

ILTALEHTI



Net**WORK**ing with Purpose

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Who are you?
What do you do?
Should I care?



Know

Do I like you?
Can I relate to you?



Like

Are you an expert?
Can you help me?
Have others had
success?



Trust

your

presence

Who are you?
What do you do?
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Trust

**positive
first
impression**

Who are you?
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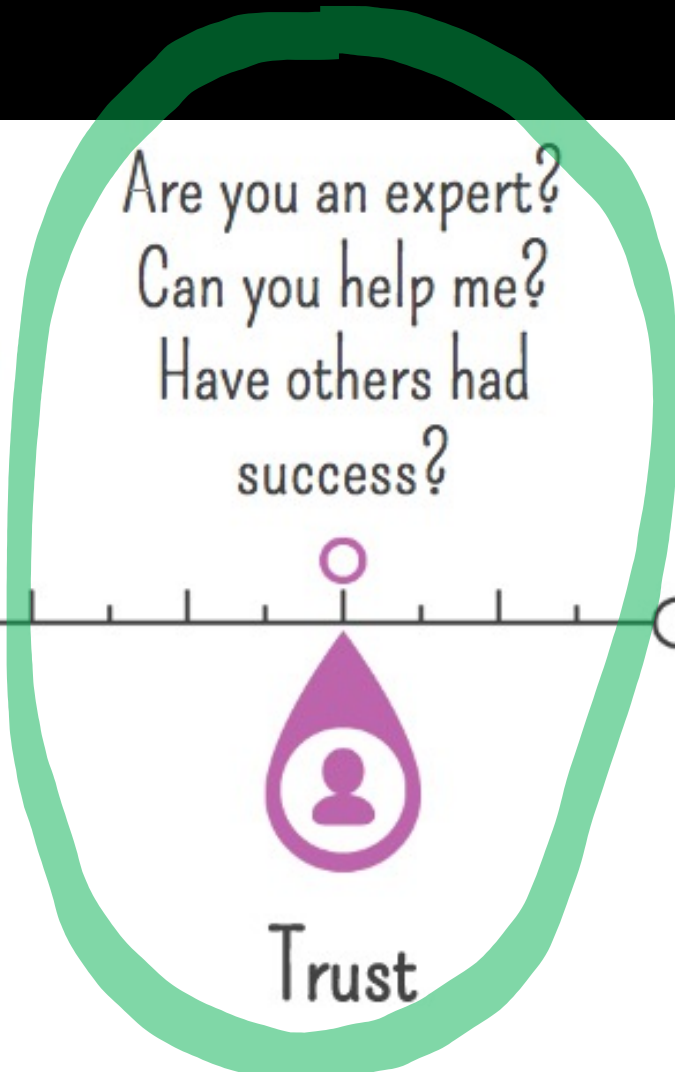


Like

Are you an expert?
Can you help me?
Have others had
success?



Trust



doing
something
together



why
should I
attend?

