

CONFERENCE FOR **WOMEN**

Presented By:

Judy Robinett

**Power Networks That Help You
Achieve Your Greatest Potential**

The richest people
in the world look
for and build
NETWORKS,
everyone else looks
for work.

Robert Kiyosaki



NETWORK_{TH}

If you want to go
fast, go **ALONE**.

If you want to go far,
go with **OTHERS**.

African proverb



Get out
there
and
get
connected

Guy Kawasaki



Forget an
MBA.
Learn to
NETWORK

Jack Welch



First you need to
know who you
need to know.
Then you need to
get to know them.



Network Intelligence

Understand **ASSETS**

Get **INTRODUCED**

Track **RISK**

Reid Hoffman
The Startup of You



If you always do what you always did ...

Always change a **LOSING GAME**

David Posen



What's holding you back?

Confront **FEARS**

Challenge **ASSUMPTIONS**

Change **BELIEFS**

Create **RELATIONSHIP CAPITAL**

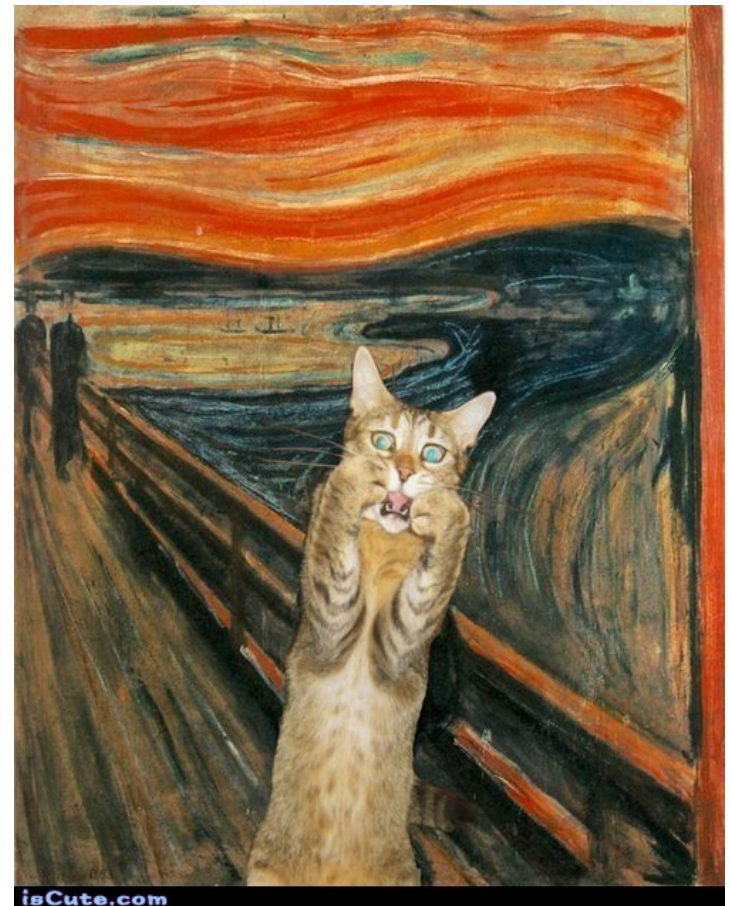
Rethink Fear!

1. Pachad

- The worst case
- Fight or Flight
- Panic or Terror

2. Yirah

- Awe has an element of fear
- Feeling that overcomes us when we inhabit a larger space



CHANCE is always
powerful.
Let your hook be
always cast; in the
pool where you least
expect it, there will be
a fish.

Ovid Roman poet (43 BC - 17 AD)



Rethink Assumptions



Errant **ASSUMPTIONS**
lie
at the root of
every failure.

Alex Mackenzie

ASSUMPTION is the
mother of all screw-ups.

