as a journey in time, from finding the actual opportunity, to getting prepared, to entering the room, to presenting yourself, to navigating the room, to ending the conversation, to following up. Pinpoint where you stumble and work on that part specifically.

*"3 building stones of networking"*

What are your thoughts around networking now?

Do you know your Why, where you want to get to?

Have you dived into your How and set your goal, your persona and figured out your pain points?

Getting real about networking can be a game changer, no matter if you think you love it or hate it. Looking at the process with clarity can be the difference to getting where you want to

go.

*"Getting real about networking can be a game changer,  
no matter if you think you love it or hate it!"*

Need some push to look into it? This is where external help is very powerful to make sure you dive deep enough and to keep you accountable.

Let me know if I can be that enabler for you.

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