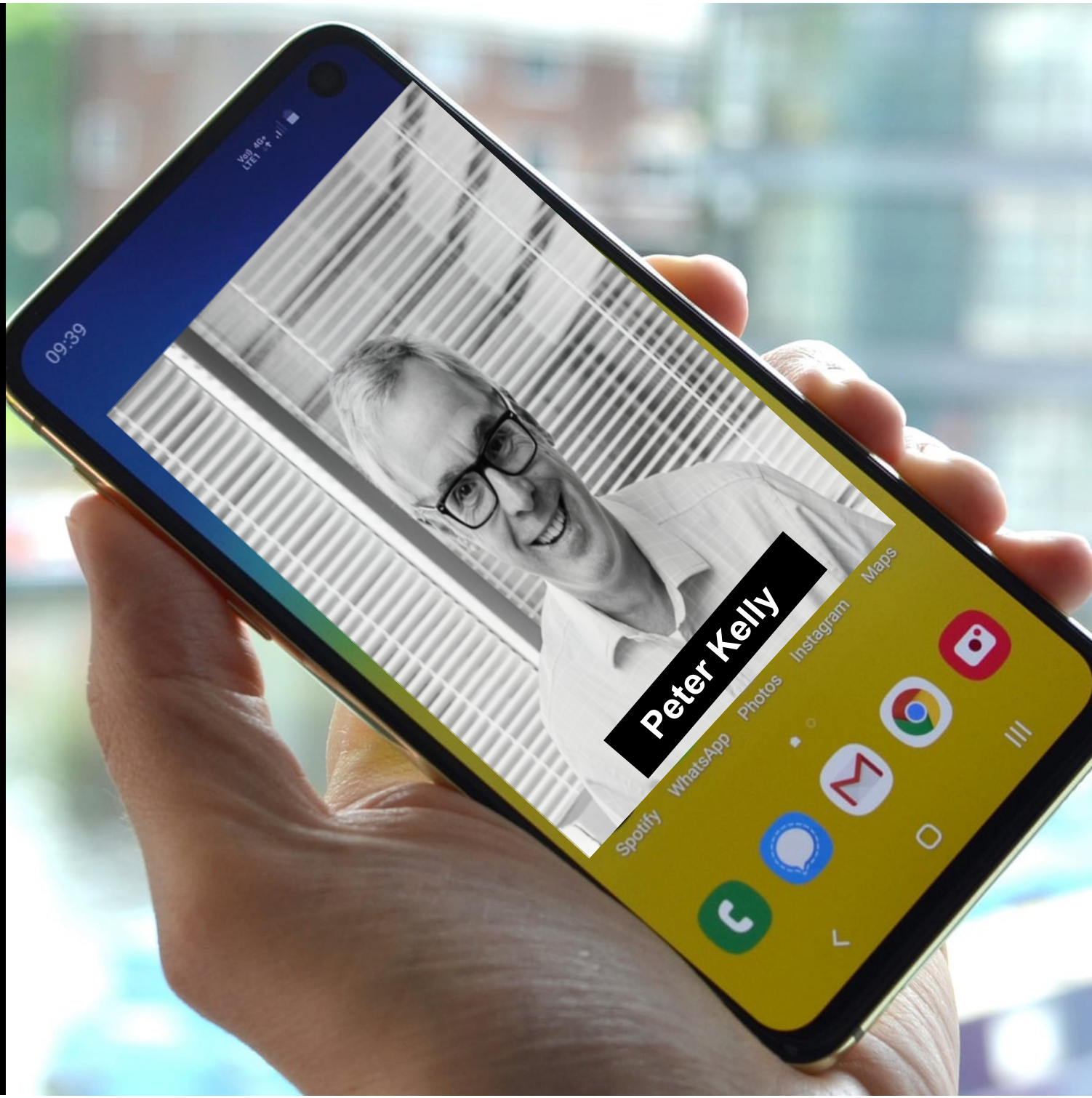
**who is
attending?**



I know that
you are
seriously into
wine

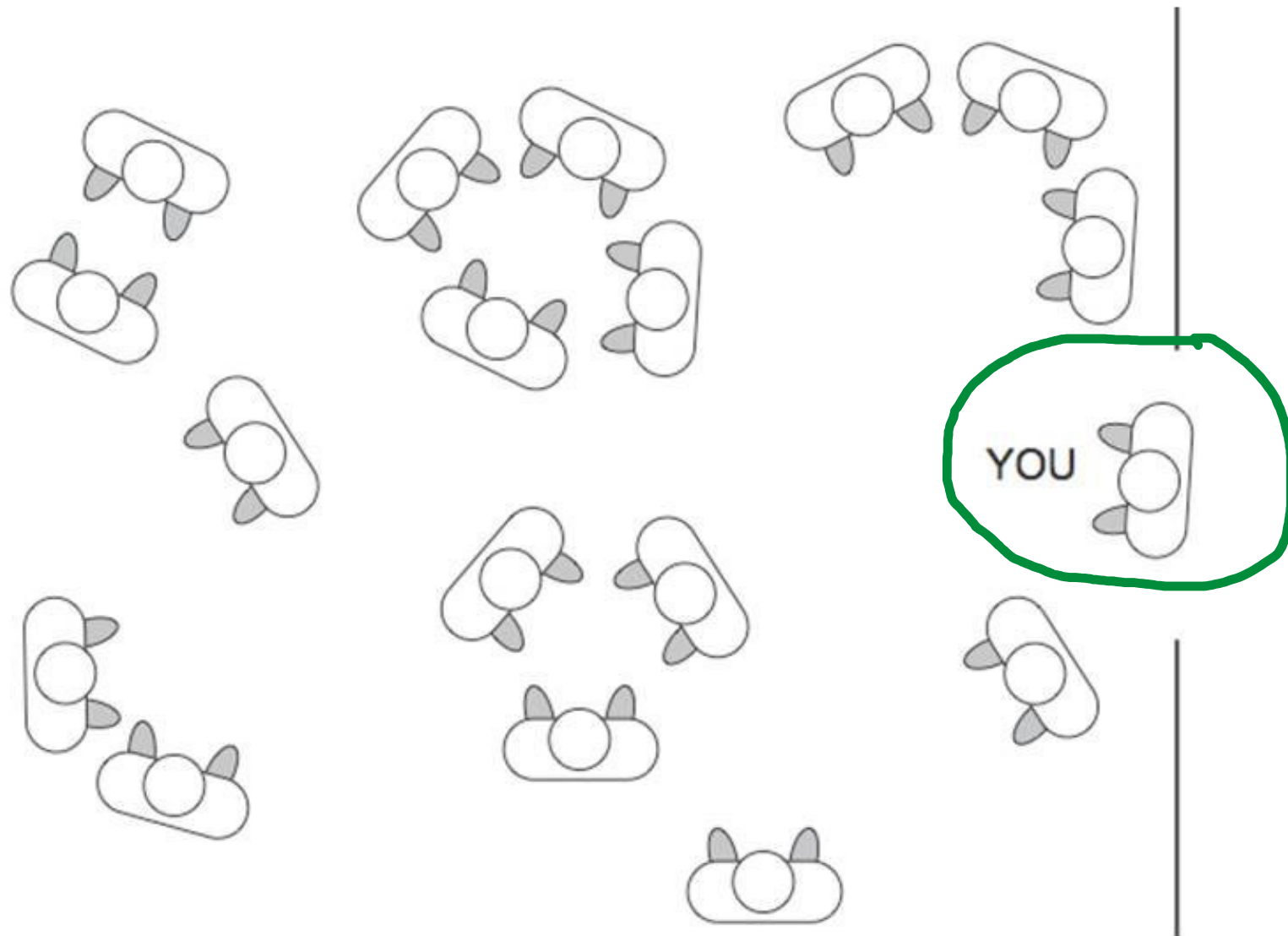
I know that
your wife's
name is Tiina

I looked you
up on
LinkedIn and
Google



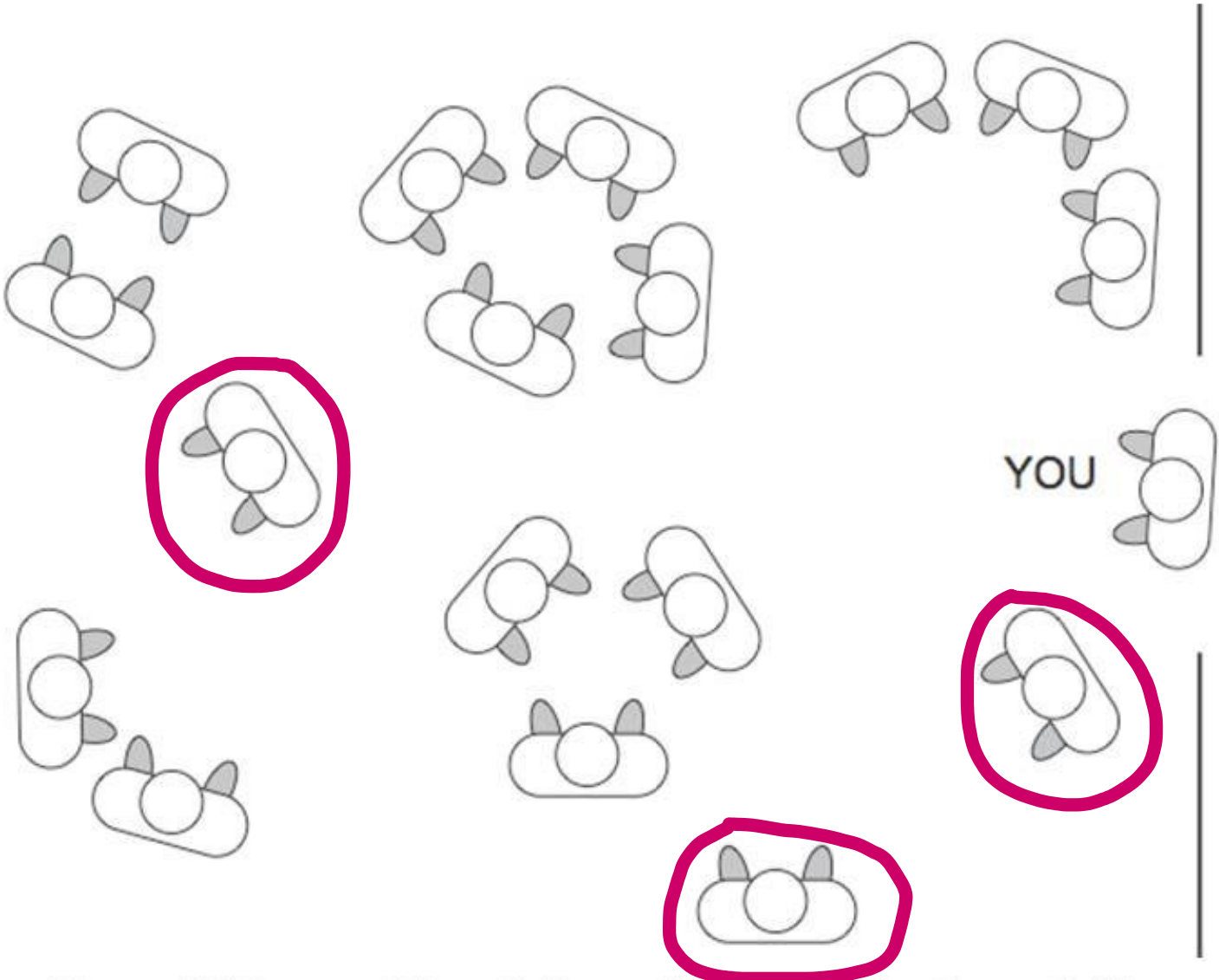
**working
the room**

the room “layout”



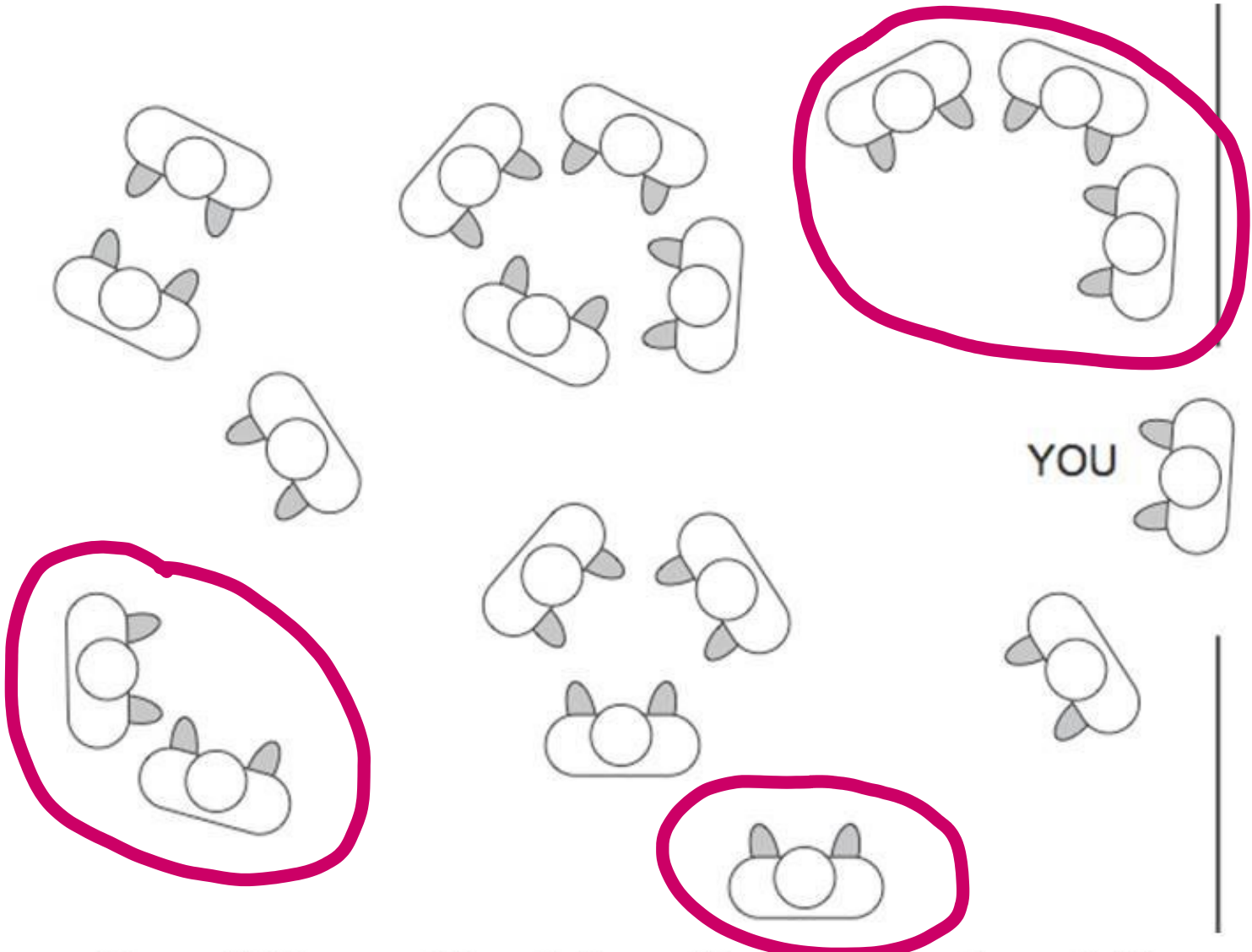
From “*Networking Like a Pro*” by Dr. Ivan Misner

look for “loners”