Wethern's Law of Suspended Judgment



Four Critical Resources



Opportunities

Information

Money

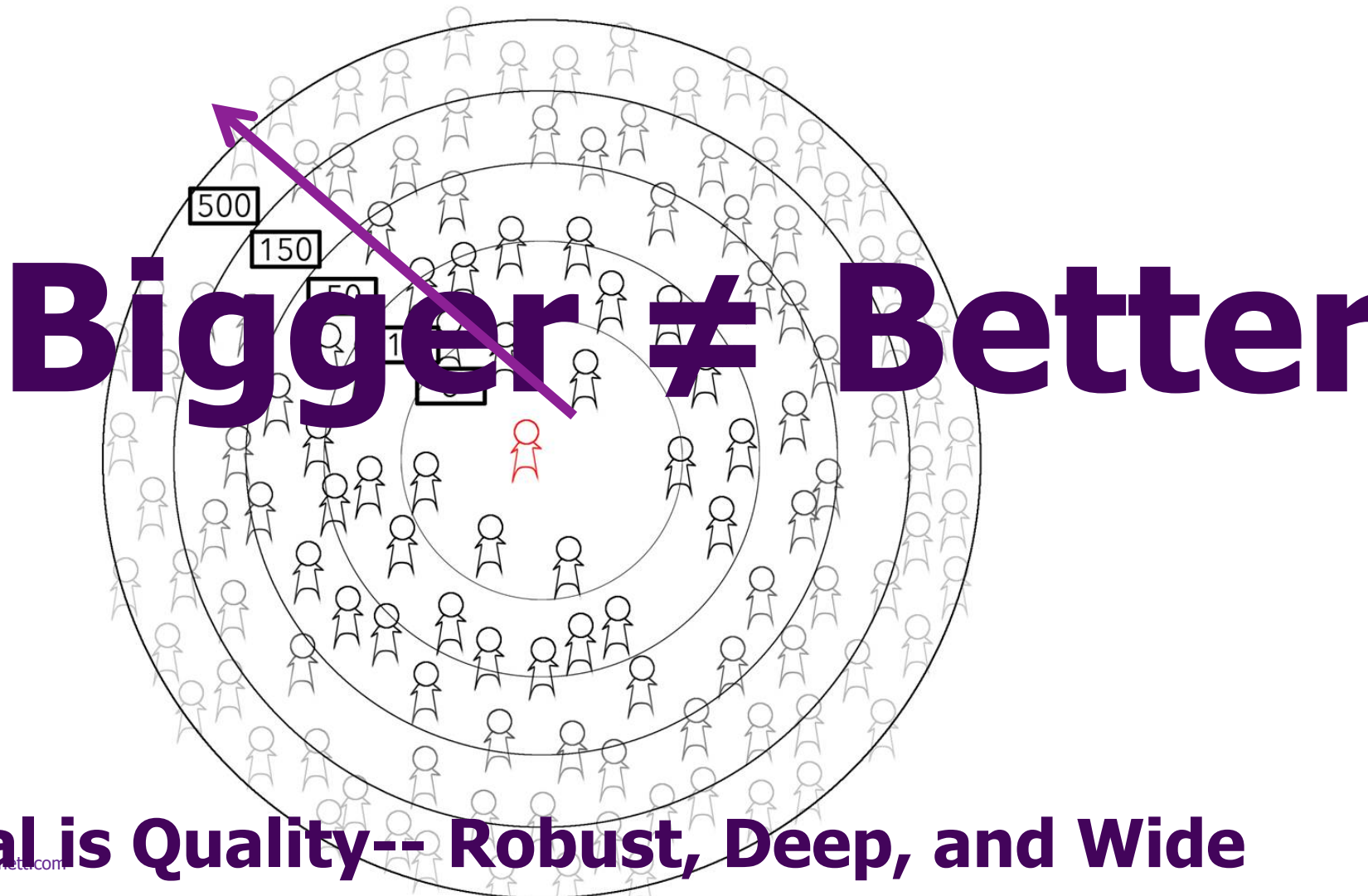
Connections

Get In The Game

“You have to learn the rules of the game. And then you have to play better than anyone else.”

