Smarter Networking
A Four-Module, Distance-Friendly, Virtual Workshop

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 four-module, distance-friendly, virtual workshop series, 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

- Four 75-minute web conferences that lead participants through network mapping, analysis, and optimization
- 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 Details

This workshop occurs entirely online through a series of four webinars. Anyone with internet access can attend.

Prior to the program, participants set goals and share them with the course instructor. These goals are used to tailor content to participant needs.

In Module 1, **Introduction to Smarter Networking**, participants learn about major findings from the sciences that help us understand networks holistically and interact with them strategically. We discuss the four types of networks every person needs to have. Participants leave with the assignment to map their own network and send their map to the instructor.

Prior to Module 2, the instructor performs reviews of all network maps submitted by participants. In Module 2, **Mapping Your Network**, we use two network maps produced by participants as case studies. We discuss strengths and gaps within the networks and talk about potential next steps. We then review three specific tools for network analysis. Participants leave with the assignment to analyze their network.

Network analyses are reviewed by consultants prior to Module 3, **Analyzing Your Network**. In the session, we review two analyses collectively. We use them as case studies for finding leverage points—the small actions that can make a big difference. Participants leave with the assignment to develop action plans for optimizing their networks.

In the last module, **Optimizing Your Network,** we discuss behavioral components of networking: how to build, sustain, and leverage connections. Participants leave with a clear roadmap for refining their action plans and improving their networks.

Pre-Program:
Goal Setting

Module 1:
Introduction to Smarter Networking

Module 2:
Mapping Your Network

Module 3:
Analyzing Your Network

Module 4:
Optimizing Your Network

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).