

# Principles of Principled Networking

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# Agenda

- Background
- Principles of Principled Networking

# Background

# Seeta Resources

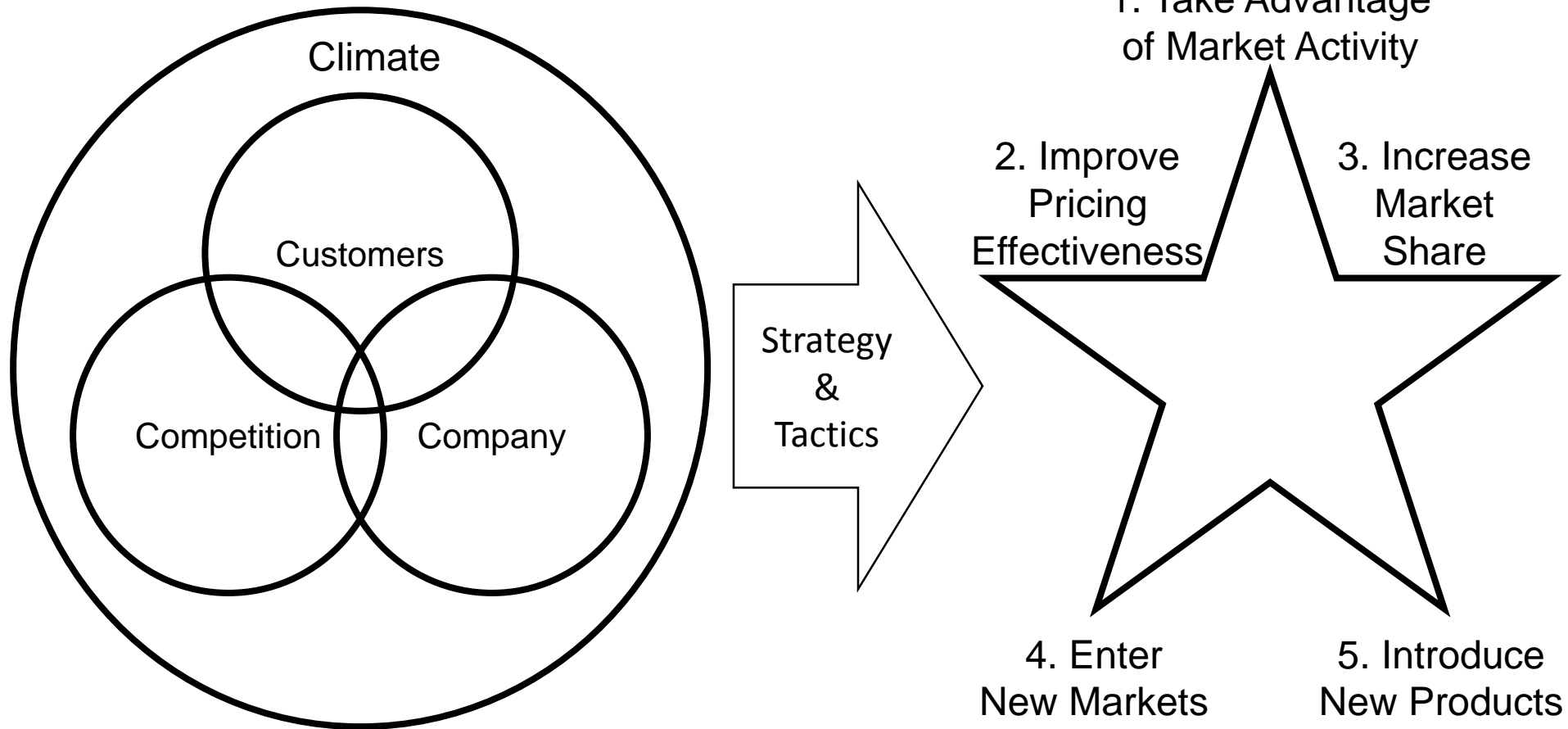
- Customer Challenges
  - Goals not met: revenue growth, quality of revenue, profit leaks
  - Need: rediscover markets, redesign business
  - Executives/employees are too close to the situation
  - Outside resources are not close enough
- Solution
  - Use Seeta Resources' proven processes
  - Turn employees into strategists and tacticians
- Results
  - Revenue growth, enriched margins
  - Quick results, long-term effectiveness

