



Networking Programs

Your Passion Story

Overview:

In this workshop, participants will learn how to recognize your value and how to identify their process, which will set them apart from your peers and competition. Our trainers provide the key ingredients to being a succinct speaker at networking events and expand on the best practices for developing your passion story.

Challenges:

- Feeling like the “small fish” in a “big pond” at networking events
- Unable to articulate your unique skills and accomplishments in an eye-catching, intriguing way
- Difficulty differentiating yourself from others that have the same role, title, or experience as you

Skills Certification:

- Understanding your processes
- Creating and articulating a vision
- Self-awareness
- Creativity

Outcomes:

- Overcome your latent networking fears
- Identify the why, not the what
- Develop good ingredients for a passion story

Type: Webinar, On-site training, eLearning

Who should attend:

Social Influencers

Changemaker

High-potentials

Those who struggle to be assertive

Length: 2 hours, half-day, full-day, or Webinar*

Note that webinars are 45 – 90 minutes in length and do not cover the subject matter as comprehensively as on-site trainings

Tell Me About Yourself

Overview:

In this workshop you will learn about the value of telling others about your story and how it will engage colleagues, clients, and prospects. First, you will learn an alternative to the “elevator pitch.” By using MindsetGo’s “Wow, How, Now” method, you will grow and develop your own personal narrative in three simple tiers, adaptable for any networking setting.

Challenges:

- The “elevator pitch” you tell others about yourself, your company, or your team seems outdated, or not effective
- You have difficulty with articulating your value, ambition, or vision due to anxiety, fear, or humility

Skills Certification:

- Storytelling
- Influence & Persuasion
- Self-awareness
- Creativity

Outcomes:

- Present yourself in a way that makes people curious to learn more
- Define your process that makes you the best in your industry
- Storytell personal anecdotes to prove trust

Type: Webinar, On-site training, eLearning

Who should attend:

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Differentiate Yourself

In this training session, our trainers will teach you about the vital importance of introducing yourself with an engaging job title. You will also learn the P-S-R method to describe client anecdotes and help your business use inquiry and discovery techniques to connect with others. Also, utilize strategies to grow and develop your professional alternative to an elevator pitch using the Wow, How, Now method.

Challenges:

- Your current job title does not accurately reflect your role, or spark the curiosity of others
- Inability to properly convey and market testimonials
- Uncertainty of how to market your client experience

Skills Certification:

- Building trust and rapport
- Differentiation
- Storytelling

Outcomes:

- Share your secret sauce and your process of how you excel in your business
- Storytell client anecdotes to prove trust
- Demonstrate why you are an industry trusted expert

Type: Webinar, On-site training, eLearning

Who should attend:

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High-potentials
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Overcome Your Networking Fears

In this training session, you will learn how to rise above preconceived fears and anxieties surrounding networking events. You will learn the techniques that help facilitate and sustain conversation with individuals and professionals. By gaining the knowledge to spot and identify pain centers in networking

conversations, setting realistic expectations for success, and understanding how to positively deal with rejection, you will overcome any fear, dread, or anxieties surrounding networking.

Challenges:

- You dread attending networking events due to preconceived fears or anxieties
- While networking you struggle to deal with rejection, or how to put yourself “out there” in an engaging, compelling way
- Networking seems like a chore that ends up at the bottom of your to-do list instead of an activity to generate revenue and build relationships

Skills Certification:

- Self-awareness
- Motivation
- Social skills
- Confidence

Outcomes:

- Become self-aware of how you see yourself and how others perceive you
- Get important and memorable things into conversation
- Review personal weaknesses; examine how to make them into strengths
- Set realistic expectations and goals that placate anxieties, fears, and objections

Type: Webinar, On-site training, eLearning

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Joining, Transitioning, and Exiting a Conversation

This training session will teach you various ways to help facilitate the often awkward process of joining conversations at networking events. You will also learn strategies to transition conversations for your

personal or business benefit. Finally, apply tactics to conclude conversations and move onto new prospects.