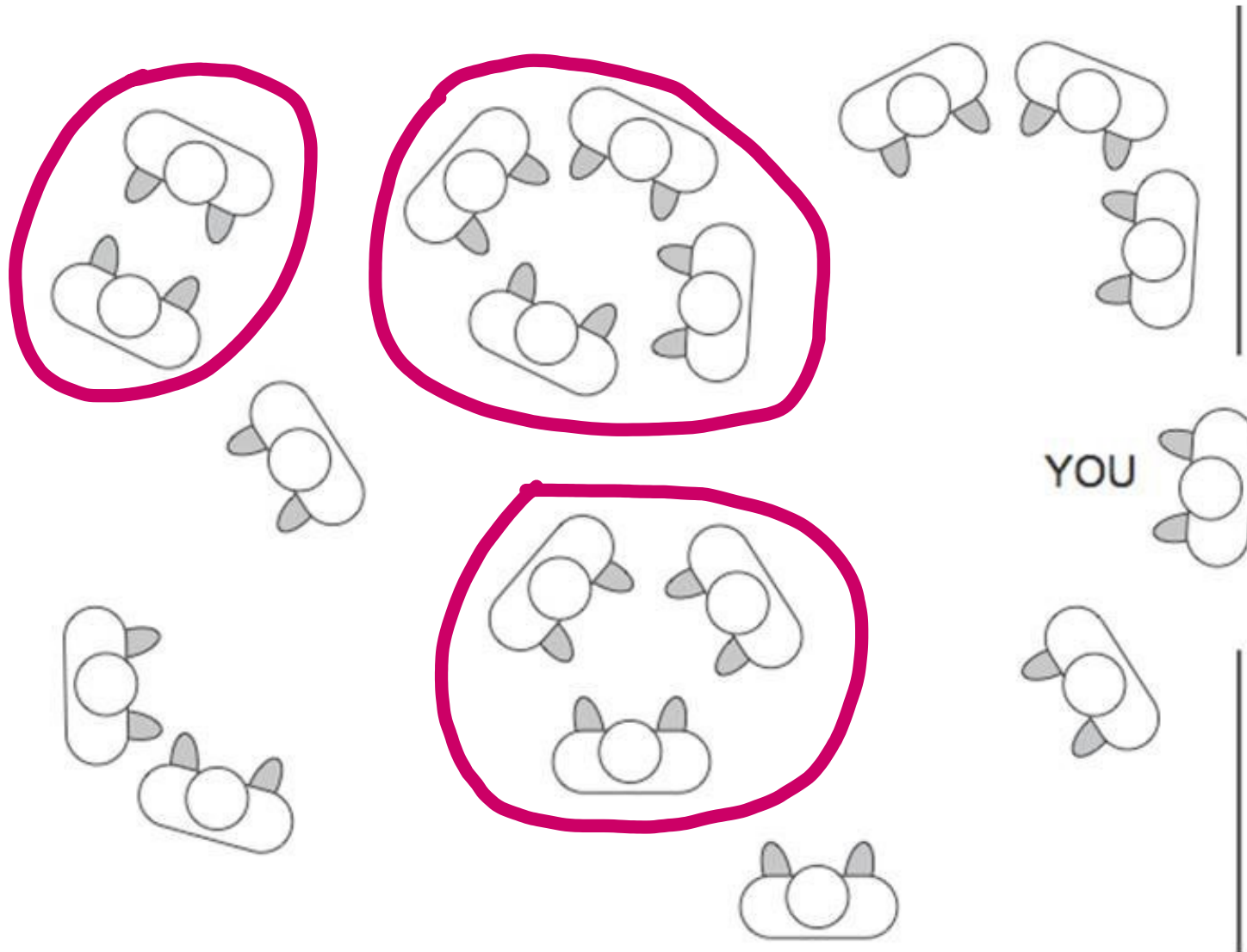
From “*Networking Like a Pro*” by Dr. Ivan Misner

look for “open” groups



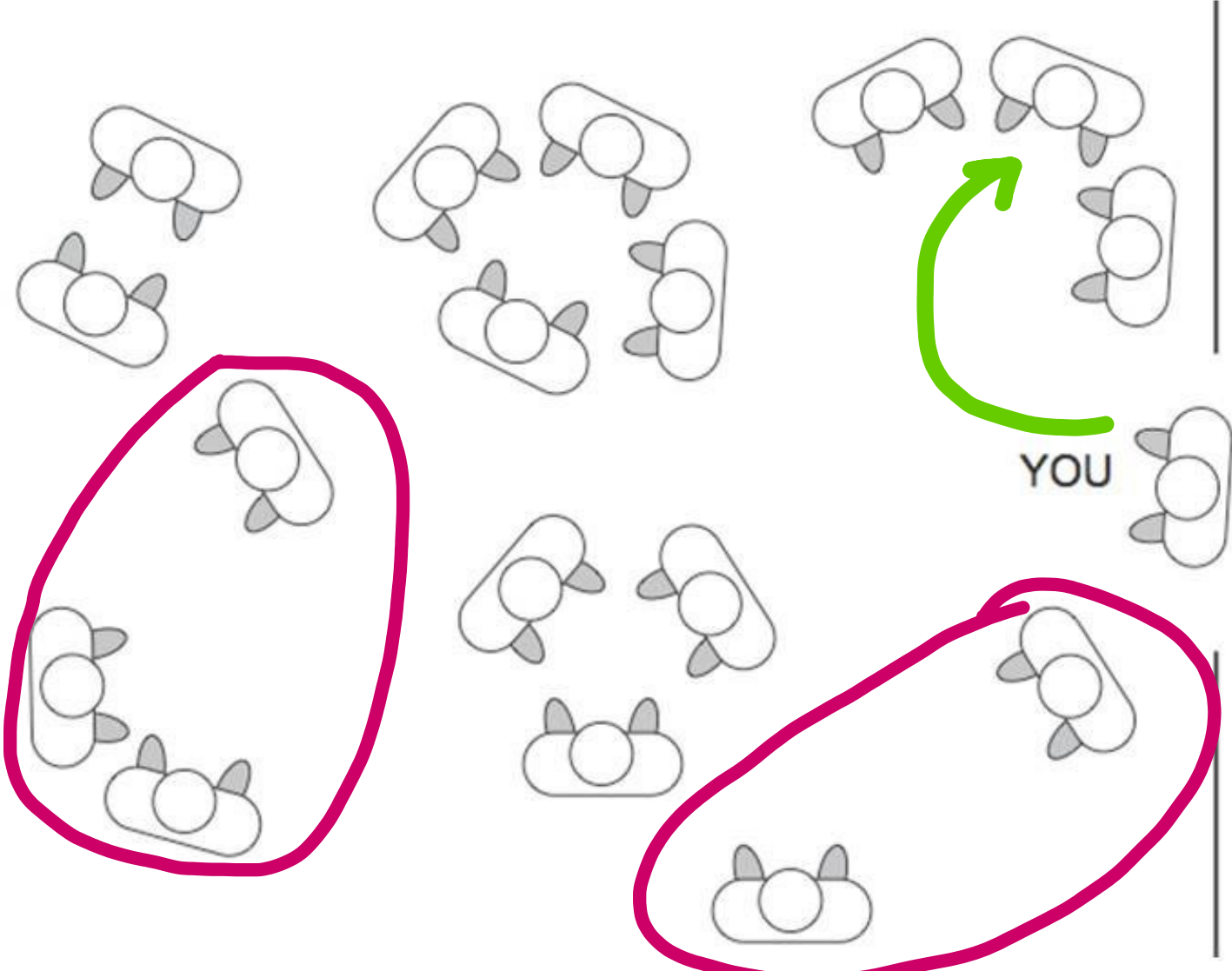
From “*Networking Like a Pro*” by Dr. Ivan Misner

avoid “closed” groups



From “*Networking Like a Pro*” by Dr. Ivan Misner

make your move



From *“Networking Like a Pro”* by Dr. Ivan Misner

**So What Do
You Do?**

A black and white portrait of a middle-aged man with short, light-colored hair and glasses. He is smiling broadly, showing his teeth. He is wearing a light-colored, possibly white, collared shirt. The background consists of horizontal window blinds, which are slightly out of focus. The entire image is framed by a thick black border on the left and right sides.

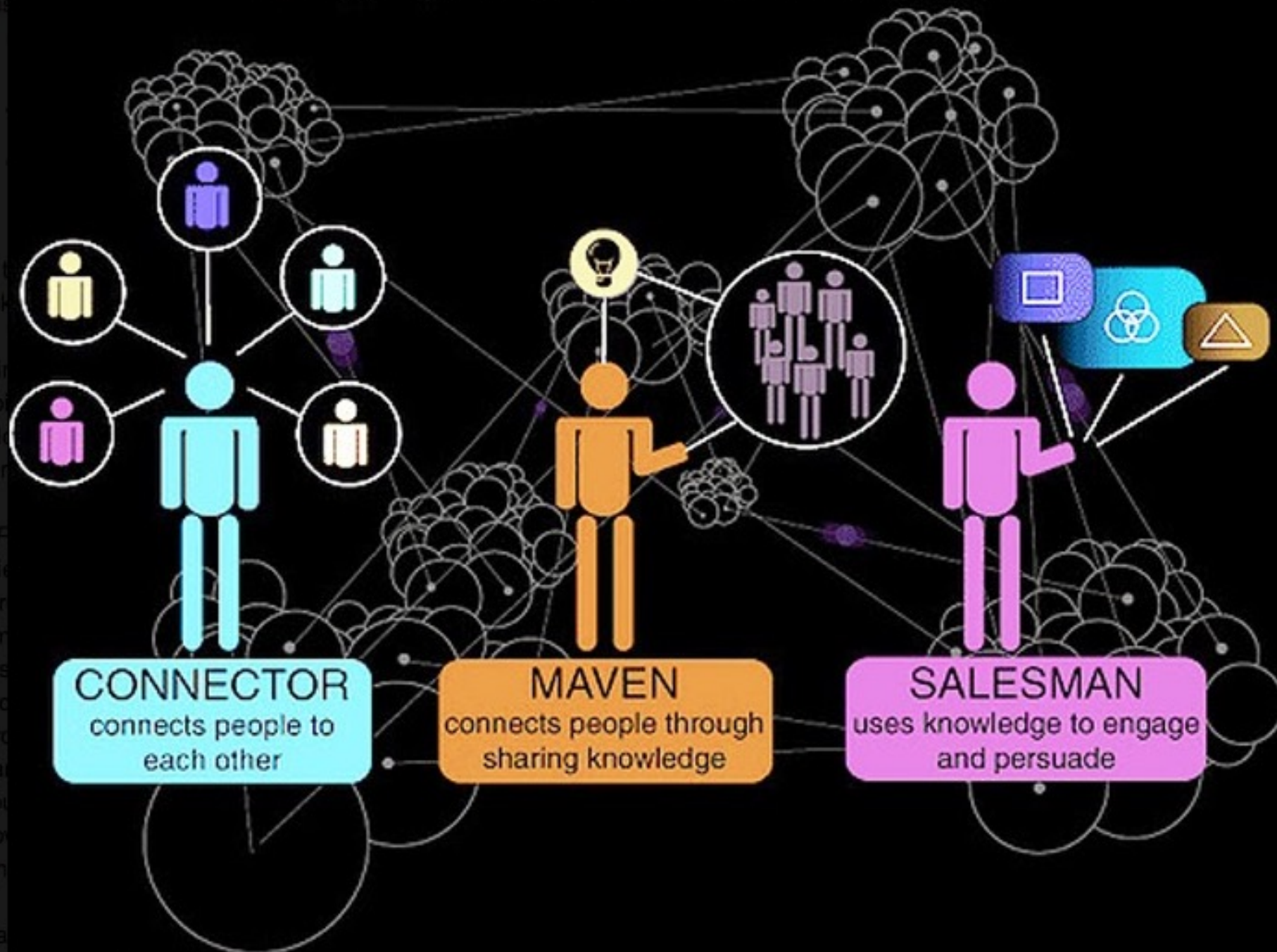
I am a Senior Lecturer in High Growth
Entrepreneurship at Aalto University