# Background

- Vice-President, Marketing, Landmark Graphics
- Manager, North American Operations, Baker CAC, Baker Hughes
- Marketing/Business Development Manager, LWD/MWD, NL Sperry-Sun
- **Oil & Gas** – AirXChangers, Baker Hughes, Baroid Corporation, Daniel Industries, Dresser Industries, Dresser Oil Tools, Key Energy, Integrated Exploration Systems (Germany), Landmark Graphics, NL Industries, Numar, OFS Portal, Photon, PGS-Tigress, Praxis, Preng & Associates, Sperry-Sun, Object Reservoir (US Venture Partners), Volumetrix
- **Engineering/Manufacturing** — Aggreko, Astralloy, CompX, Continental Carbon, Excell Minerals, Express Integrated Technologies, Fabsco, Fort Lock, Gundle/SLT Environmental, Harsco Corporation, Harsco Industrial, Harsco Infrastructure, Harsco Metals & Minerals, Harsco Track Technologies, Hendrickson Trailer, IKG Industries, MultiServ, National Cabinet Lock, Nutter Engineering, Ohmstede, OnePoint, Patent Construction Systems, Patterson-Kelley, Reed Minerals, SGB, SteelPhalt, VisionMonitor Aviation Software, Waterloo Furniture Components
- **Technology** — AMD, Sun Microsystems, Syntel, Metasolv, NobleTek, Avalon Imaging, Scicom, Silicus, Laversab, Facet, Zresearch
- **Other** — WNS, Kanaly Trust, Fort Bend Independent School District, American Sleep; Willy, Nanayakkara, Rivera & Goins
- **Adjunct Faculty**, Rice University's MBA Program :Teach “Marketing in the Energy Industry”; Commercializing Technology in the Oil & Gas Industry

# Simple Questions/Proven Process

Where are we?    Where can we go?    How do we get there?



# Client Team & Our Process

- Our process:
  - Answer three questions: Where are we? Where can/should we go? How do we get there?
  - Unlock team's latent knowledge
  - Guide team to rediscover markets
  - Guide team to reinvent/redesign the business
- Client team
  - Drawn from diagonal cross-section of the firm
- Team members champions of change
  - Overcome internal resistance
  - Speedy and effective implementation
- Team comprehend market dynamics of business
  - Deft adjustments/corrections over longer term

# More details at [www.seeta.com](http://www.seeta.com)

**SEETA RESOURCES L.L.C.**

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**Accelerating Business Growth Since 1994**  
**Sustainable Revenue Growth,**  
**Enriched Margins. FAST.**

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## SOME OF OUR CLIENTS:

**Oil & Gas** — Baker Hughes, Landmark Graphics, Sperry-Sun...

**Engineering/Manufacturing** — AirXChangers, Continental Carbon, Harsco Corporation...

**Technology** — AMD, Sun Microsystems...

[See client list »](#)

## RESULTS DELIVERED:

Our clients, their employees and Seeta Resources have jointly delivered impressive results.

[See Results Delivered »](#)

## TESTIMONIALS:

"Pradeep's methodology works! As a consultant he provided the framework to understand the future of the markets we served and the ones we weren't serving. Now it's like we have a crystal ball

## Swift Growth of Quality Revenues



Hello, I am **Pradeep Anand**.

I work with Business Leaders, who want to fix business units whose performances do not meet their expectations. I help these leaders accelerate these firms' revenue and margin growth.

I have a >30 Year Track Record of successes in various industries, from High-Tech to No-Tech, in the Oil & Gas, Engineering, Manufacturing, Software, Technology and Services Industries. Some clients are listed below.

Here are a few salient features of my service:

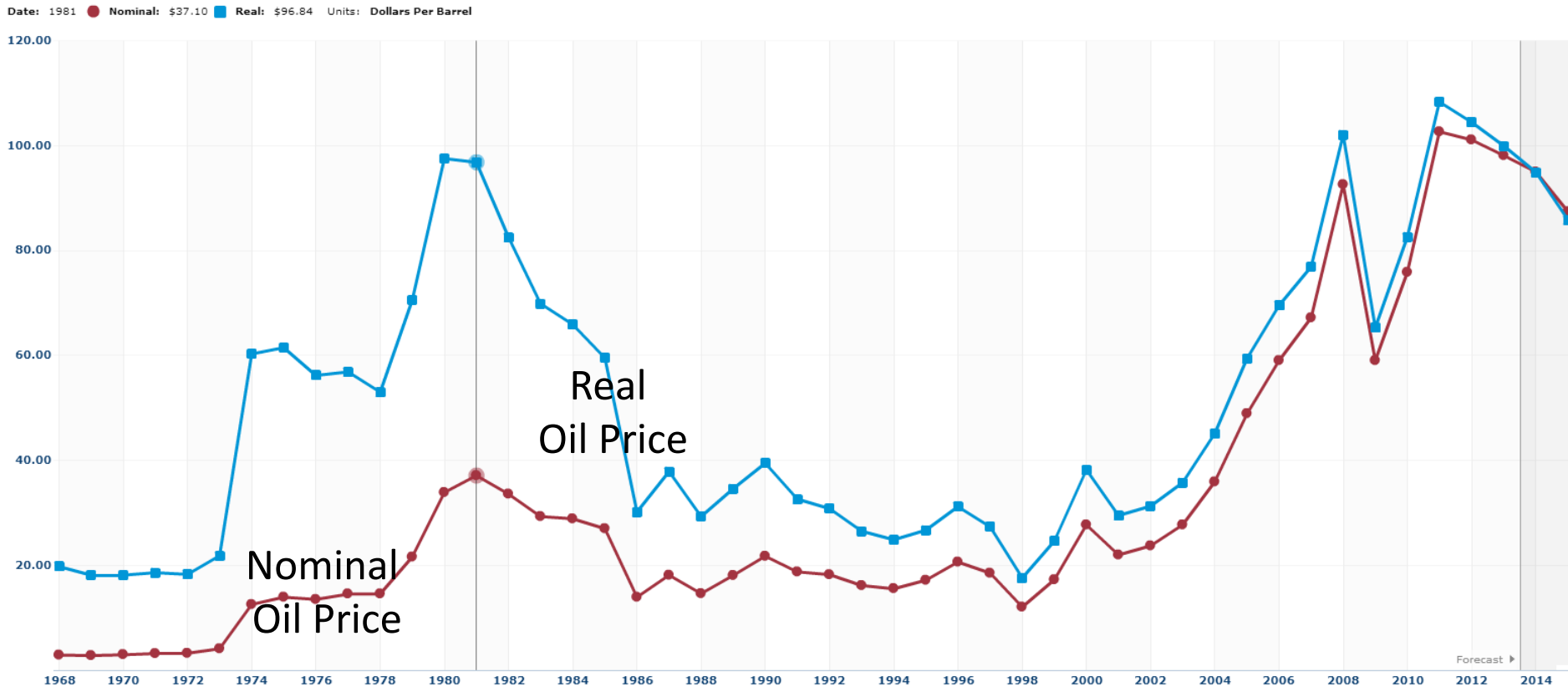
- Focus on execution, with a twist -- Take aim before you shoot!
  - Bring issues into focus, very quickly, by answering three simple questions: Where are we? Where can/should we go? How do we get there?
  - Develop strategy and tactics with the firm's internal team for faster and more effective execution. Members of this team are drawn from a diagonal cross-section of the company.
  - The process is stripped off management jargon and can be understood by all members of the team.
  - Educate and train client personnel in the principles of commercializing products and services, during the process. A smarter, market-savvy workforce sustains a firm's competitive edge and profitability for a longer time.
  - Deliver swift results and fast outcomes with days of engagement, rather than months or years.
- Pradeep Anand; [pa@seeta.com](mailto:pa@seeta.com); [www.seeta.com](http://www.seeta.com); +1 281 797 0797