Albert Einstein

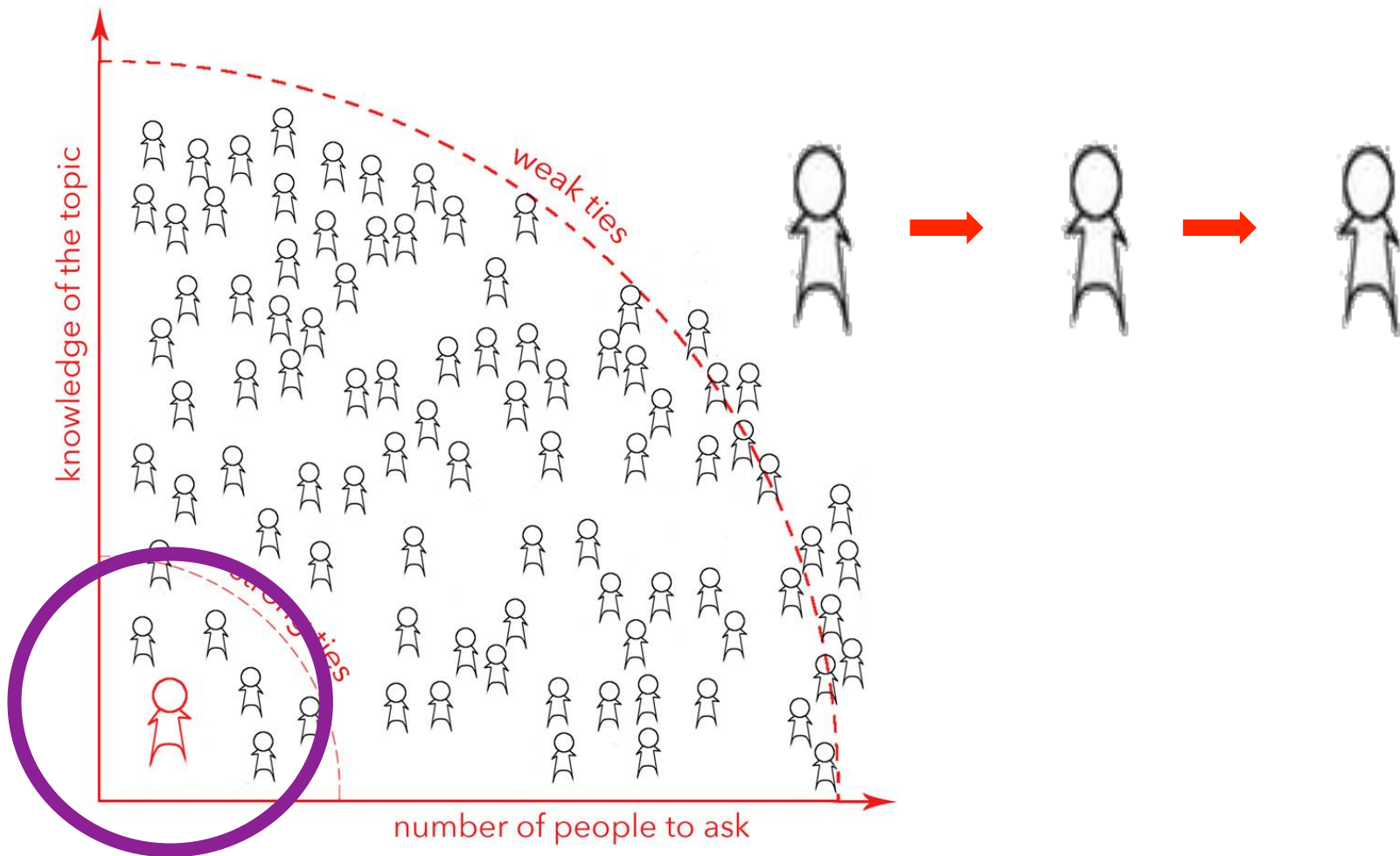
Your Social Circle



Goal is Quality-- Robust, Deep, and Wide

Source: *Grouped: How small groups of friends are the key to influence on the social web* - Paul Adams

Focus on 50



Source: ***Grouped: How small groups of friends are the key to influence on the social web*** - Paul Adams

Strategic Networking: Know your NEEDS

What is your goal?



Who do you need?

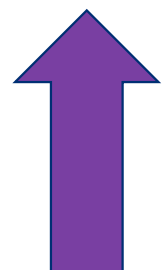
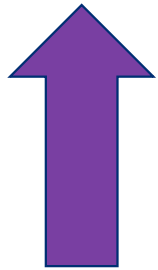
How reach them?

Who?	Why?	How?

Groups, associations

Curated events

Meetup.com (90K interest groups in 45,000 cities)



Opportunity | Information | Connections | Money

Are attendees
potential
clients or are
they smarter
than you?