**I help individuals discover & nurture
the entrepreneur within**

**So What Do
You Seek?**

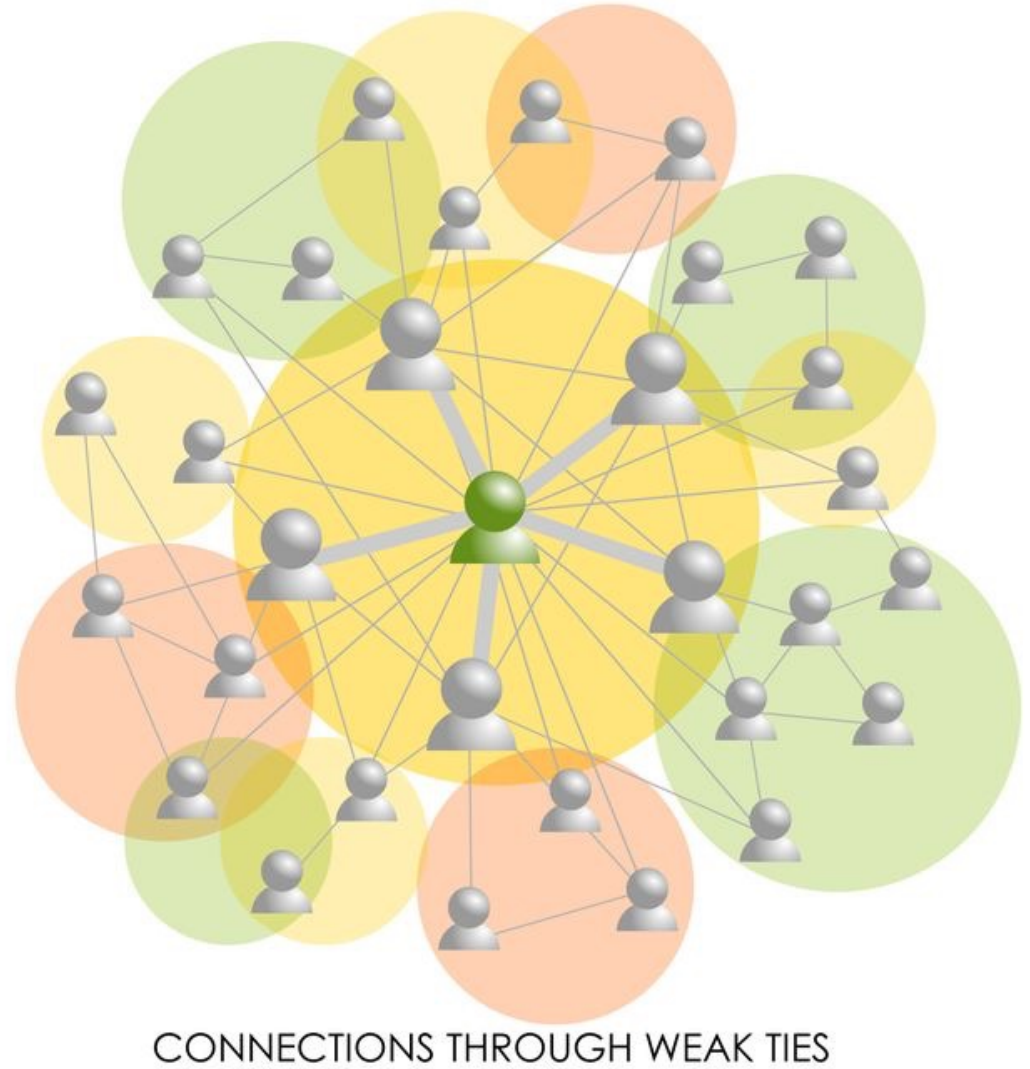
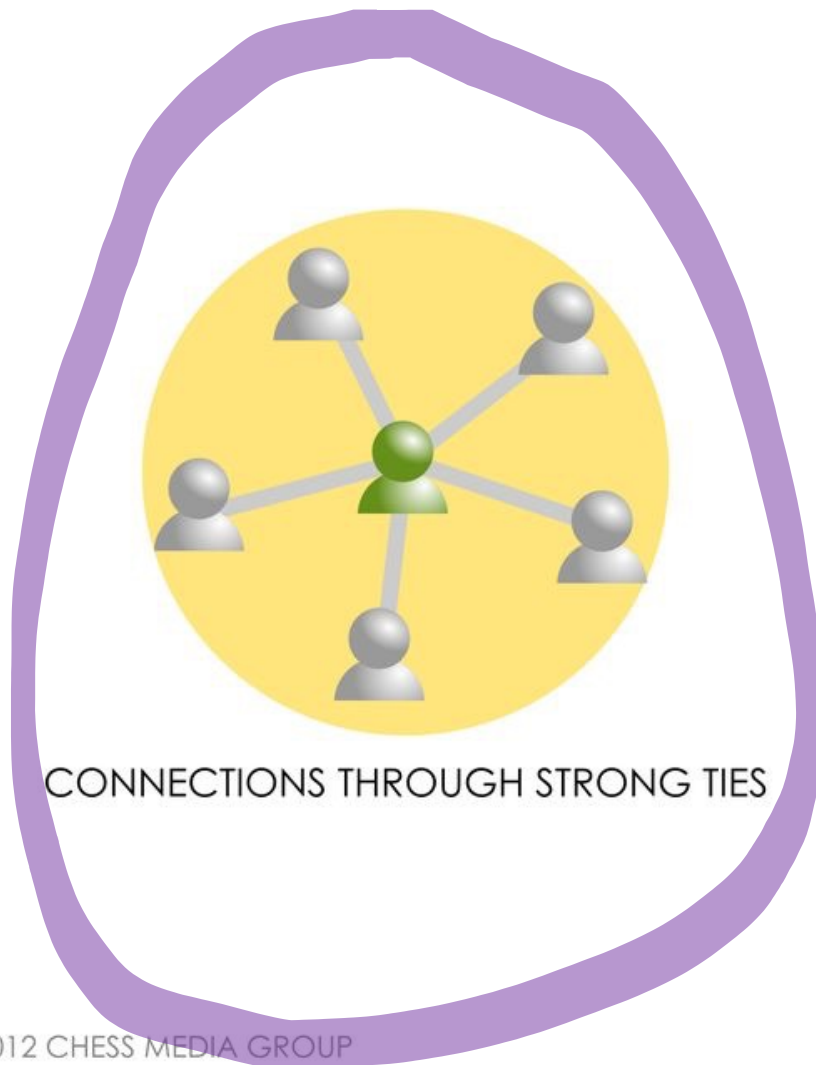
The Tipping Point + The Social Media Network



**What Do
You Bring?**

**social
capital**

The Strength of Weak Ties



How many friends do we need? Robin Dunbar's Theory

The Intimacy Circles



tribe

150

This is the number of people with whom we can maintain a meaningful relationship.

clan

50

Friends: The typical overnight camp size among traditional hunter-gatherers

super family

15

Good Friends: Those with whom you might spend your Saturday evenings.