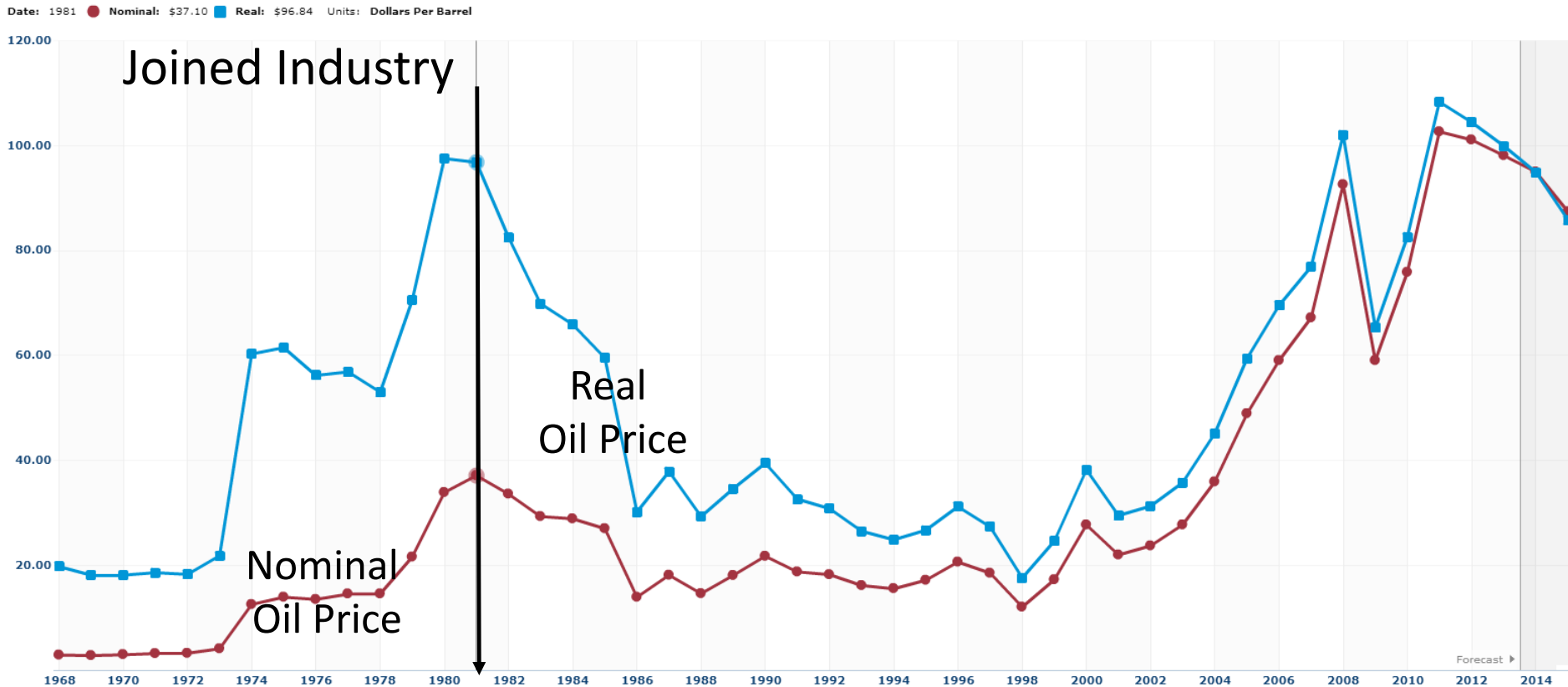
# Principles of Principled Networking

# Anecdote 1981-1983

# Price of Oil Drives Houston's Economy



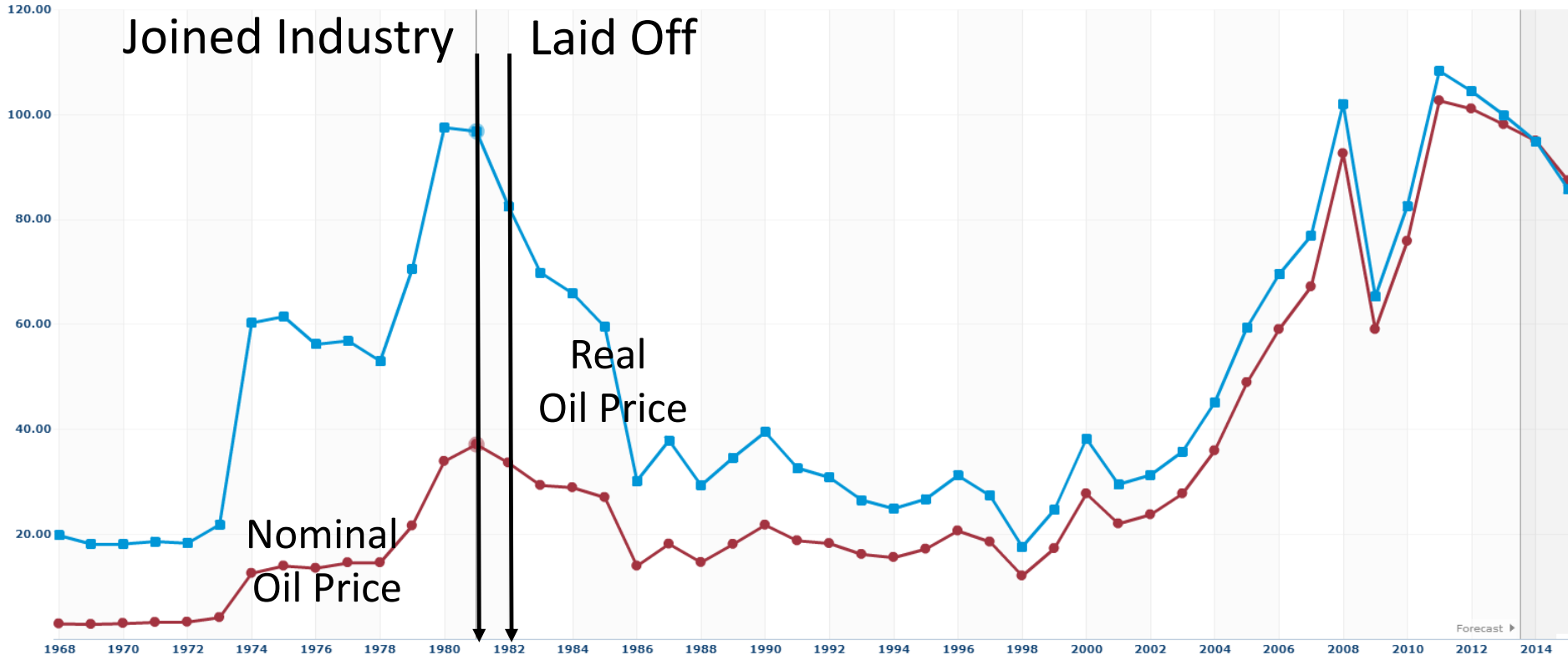