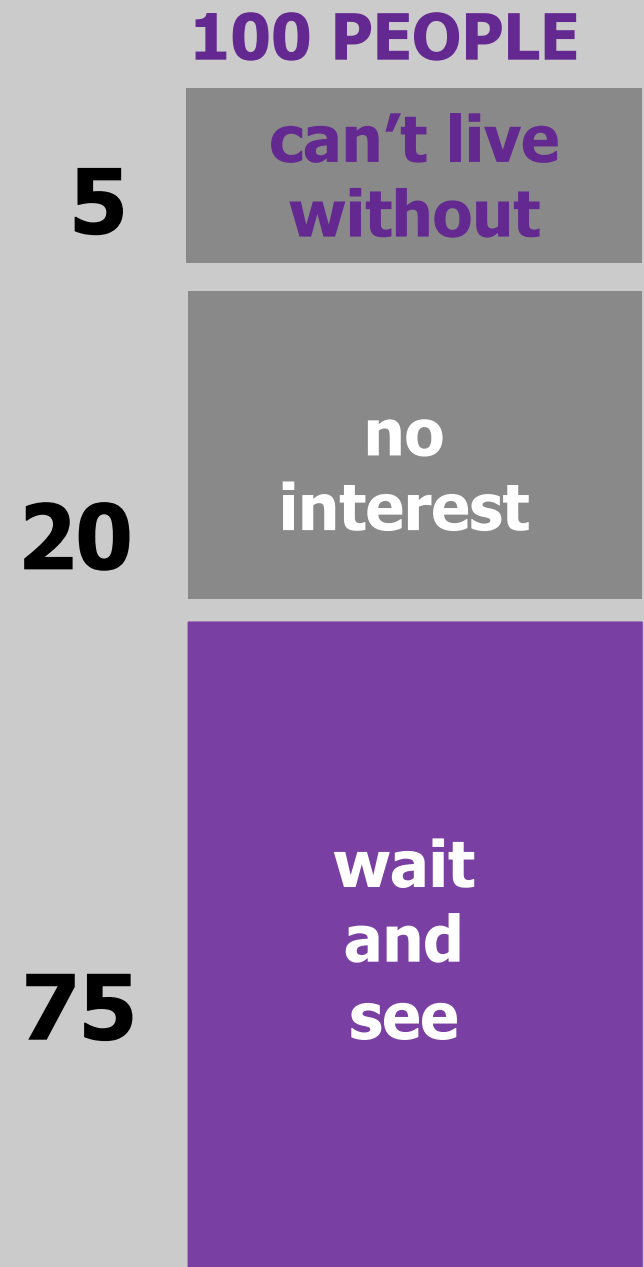


90 %
networking
events

**waste
of time**



Charlie Munger



Social Media Limitations



25 new friends a day



250 people a day

14% use regularly and only 3% saw results



Too many links = flag

7% usage and only 4% felt it had potential



30% spent time on LinkedIn, 41% saw results

The Complete Idiot's Guide to Social Media Marketing by Jennifer Abernethy
Sources: Wall Street Journal & Vistage Study

SKILL SET

Listen	Eyes, Ears, Heart
Story	Be You, Be Real
Ask	Date First
Values	Empathy

Small Message, Big Impact: The Elevator Speech Effect by Terri L. Sjodin

Almost a Psychopath

Charming with an answer for everything

Lack of empathy

Lie

Cunning and
manipulative

Rationalize
morals for
self-interest

Blame
others for
their hurt

Ronald Schouten, MD, JD, Harvard Medical School and James Silver, JD

You're a mouse studying to be a rat.

Wilson Mizner



If there is something
to gain
and nothing to lose
by asking,
by all means ask.

