



# ATD Webinar:

The most common ways people fail at networking – And how to avoid them!

By Adam Connors



Networking

# What is networking

- Networking in it's purest form is a **proactive** approach to **relationship development**.
- **Connecting** with people with the aim at creating community, where all parties mutually benefit!
- Networking is a **learned skill**



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“If you want to go fast, go alone. If you want to go far, go with others.”  
~ African Proverb

# DO NOT know exactly what networking is!



## DO NOT Network only when you need something.

- You look desperate

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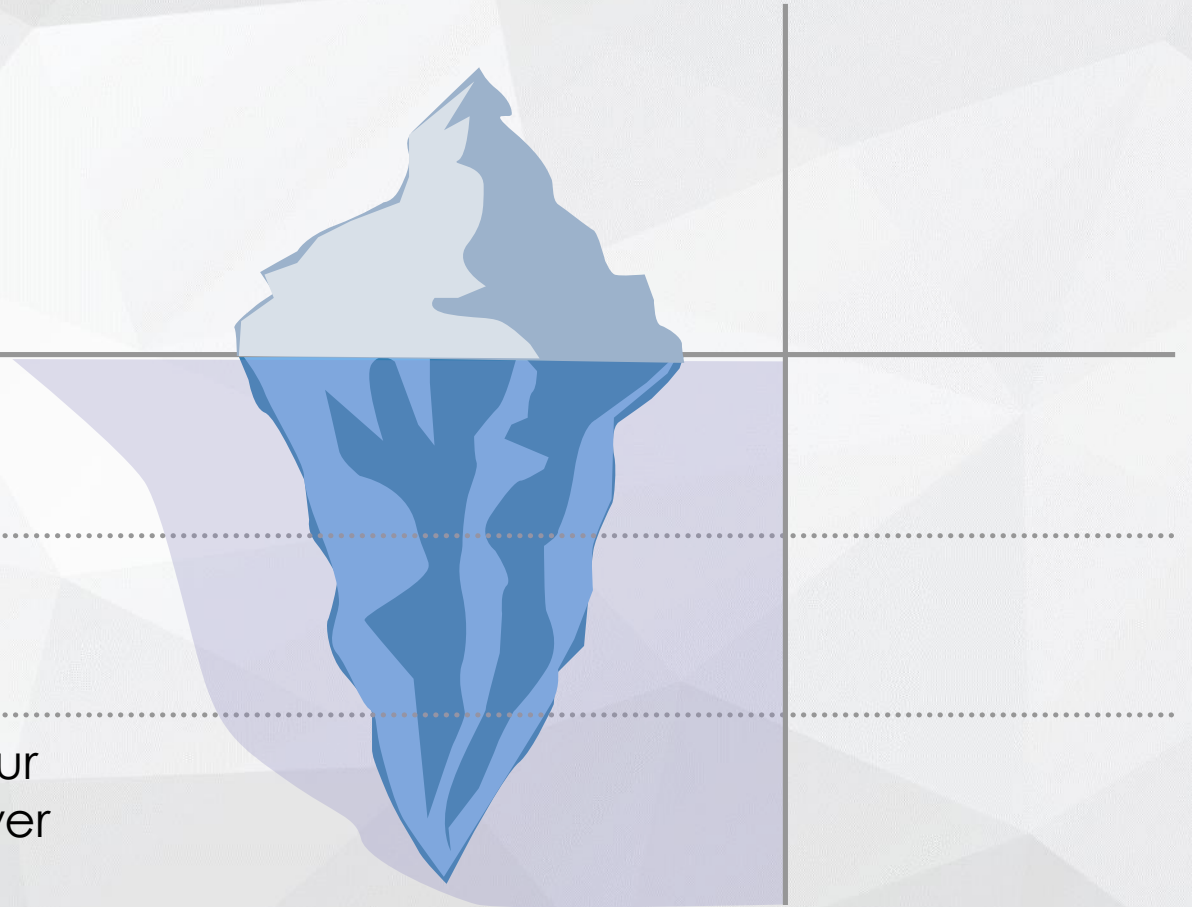
- Less people are inclined to do stuff for you

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- You are going to feel dirty because it's going to be obvious

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- You will burn out quickly because your success rate is going to be much lower



# DO NOT embrace an abundance mindset

## Scarcity Vs Abundance

### Scarcity mindset:

- Fearful
- Suspicious
- No opportunity
- Too many challenges



### Abundance Mindset

- Gratitude
- Confidence
- Open
- Trusting
- Challenges are opportunities
- Big thinking

DO NOT Feel entitled or angry



- Entitled
- Angry



- Take responsibility
- Positive



DO NOT neglect social media



DO NOT be the social media spammer



DO NOT be the business card bully.



