

Smarter Networking

A Strategic, Systematic Method for Building, Sustaining, and Leveraging Networks

Networks make a difference. But many don't understand how to nurture their networks in order to gain results. People can become overwhelmed by the size of their networks and the many ways available to connect with their contacts.

The consequences of not managing networks well are potentially devastating. In a [study](#) performed by Partnering Resources and the Northeast HR Association, a full 93% of successful initiatives were led by leaders with very strong or strong personal networks. Not one less successful initiative was led by a leader with a strong or very strong network.



Good networks and good work go together. In this workshop, participants learn how to systematically and strategically build, sustain, and leverage their networks.

Who Should Participate

Smarter Networking is designed for people who need to gain a better handle on their network for leadership, project management, sales, marketing, business development, or other purposes. The program is especially helpful for:

- Anyone overwhelmed by the number of contacts they have.
- Anyone unsure about how to engage their networks effectively.
- Anyone responsible for influencing others without having direct authority over them.
- Anyone eager to build the relationships needed to be successful in a new role.

What Participants Learn

- How networks operate
- What high performers do to build and leverage their networks
- How to assess their professional networks
- How to analyze their networks for strengths and gaps
- How to find leverage points within their networks
- How to plan concrete, practical actions to build, sustain, and optimize their networks

What Participants Gain

- One full-day workshop on how to build, sustain, and leverage networks strategically and systematically
- A professional review of each participant's network map and analysis
- Resources on the science behind networks, networking tips, and network practices of high performers
- A personalized action plan for taking advantage of network strengths and filling network gaps

What Participants Say

"The workshop's structure provided a coherent, elegant progression of relevant insights that translated themselves easily into practical action steps."



“The activities were feasible within timeline, valuable, added to personal interaction with the course.”

“The information was presented with an elegant coherence. Fit together well. Beautifully organized.”

“Concise, timely, well-sequenced.”

“I now have the power to make change.”

Program Staff

Maya Townsend, founder and lead consultant at [Partnering Resources](#), specializes in helping leaders, teams, and organizations thrive in our networked world. An expert on organization networks, Maya presents and publishes frequently on the topic, including on her [Inc online](#), [American Management Association](#), and [Partnering Resources](#) blogs. Her presentations at Gartner, Healthcare Businesswomen’s Association, SHRM, OD Network, and International Society for Performance Management conferences have been acclaimed “best in conference” by participants. Clients include BASF, Bayer CropScience, eCopy, Fidelity Investments, Hanover Insurance Group, Intel, MIT, McKesson, NASA, and the National Braille Press. Maya is co-editor of *Handbook for Strategic HR: Best Practices in Organization Development from the OD Network* (AMACOM, 2012).

Doug Fletcher, Partnering Resources associate, has been working in the field of organizational development for over 15 years. He specializes in diversity and inclusion, leadership development, strategic planning, team performance, and sales and customer relationships. He assists clients by listening to their needs, encouraging them to articulate their goals and uses a systemic approach of analyzing issues at the interpersonal, group, and organizational levels. When partnering with clients, he draws on his diagnostic skills, compassion, and sense of humor to assist them in improving the effectiveness of their organizations.