W. Clement Stone

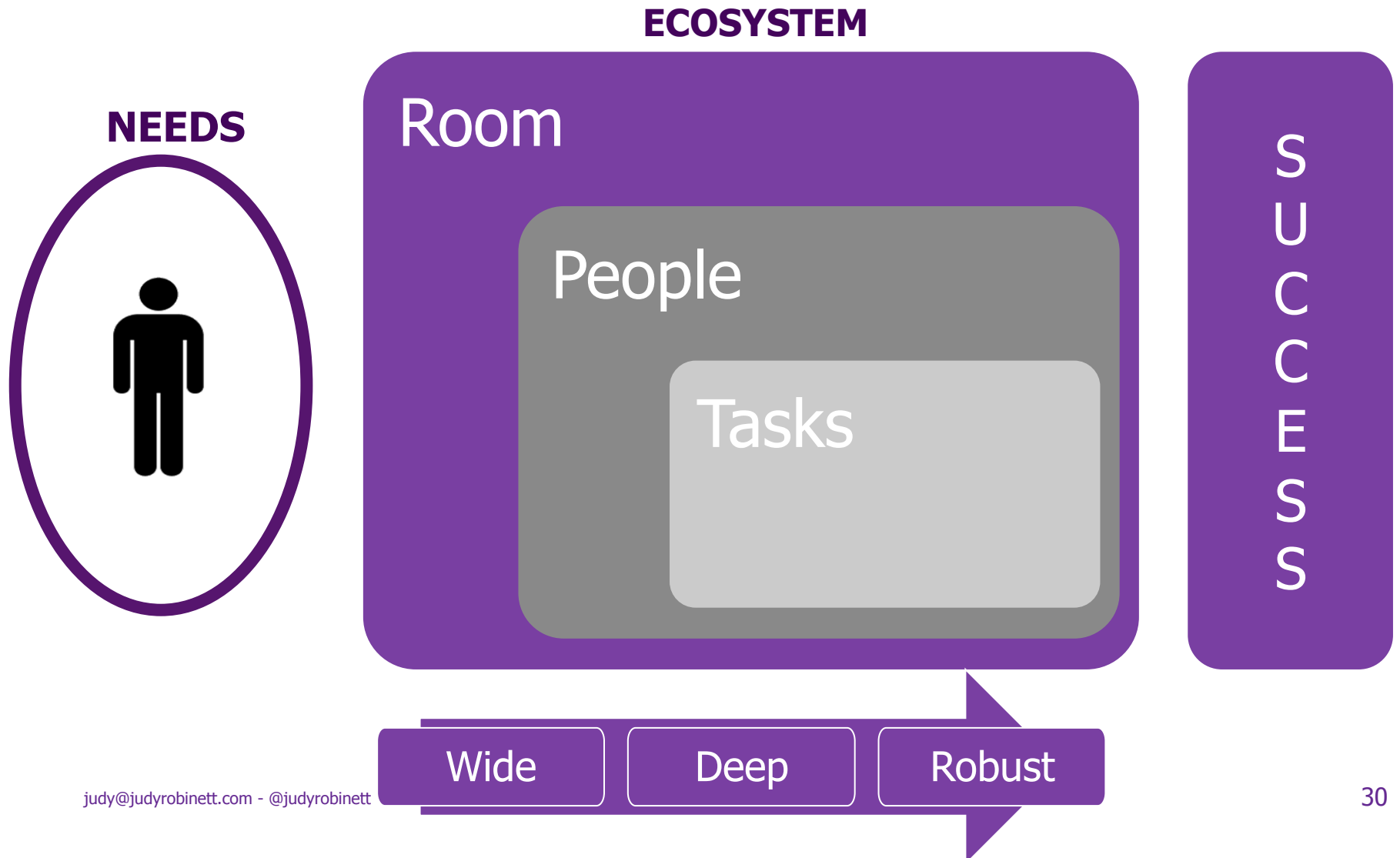


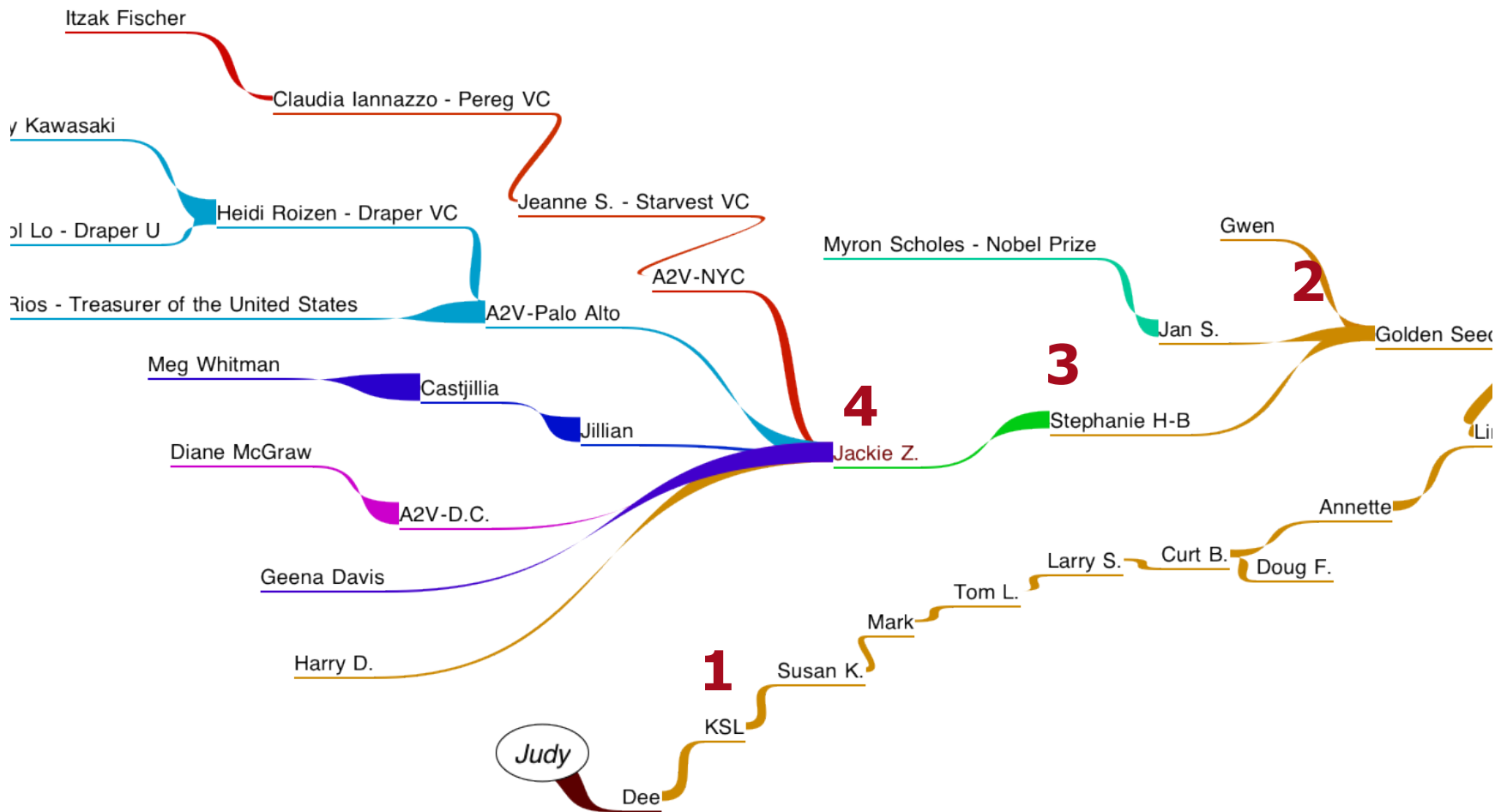
Three Golden Questions

1. How can I help you?
2. Who else do you know that I should talk to?