# 1981 Nominal Oil Price \$37 Forecasts predicted \$100 Oil



# 1982-Nominal Oil Price drops to \$33.50

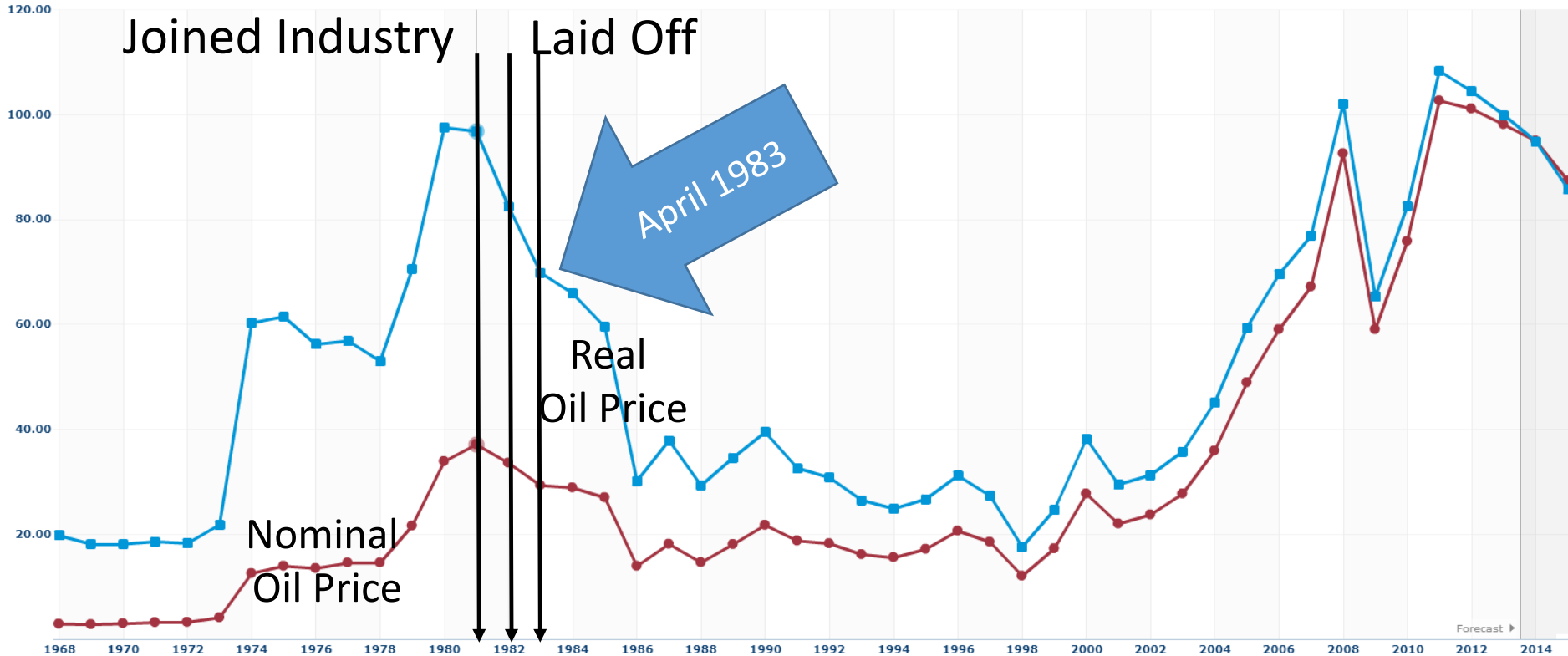
## Bottom falls out of the market; worse is yet to come