inner circle

5

Best/Intimate relations



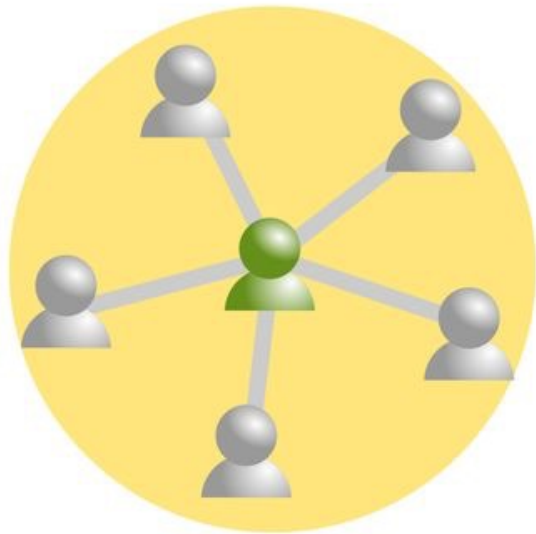
Talking to Strangers



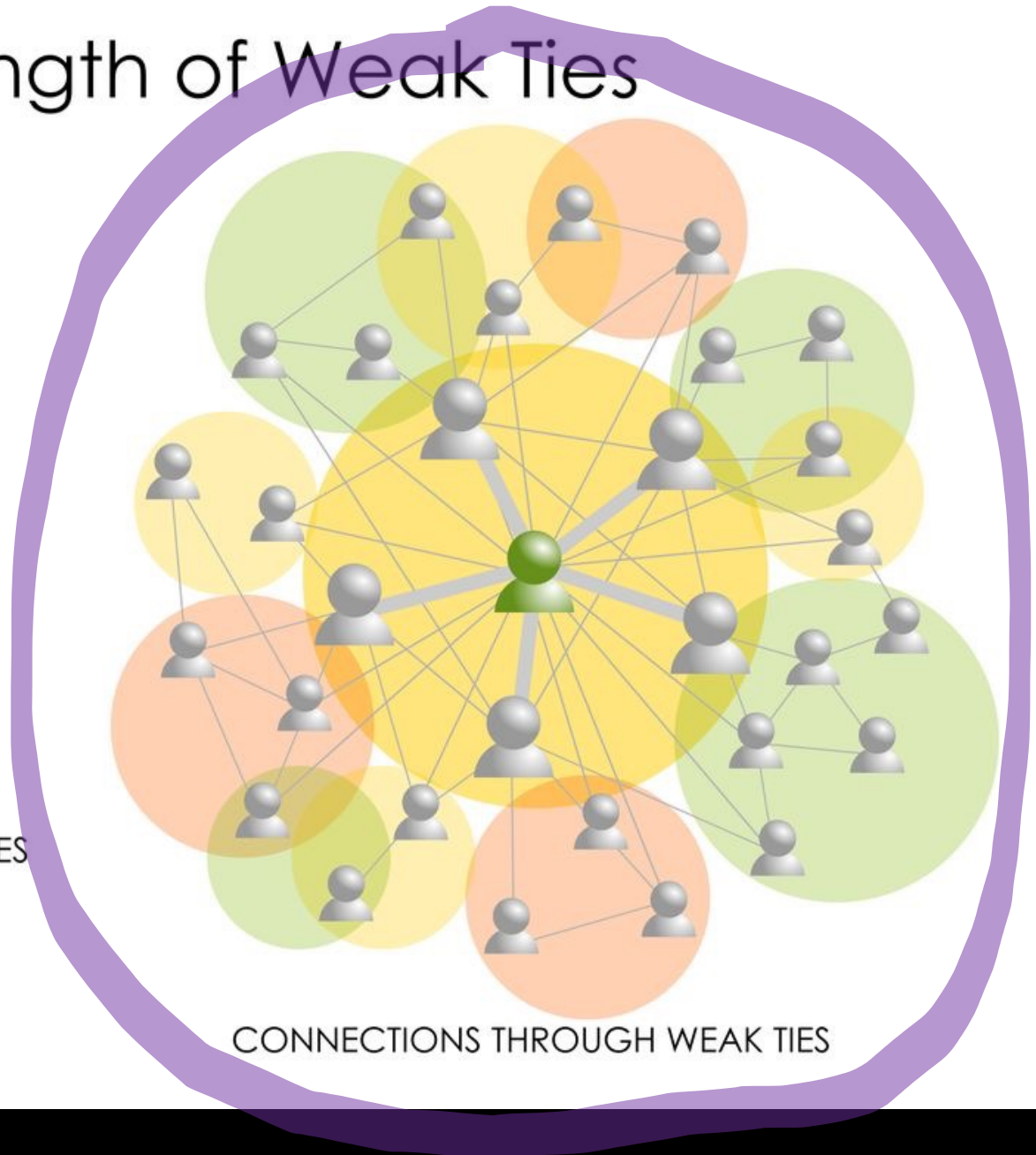
Malcolm
Gladwell

#1 *NEW YORK TIMES* bestselling author of *OUTLIERS*
and host of the podcast *REVISIONIST HISTORY*

