

Business Networking Skills 在商業世界中的人脈建立技巧

MEDIUM: English / Cantonese / Putonghua COURSE CODE: BNS

A saying in the public relations industry goes, 'It matters more with how many people know you than with how many people you know.'

People who know and appreciate you will promote you and your business, which is the ultimate public relation. **In the programme, the participants will develop skills to win others' trust and support** in the following ways:

- Shape the positive networking mindset
- Maximise the benefits of networking
- Be aware of personal influence
- Strengthen personal presence
- Drive the networking process
- Master communication skills
- Adapt skills to networking channels
- Nurture and maintain network

Target Audience

This course is open to all.

Methodology

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

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 a service extension to create promoters of their business

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:

- Analyse their responses in the pre-course networking and influence profile
- Build confidence in taking initiatives to offer their ideas/skill/help
- Express values associated with their or company input
- Understand the attributes of a successful networker

3. Take Four (4) 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. Engage Others with Credibility and Interest

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
- Develop peripheral vision
- Exude energy in body language
- Pace, calibrate and match to create rapport with different personalities

5. 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:

- Informal ad-hoc conversations
- Meetings
- Events

6. Explore Channels to Build Social Intelligence

The participants will *define* the techniques to suit the channels to build their social intelligence:

- Associations
- Business friends
- Personal friends
- Internal company circle
- Social media

7. Integration - Personal Networking Plan

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