

# Business Networking to Build Trusting Relations 透過人脈以建立信任的關係

MEDIUM : English / Cantonese COURSE CODE : BN DURATION : 1 day

Sharing and giving is the spirit of networking to build relations. An organisation will thrive on the employees' initiatives to forge relations and collaboration by speeding up the engagement process. In the workshop, the participants will develop skills to master the engagement process of trust, liking and competence.

The takeaways will be as follows:

- Identify the value of creating positive and lasting impressions through personal branding
- Realise how to communicate trust, liking and competence
- Refine verbal, vocal and visual communication
- Drive the networking process
- Break the ice with others in the approach
- Deepen the relation
- Build presence in sharing one's competence
- Enhance one's influence
- Nurture and maintain relations
- Adapt style to suit other culture and personalities

## Methodologies

### A. Pre-Workshop

The participants will complete a networking profile questionnaire to build their awareness of networking skills and their learning needs. The trainer will analyse their input and build the relevance of the workshop content to suit their needs; e.g. tips will be given through the debrief of activities.

### B. During the Workshop

The following activities will ensure a process of assimilation, discoveries and retention of skills enhancement:

- Lecture
- Case studies
- Discussion
- Role-play
- Self-evaluation analysis
- Games
- Exercises

## Course Outline

### 1. Decode the Power of Networking

The participants will build the focus of their learning:

- Engage in a group activity
- Relate to the networking process
- View networking as an extension to promote their competence

### 2. Make the 'What can I Do for You?' Attitude Work

The participants will *review* how to follow the number one principle in networking about giving and sharing:

- Realise five key communication skills in personal branding
- Express values associated with their company or personal profile
- Understand the attributes of a successful networker through their response to the pre-course questionnaire

### 3. Take Four Essential Networking Steps

Through *exercises and role-play* on company-related scenarios, the participants will practise:

- Prepare conversation topics to get involved
- Approach someone to break the ice
- Deepen the relationship on commonality
- Follow up to maintain and grow the relationship

### 4. Personal Presence and Business Etiquette

Through a *debrief* of the networking activities in Module Three, the participants will learn the following:

- Body language
- Voice
- Positive words
- Active listening
- Handshake
- Introduction
- Name card handling

### 5. Be Flexible to Connect with Different Social Styles

The participants will do an *activity* to evaluate their own social style and to empathies with other styles with the following focus:

- Understand own and others' styles
- Engage others by adapting to verbal and non-verbal preferences
- Manage others with different background, expectations and interests
- Respect values and show rapport on common ground
- Role play communication with different social styles

### 6. Engage Others with Credibility to Build Trust to Create Liking

The participants will *practise* the art of a good conversationalist:

- Enrich information with the magic word 'because'
- Connect with someone with active listening by catching the key words of interest
- Ask open-ended questions
- Speak in a sincere and tactful tone
- Be assertive in speaking up
- Exude energy in body language
- Pace, calibrate and match to create rapport with different people

### 7. Role Play on Customised Networking Scenarios

The participants will *role play* scenarios based on company-related activities to *practise* the networking steps and engagement techniques. Some scenarios may include:

- Brief address
- Informal ad-hoc conversations
- Meetings
- Events

### 8. Integration – Personal Networking Plan

The participants will integrate the workshop learning and to plan their continued effort to maximize networking.