The Strength of Weak Ties

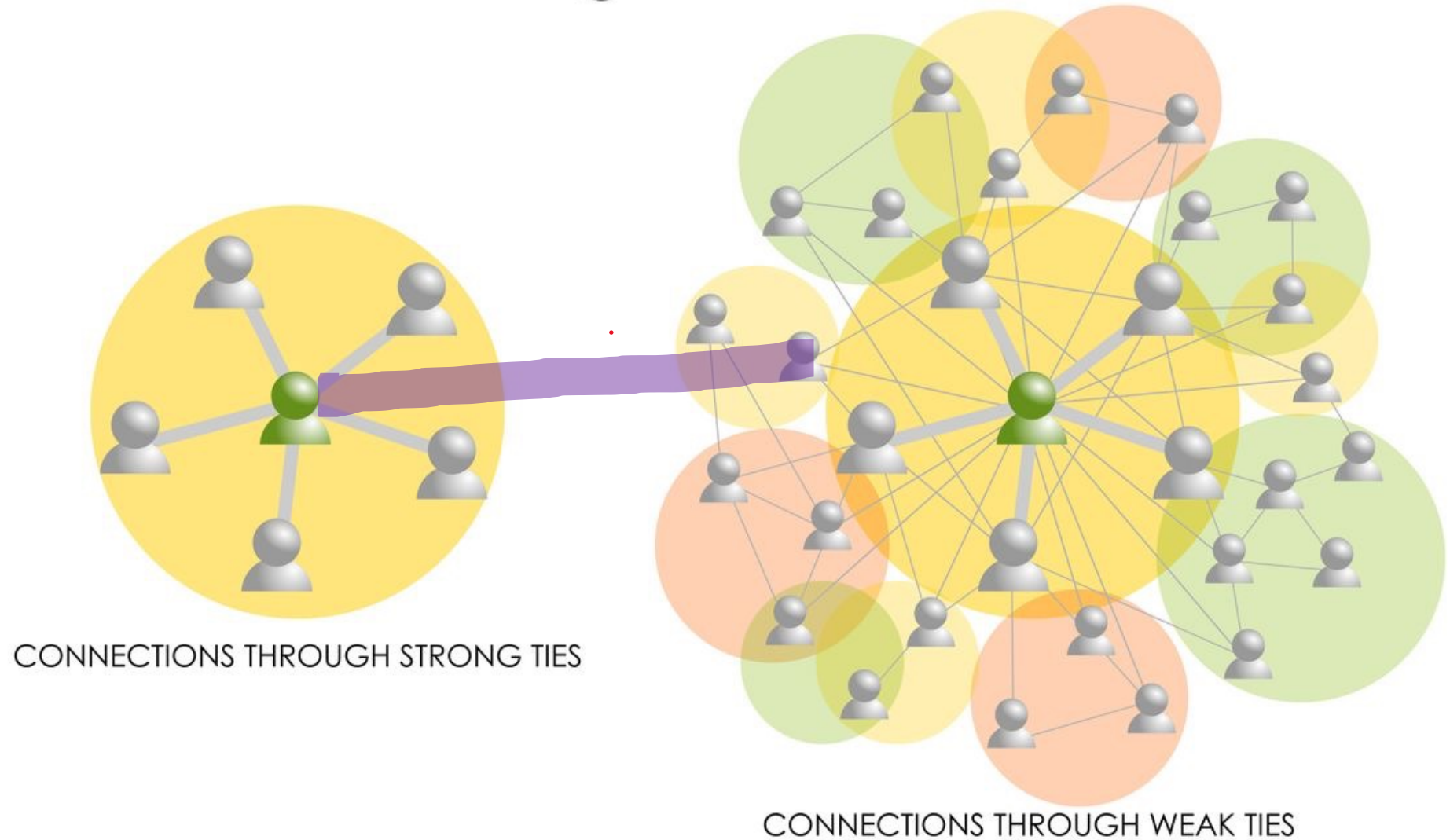


CONNECTIONS THROUGH STRONG TIES

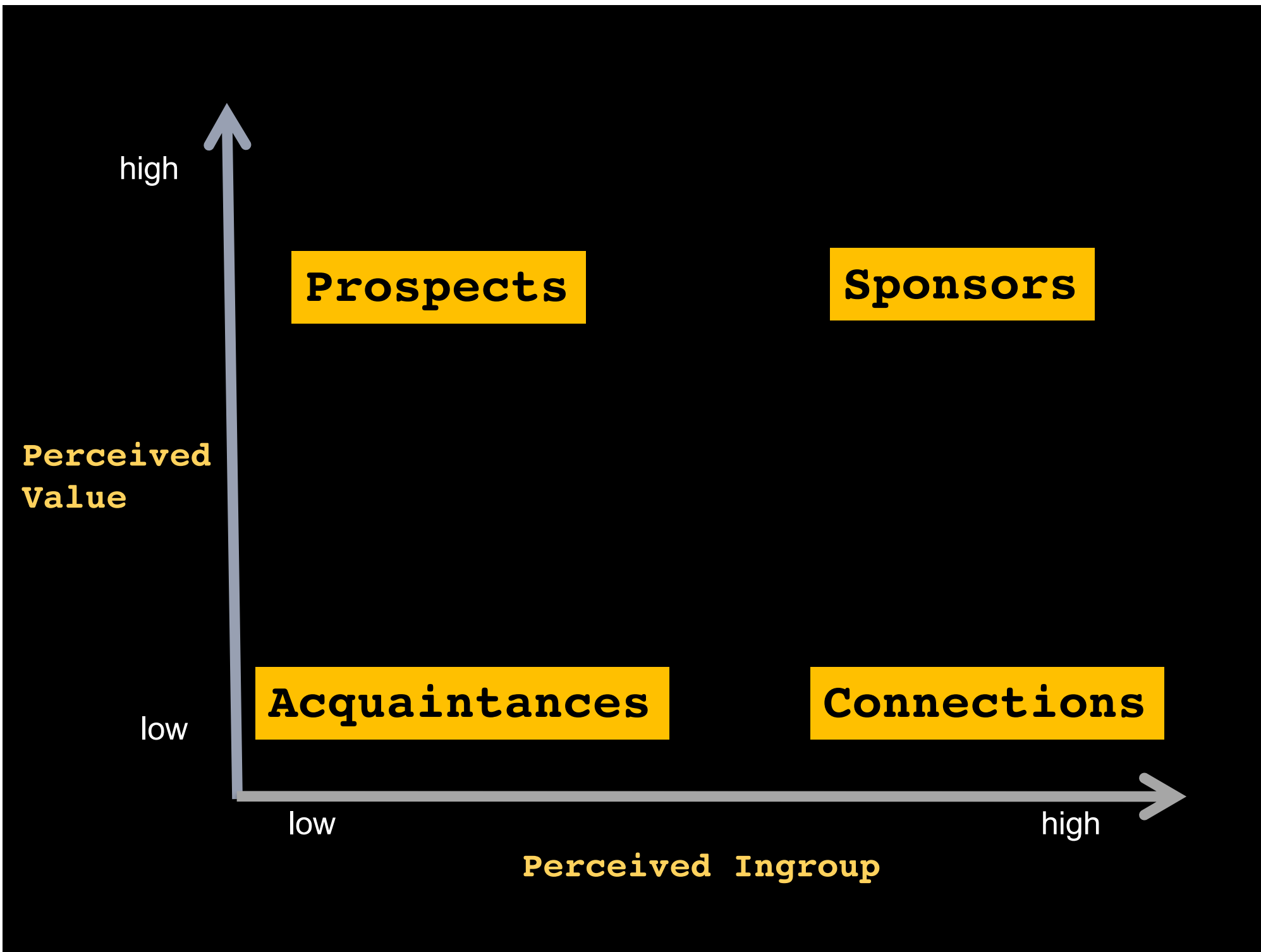


CONNECTIONS THROUGH WEAK TIES

The Strength of Weak Ties



Networking Strategy



high

Prospects

Sponsors

Perceived Value

low

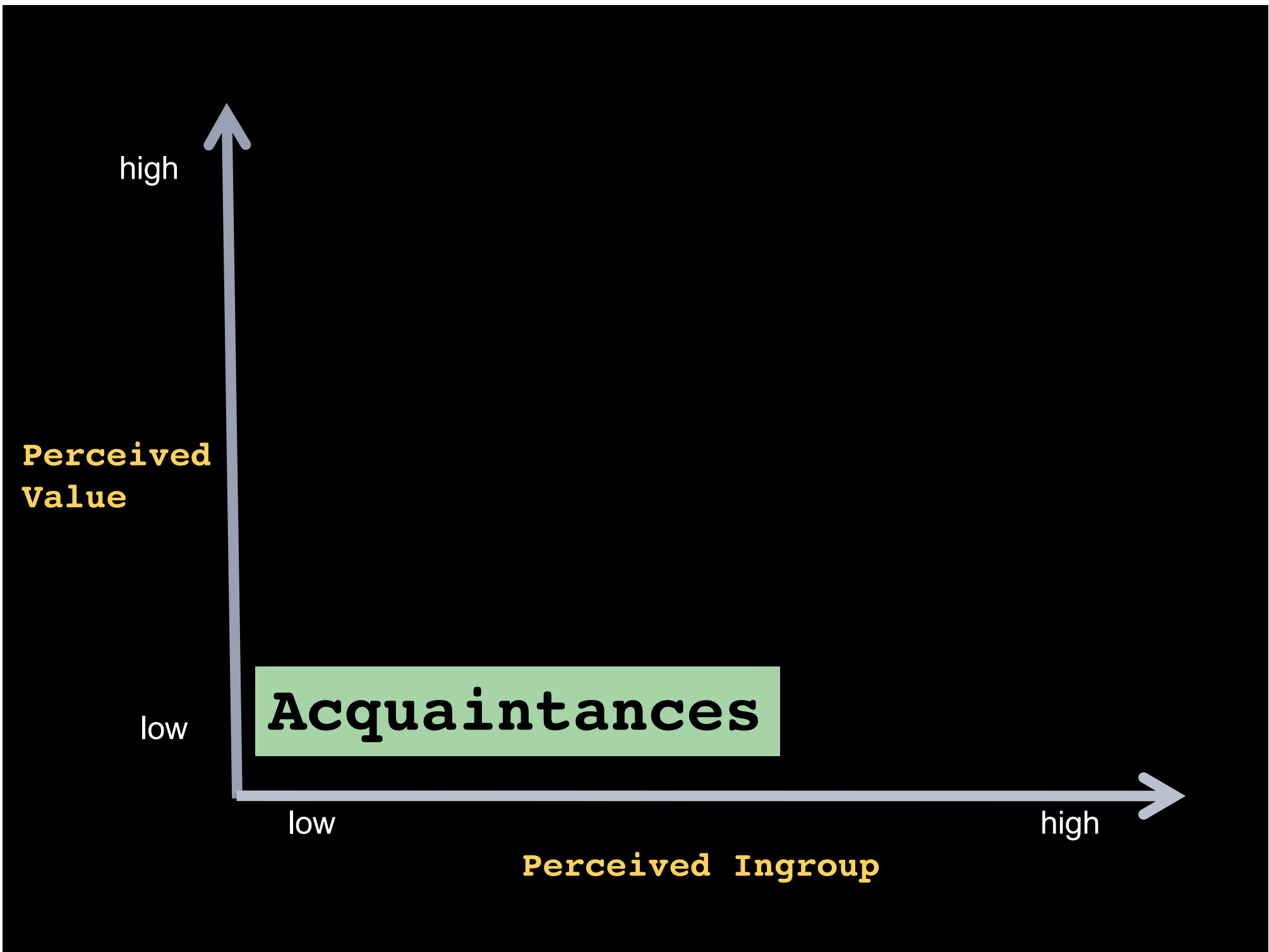
Acquaintances

Connections

low

Perceived Ingroup

high



high

Perceived Value

low

Acquaintances

low

high

Perceived Ingroup

Who are you?
What do you do?
Should I care?



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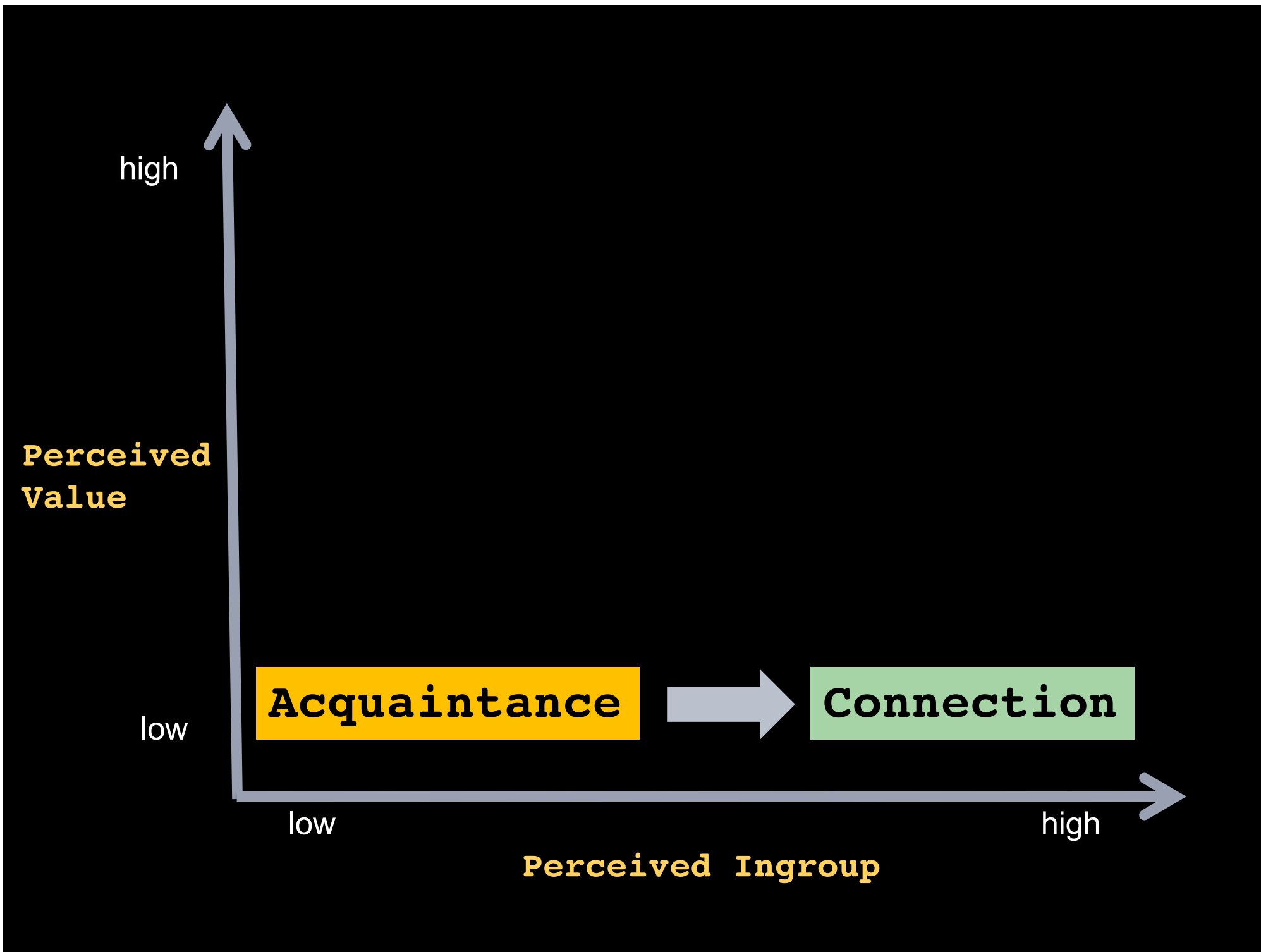


Like

Are you an expert?
Can you help me?
Have others had
success?