Date: 1981 ● Nominal: \$37.10 ■ Real: \$96.84 Units: Dollars Per Barrel



# April 1983

Date: 1981 ● Nominal: \$37.10 ■ Real: \$96.84 Units: Dollars Per Barrel



Savings nil; credit cards maxed out; down to my last \$10 bill



Moved out of my apartment; packed my possessions in these huge bags





# And moved them to friend's garages



I was a about to unhook the phone, when it rang!



# It was my U of H colleague and now businessman Lynn Hurlbert



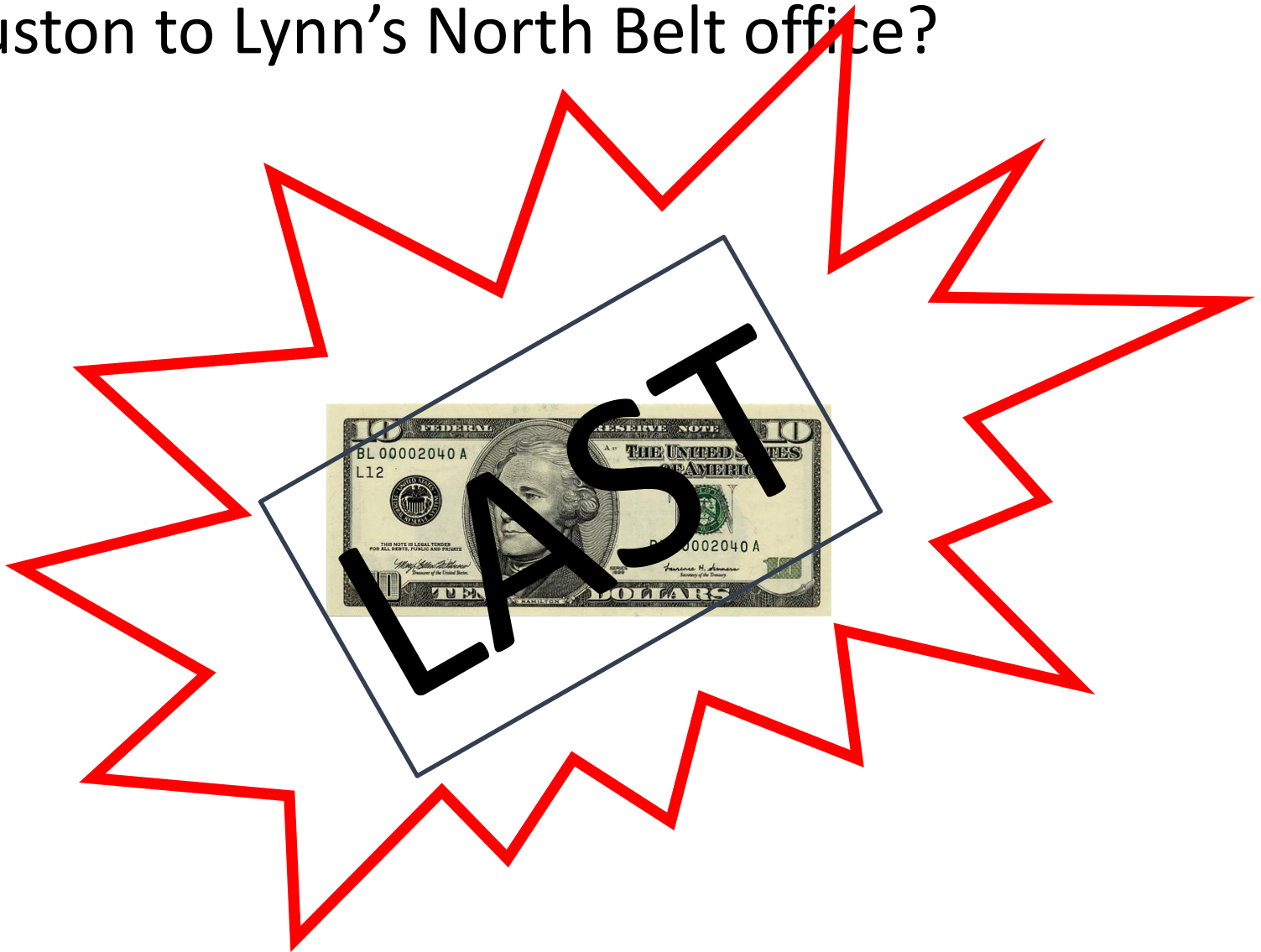
He asked me if I wanted to have lunch with him; I was broke and a free lunch sounded great