Challenges:

- You have no idea how to “jump in” to conversations
- Once invested into a conversation, you struggle to connect your organization’s mission/goals to their narratives as a means of transitioning the conversation
- Exiting or ending a conversation that seems to go on and on is impossible, and you don’t want to seem rude

Skills Certification:

- Making connections through critical thinking
- Gauging conversational cues through verbal and nonverbal communication
- Group facilitation

Outcomes:

- Transition from their business to your business during conversations
- Navigate and command conversation at networking events
- Design your own follow-up plan to networking prospects

Type: Webinar, On-site training, eLearning

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Build Relationships – Create Connections

This training teaches you how to become vastly more self-aware about how others perceive you while building relationships and creating connections at networking events. You will also learn the different networking personality types of people at these events and identify which personality type best fits you. Finally, walk away with the ability to identify and demonstrate your personal strengths to others and connect your value to their needs.

Challenges:

- Once introduced, you have difficulty building meaningful relationships with professionals in the field
- Inability to connect your experiences with that of others

Skills Certification:

- Critical thinking
- Self-awareness
- Perspective taking
- Relationship building

Outcomes:

- Determine and solidify who you want to meet and why
- Differentiate yourself by saying what you are not
- Communicate and present yourself with purpose

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First time leaders through seasoned managers

No formal leadership training

Managers who need higher performance from their team

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Growing Your Sphere Of Influence

The benefits of channel partnerships are boundless; partnerships can provide additional opportunities to generate leads, network, and share mutually beneficial business strategies. You will learn how to make investments, both physical and emotional, in your partnerships before making these commitments. Finally, you will gain the ability to craft and create an action plan with existing and future partnerships.

Challenges:

- Unsure of where to begin to build your network and connections
- Inability to leverage partnership relationships to their full potential
- Feeling as though your partnerships are one-sided or not worth the effort

Skills Certification:

- Communicating expectations
- Self-advocacy
- Negotiation
- Relationship building

Outcomes:

- Qualify potential channel partners
- Stay on top of mind
- Convey your worth

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Building an Extended Sales Force through Partnerships

This training program teaches you how to identify the best types of referral partners. We will also examine the relationship between proactive and reactive referrals and the implications behind each. Finally, discover how to segment your LinkedIn network and the ingredients for a referral toolbox.

Challenges:

- You have to chase down referrals that are often ineffective or unhelpful

- Your current partnerships are imbalanced
- You have identified useful referral partners, but you're not sure how to proceed

Skills Certification:

- Relationship building
- Collaboration
- Building trust and rapport

Outcomes:

- Build a testimonial template for partnerships
- Protect yourself from and utilize reciprocity
- Develop a proven follow-up strategy that matches your needs and expectations to maintain relationships

Type: Webinar, On-site training, eLearning

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Using Reciprocity to Generate Revenue

In this session, our trainers provide a multitude of choices on how to expand your business without cold calling or solely relying on networking. Learn how to utilize reciprocity for referral partnerships through the GIFT economy. Finally, follow a simple template to ask favors from your referral network and how to train people who will be indirectly selling for you.

Challenges:

- Cold calling just isn't sustainable for your business model anymore
- You've exhausted your networking pool

- Inability to leverage your existing professional relationships to be mutually beneficial

Skills Certification:

- Collaboration
- Influence and Persuasion
- Critical thinking
- Relationship building

Outcomes:

- Generate leads and create warm calls
- Identify expectations around asking and receiving favors
- Reframe obligation to your advantage

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The Aftermath: Measuring and Maximizing Your Networking Efforts

This training session covers an extensive method to properly self-assess your networking efforts. You will create and participate in a post-networking evaluation process and learn how to maintain your newly formed networking relationships, reconnect with prior contacts, and hold yourself accountable.

Challenges:

- You know you have difficulty networking, but are unsure where your weaknesses are
- Inability to maintain relationships after forming the initial connection/introduction
- Not maximizing your potential for networking when it comes to follow up, referrals, or partnership building

Skills Certification:

- Self-awareness and assessment
- Process building
- Self-accountability and motivation

Outcomes:

- Qualify your efforts through metrics
- Stay on top of mind
- Reconnect with relationships you've lost

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