Trust





Linked in



Who are you?
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Trust



THE TRUST EQUATION

 THEY KNOW
THEIR STUFF


 THEY ALWAYS
DELIVER

 I FEEL SAFE
WITH THEM

$$\text{TRUST} = \frac{\text{C} + \text{R} + \text{I}}{\text{S}}$$

CREDIBILITY RELIABILITY INTIMACY

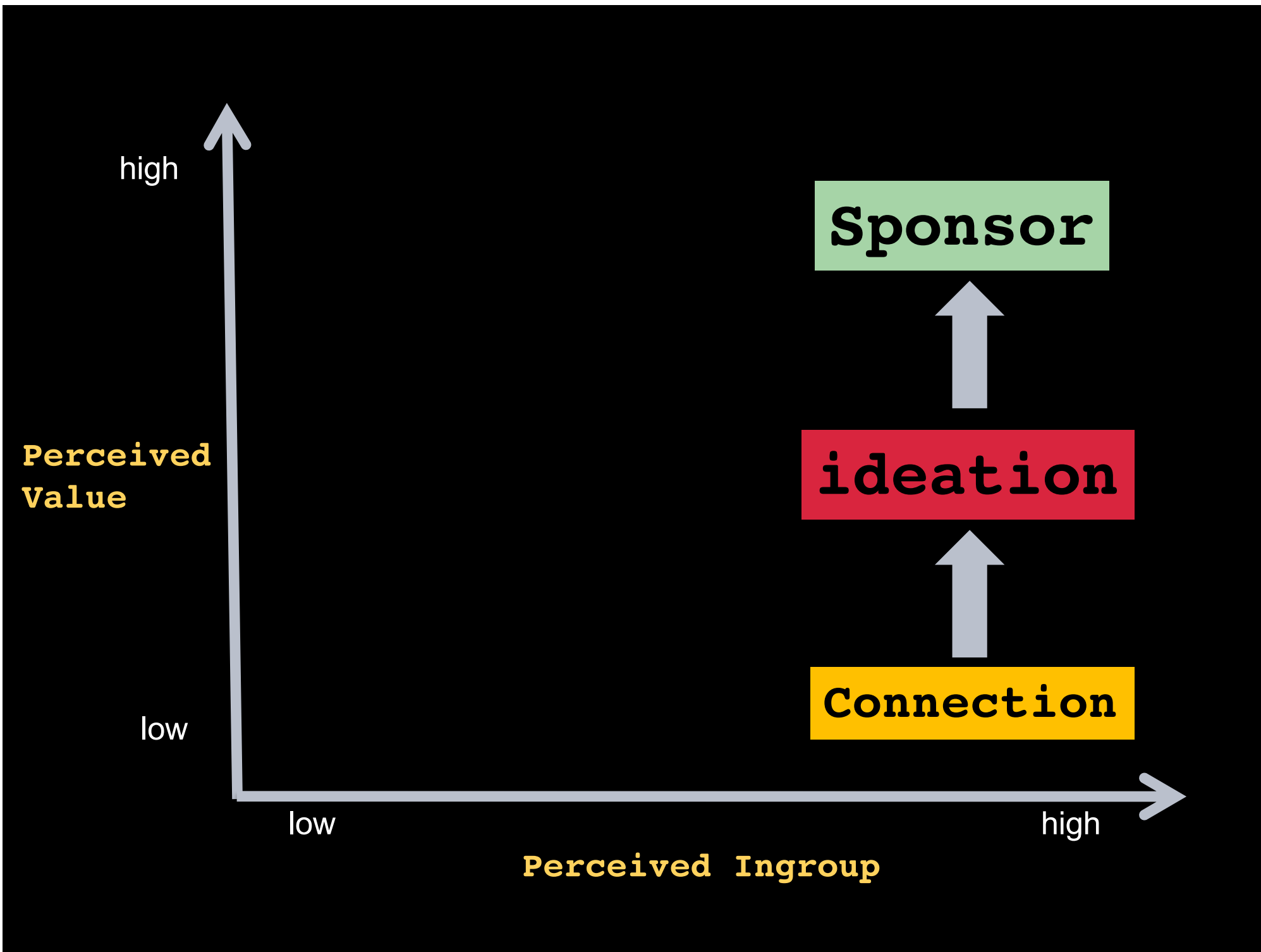
S
SELF-ORIENTATION

 ARE THEY FOCUSED
ON MY INTERESTS
OR THEIRS

BLIND TRUST EXPERIMENT

FREE HUGS
OPEN TO LOVE
[youtube.com/mrbizzy](https://www.youtube.com/mrbizzy)





high

Perceived Value

low

low

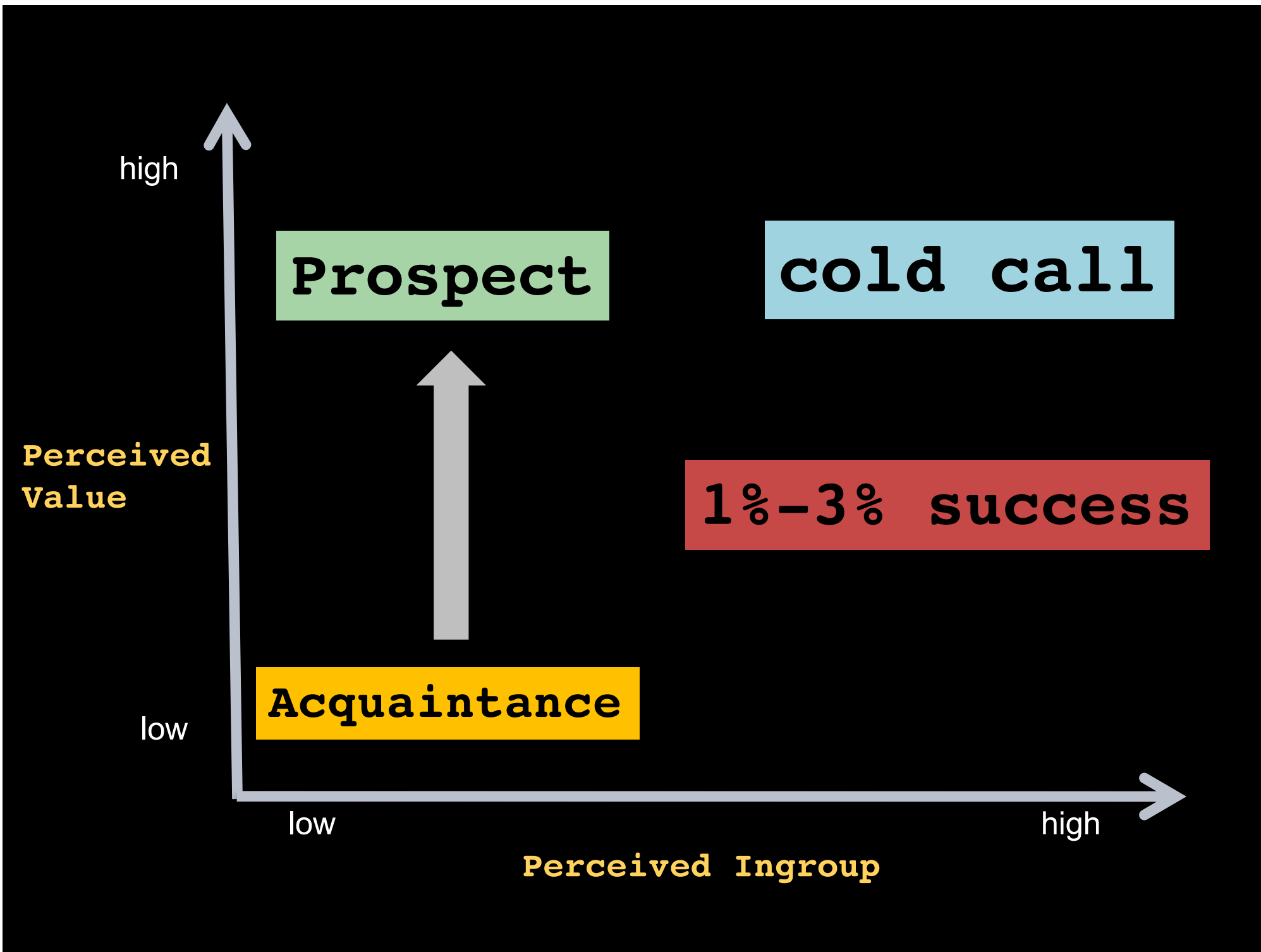
high

Perceived Ingroup

Sponsor

ideation

Connection



high

Prospect

cold call

Perceived Value

1%-3% success

low

Acquaintance

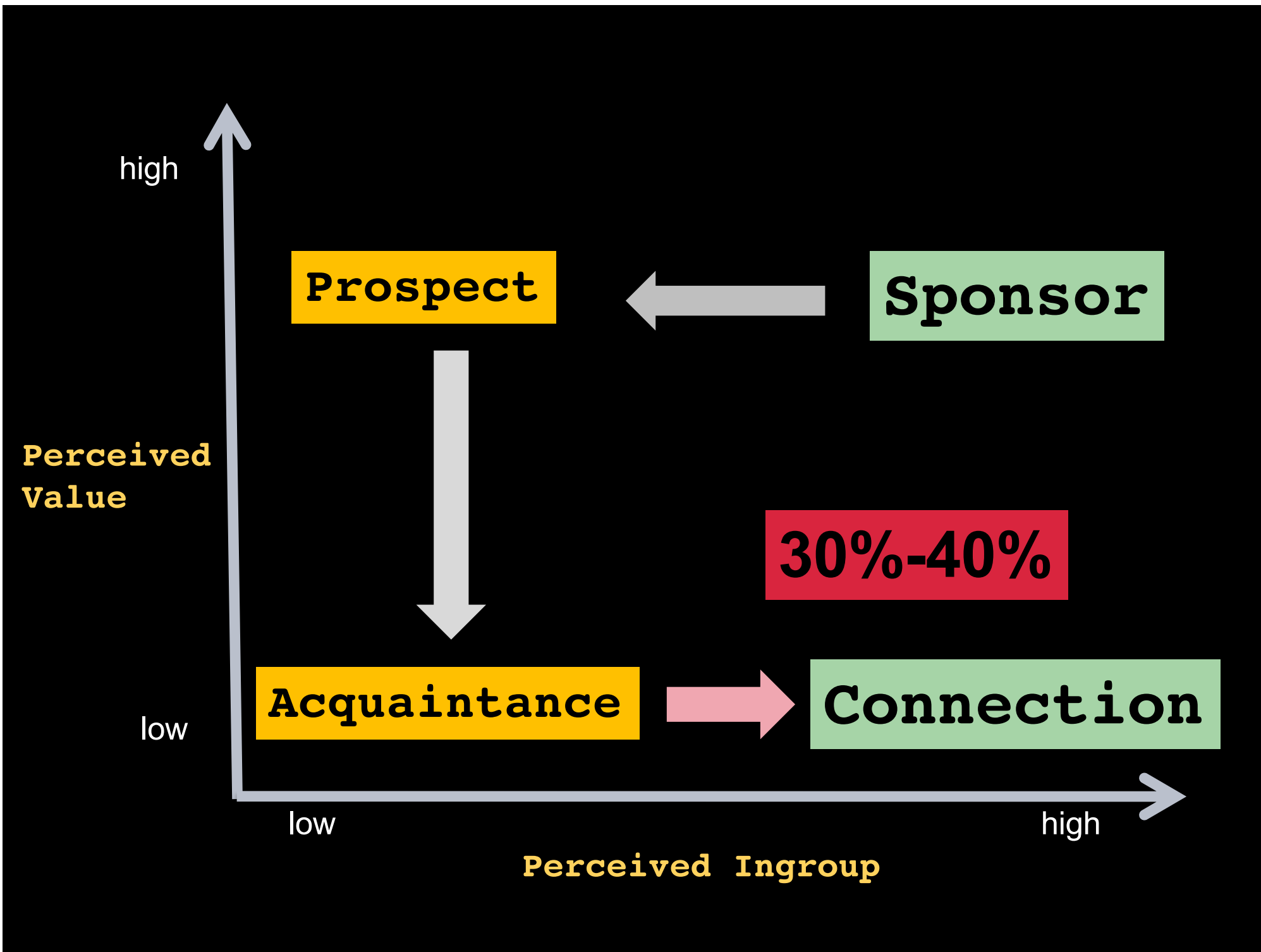
low

high

Perceived Ingroup



**“Since today’s meeting is about Sales Prospecting,
I thought I’d bring in an expert.”**



FRANK SINATRA

November 27, 1973

Hon. Walter H. Annenberg
American Ambassador
Embassy of the United States
London, England