# I pulled out my faithful steed, my Ford Pinto, when I had a doubt...



Can I afford the gas to go from Southwest Houston to Lynn's North Belt office?



I decided to visit Lynn. Lunch at Zero's was a Bonus!



Lynn was saddened by my plight and decided to feed me immediately but..





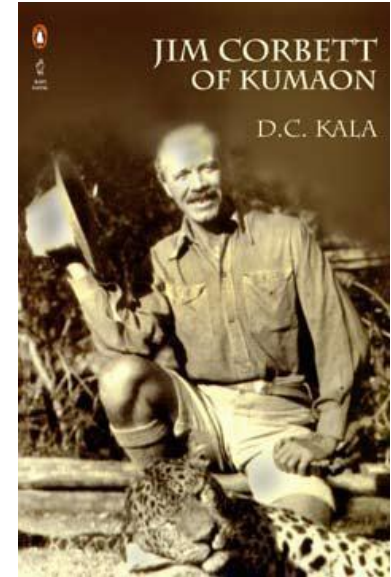
He had to stop at the office next door to make some copies



The President of the firm stepped out to say “Hi”  
and I learned that his name was Jim Corbett

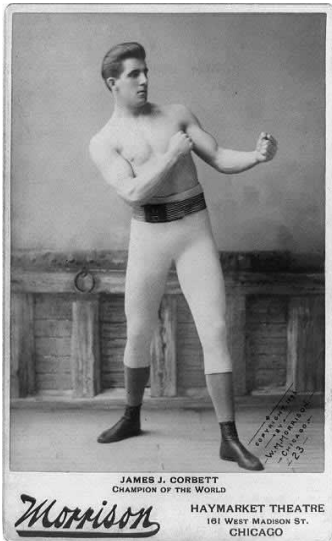
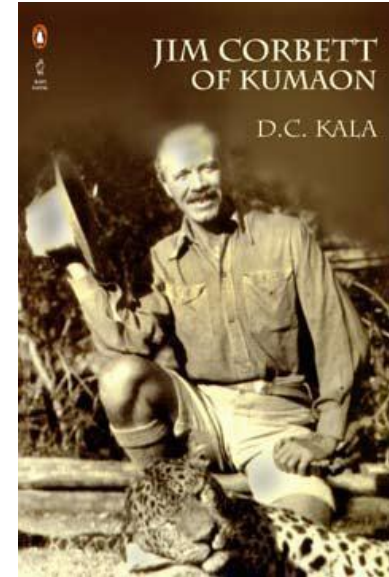


I told him that he was very famous in India; a national forest was named after him