DO NOT forget to say thank you



DO NOT act desperate



DO NOT play the short game.



Don't play the short game:



**DO NOT sell!**



DO NOT monetize a conversation

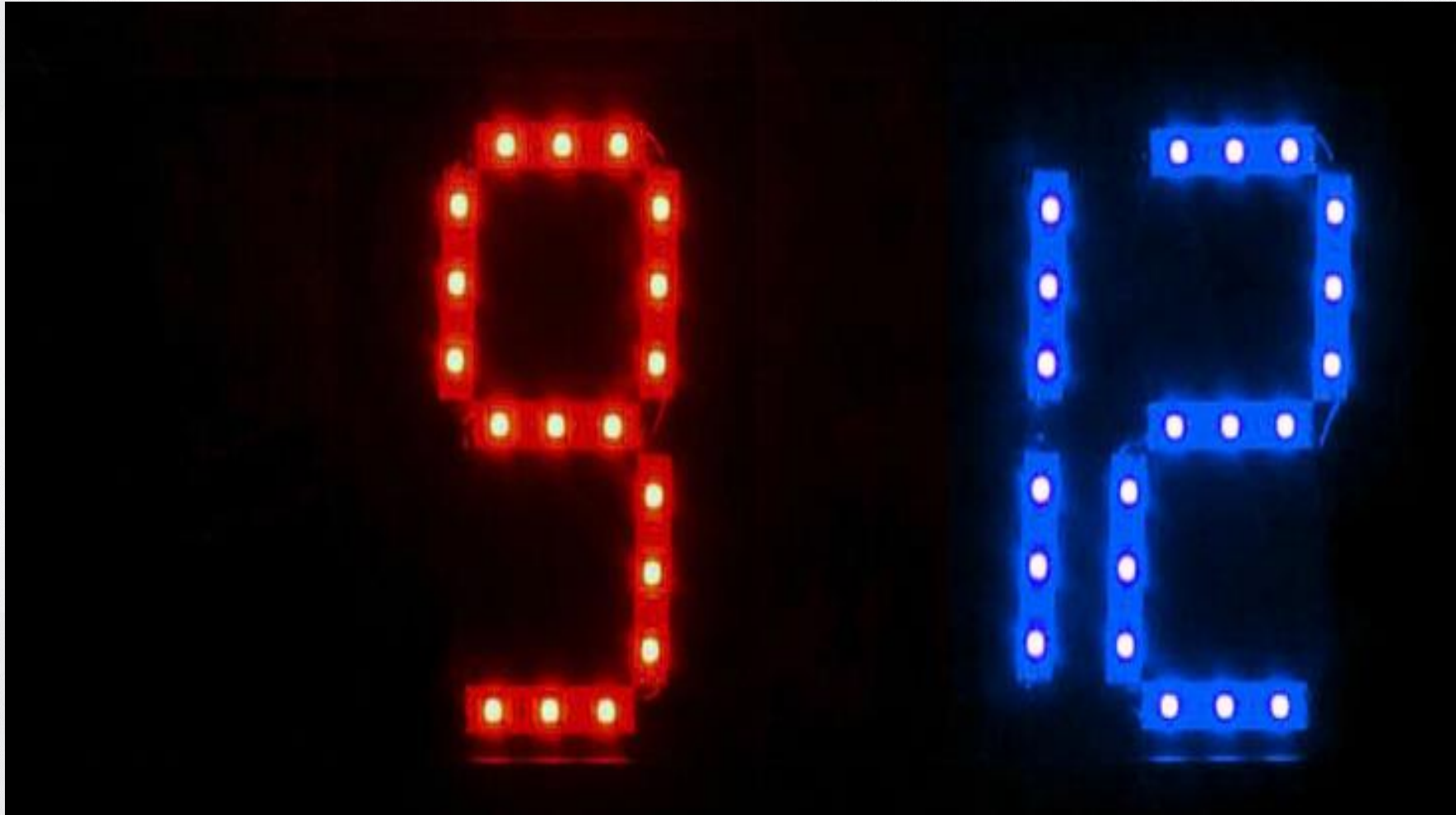




DO NOT promise something that you can't deliver



DO NOT keep score:



■ NO.15

**DO NOT take any relationship for granted**



■ NO. 16

**DO NOT** wait for others to reach out or follow-up with you



DO NOT make excuses for not networking:



■ NO. 17

**DO NOT Give up**



■ NO. 17

**DO NOT stop networking when you have achieved your goal!**





# Summary

- How to avoid the common networking blunders
- The important roles your networks play in your life
- Networking is a learned skill that everyone can develop
- What it means to NetWorkWise!





**Dig your well**

**before  
you're  
thirsty**

# Thank You



## Contact

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**“My success is your success”**



# Thanks