3. What other ideas do you have for me?



Power Connection Map to Success









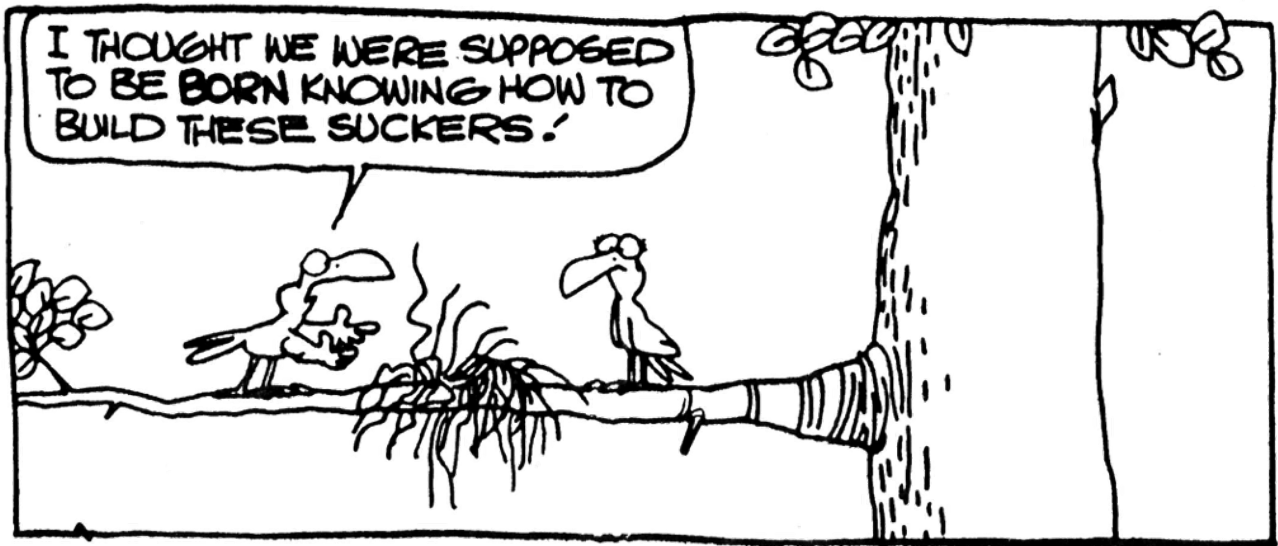


ANIMAL CRACKERS

By Roger Bollen



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