Dear Walter:

This hastily dictated note will serve to introduce Mr. Euan Lloyd, an old and good friend, who has requested a meeting with you. Whatever you can do to assist him, will be greatly appreciated by me.

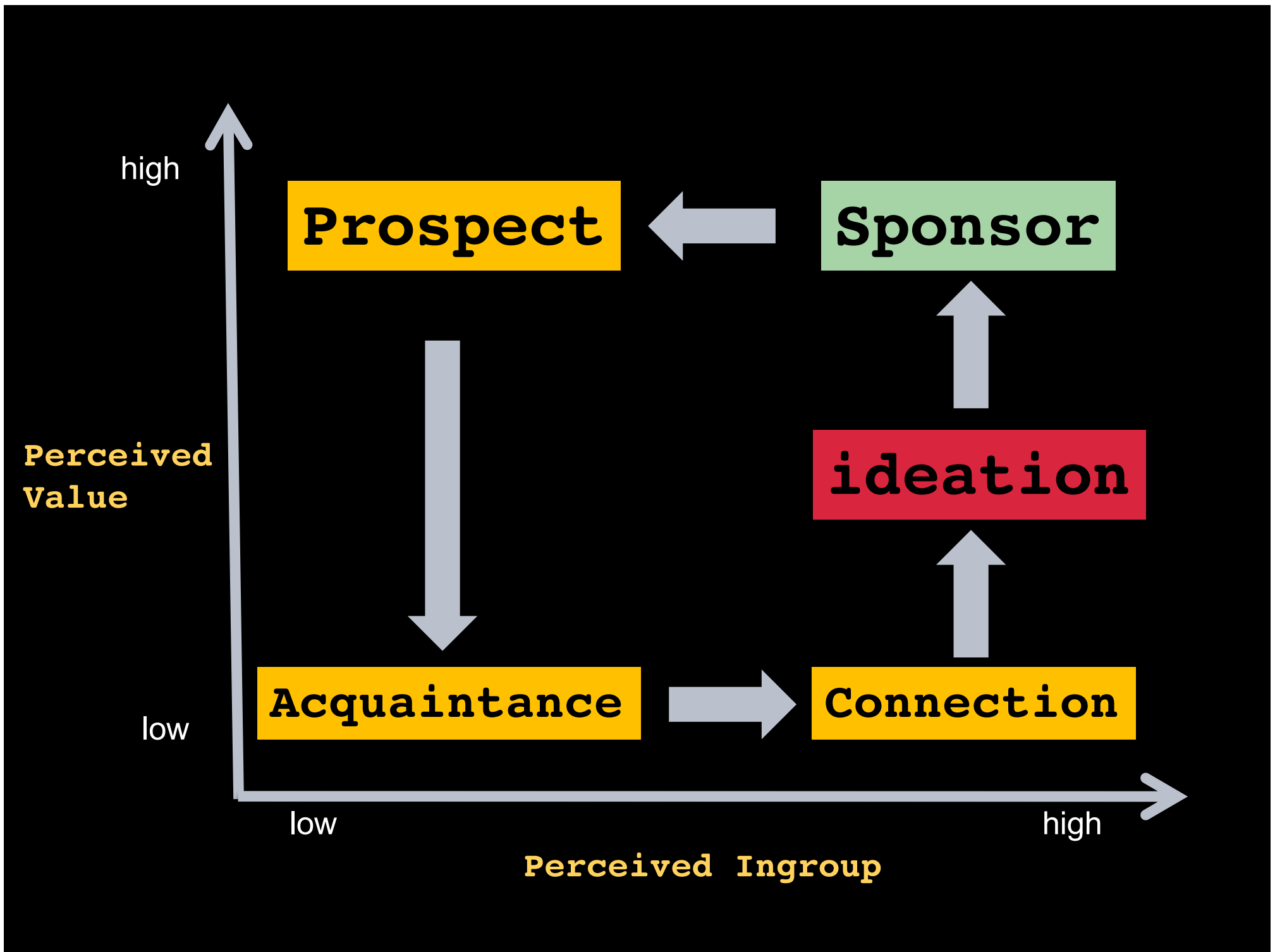
Trust that you and Lee are well and happy and that I will be seeing you soon. Why not have Miss Black drop me a note informing me as to when you are returning to the desert.

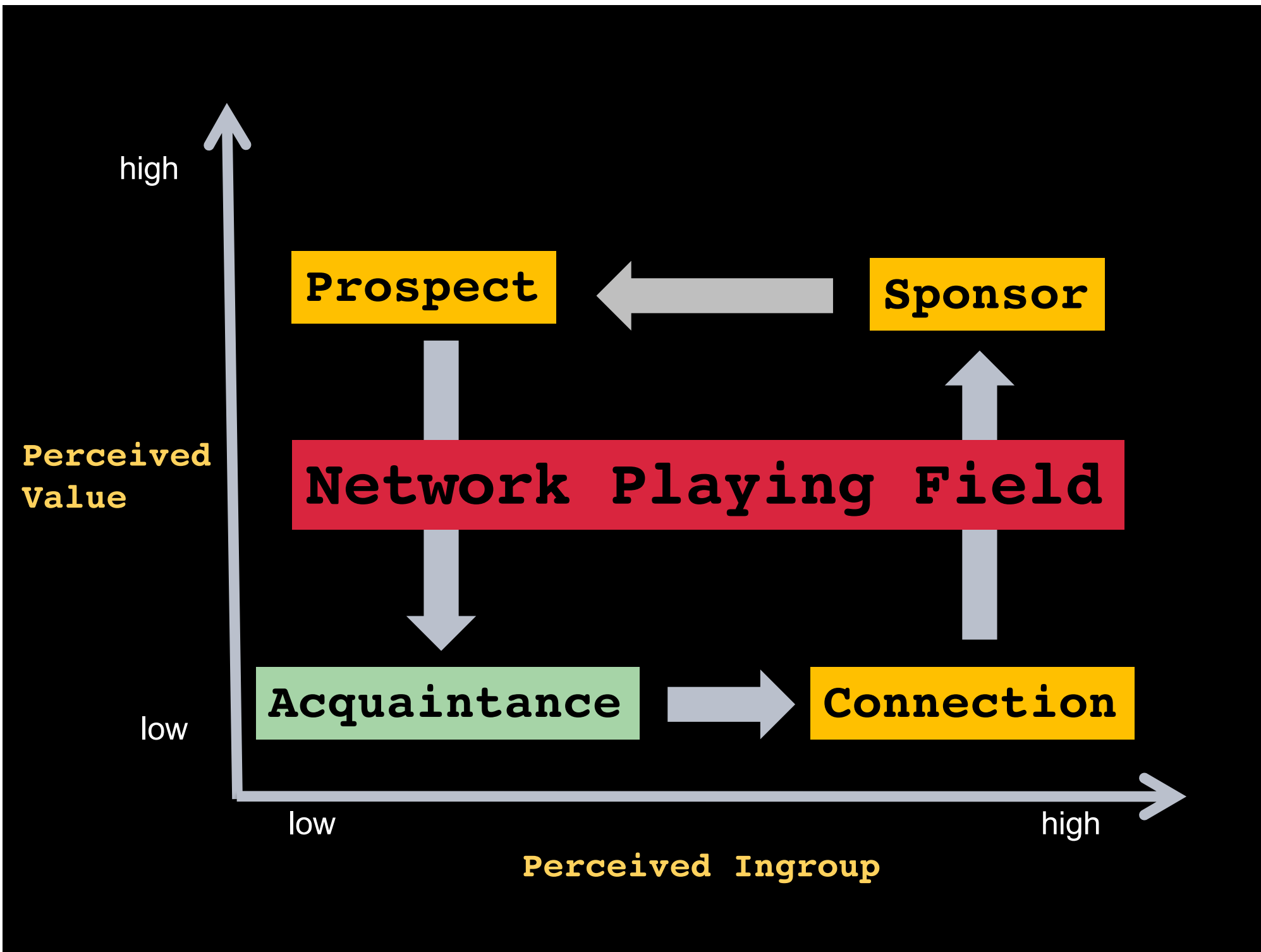
All the best,

A handwritten signature in cursive script, appearing to read "Frank Sinatra".

FS:lll







Strategy Takeaways

- making yourself known
- know what you seek
- selective experiments
- trust based referrals
- active network limits

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Espoo

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Aalto University
School of Science

aalto.fi

Confident & Effective Networkers

- 1) Alert to opportunity
- 2) Attuned to creating value not selling
- 3) Generous givers
- 4) Make the first move meeting new people
- 5) Interesting answer to "what do you do"?
- 6) Remember names
- 7) Good listeners
- 8) Know importance of small talk
- 9) Ask for cards
- 10) Follow up as promised