



**Creating your Individual Networking.**  
Quick technique for building strategic partners in the office,  
without compromising or manipulating.

If the idea of “networking” triggers a negative reaction, then let’s use another word. Let’s use “building relationships”. That’s what networking really is. Networking is connecting with others with a specific purpose. You are essentially creating strategic partners in your shared success.

Building the proper relationships at work will allow you to accomplish several things:

- 1) Autonomy – allows you more access to self-directed projects
- 2) Mastery – opportunities for growth to excel in the areas that you really want
- 3) Purpose – clarifies your overall goals within and outside the company

Networking isn’t just for business owners. It is the strategic relationships at the workplace that allow some people to live up to their full potential while others watch from the sidelines.

### ***How does one go about creating an Individual Networking or Marketing Plan?***

Most business owners acknowledge the need for a marketing and network plan. It’s good business. But how about the individual that is still in the corporate environment? Wouldn’t a similar systematic approach be useful in attracting the right strategic partners for an individual? How would one go about that?

As with any plan, we start off with a goal or vision.

*For example* (this is merely intended as an example, yours will be different):

Sally wants more autonomy in her job. She is interested in flexible hours, ability to work a 4-day work schedule, selection of the project and people she would like to work with. She wants to use her skills and talents to assist her co-workers. She also wants to feel valued and appreciated for her mastery in both her technical and soft skills.

Once she has outlined her goals, she can now outline the specific people (or type of people) that can assist her in those goals.

- Who already has accomplished those same goals?
- These would be great folks to interview to find out how they did it.
- Who has the authority and motivation to provide her with her goals?
- These would be great folks to get to know to find out what attributes they are looking for and what would benefit their cause.
- Who has the knowledge and mastery that can mentor her toward her goals?
- These would be great folks to befriend and ask their mentor assistance to fill your gaps.
- Who would I like on my team to complement and fill in some of the gaps that I know I need to achieve my goal, but do not want to fill myself?
- Who would you like to work side-by-side with, because they have similar work-ethics and goals in mind.

Once you have outlined the strategic people or type of people that you want on your team, create specific touching or relationship building events for the different buckets or groups. Decide on the frequency and types of touch points. For instance, consider lunch dates, emails, phone calls, postcards, training/seminar events, social events. Not all events will be appropriate for all categories. Choose the proper frequency and touch point mix that will benefit both them and yourself.

For instance:

You may want to have lunch with the “folks that have already accomplished similar goals” to show your appreciation and learn their secrets.

You may want to facilitate Lunch-n-learn sessions for co-workers and invite guest speakers that you admire and would like to learn more about (and eventually shadow).

You may want to offer your services (or share your discoveries or automated procedures) to a sibling-team that you eventually want to work side-by-side with.

You may want to start a department newsletter to highlight your strategic partners' accomplishments while providing you with an opportunity to meet and mingle with them.

You may want to start a weekly Problem Solving Chat session for those with similar issues or affiliations. Something that will benefit those involved – while at the same time connect you with the right type of folks.

### **Conclusion:**

There are many opportunities to build these connections without feeling like you are “brown-nosing”. The key is to be authentic and genuine to both your principles and your strategic partners. It's unlikely to be able to do that AND “brown-nose” at the same time. Having a systematic plan propels you forward to your goals and assures your success.

What are some of your ideas?

Please email me if you would like a 1-page template for creating your own individual networking plan.

If you find these materials of interest and want this level of information faster, you may be interested in our GoTo Academy subscription based membership.

If you are considering branching out on your own, you might also be interested in our 6-week Corporate Exit Strategy and Leadership series. If you subscribe to the below list, you will receive an audio each week (for 6 weeks) that contain career leadership tips and examples.

<http://eepurl.com/iRo7X>

If you enjoyed this article, similar articles can be found at Laura Lee Rose's [Professional Career Development Library](#) (or subscribe to this link <http://eepurl.com/dUi81>)

If you are interested in more detail professional coaching or a professional coach to help you stay on target with those goals, please consider one-on-one coaching sessions to propel you forward faster.