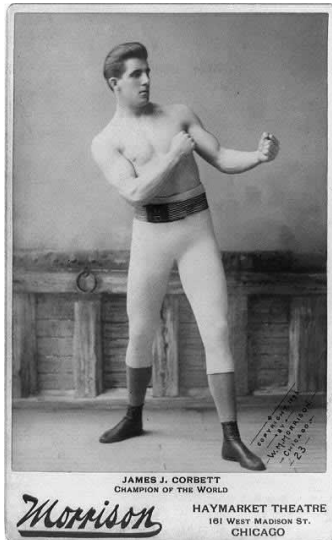
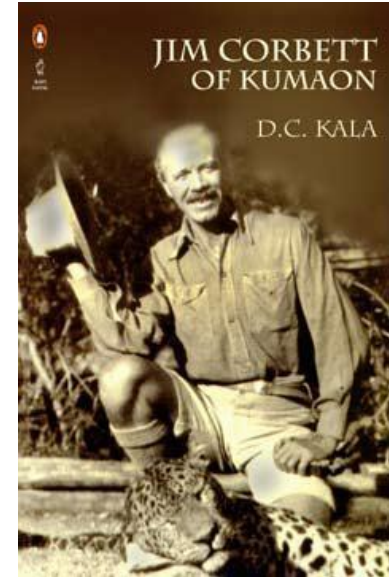


I also asked if was related the famous boxer Gentleman Jim Corbett.

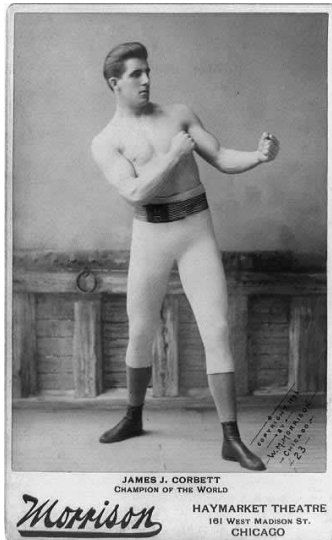
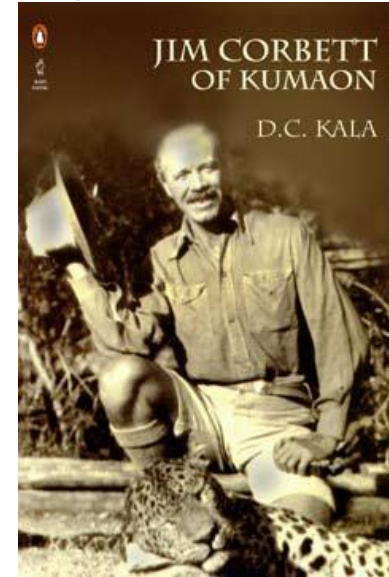
“Nah,” he said. “I am from Alabama!”



Lynn told Jim I was looking for a job; Jim chatted with me and made me an offer at a lower salary than what I was making



Jim encouraged me to find another job, using his office facilities. Six months later I received a great offer from NL Industries. I was back on my feet!



# Lessons Learned

# Lessons Learned

- It was people connecting people
- People refer people they trust
- You have to show up!
- I had built good relationships since 1978
- I was networking and I did not know it!



# What is networking?

- Working on building real, deep relationships with your professional contacts
- Networking isn't about passing out your business cards or asking people you don't know well for favors
- Networking is more about farming than it is about hunting
- It's not just about who you know--it's about how well you know them

# What is a network?

- Group(s) of people connected by trusted links
- Trust is a vector – it has strength/magnitude and is bi-directional
- The first layer of trust defines the span and depth of the network

# Why Networking?

- Whether you're an entrepreneur or on a job, you are always in the business of getting, keeping, or growing your job/business
- Most jobs and business opportunities are invisible
- Almost all paths to opportunities run through people
- Knowing the right people can get you to places that you might not reach otherwise

# Why Principled Networking?

- Knowing the right people can get you places that you might not reach otherwise
- Every transaction in the world runs on faith and trust
- People buy from people they trust
- Your professional network is your trusted network that will confidently rely on you for an idea, a concept, a service, or a product, or a referral

# When do you need a network?

- The network precedes the need for one
- Plant seeds before you get hungry
- Buy an umbrella before it rains
- You have to start today
- You've already started by being here!

# Who is in your network?

From Malcolm Gladwell's Tipping Point:

- Connectors - people who know people
- Mavens - content gurus
- Salesmen - salesmen!
  
- The ABCD of your Network™
- Four layers of the network
- Associates, Bridges, Contacts @ Customers, and Decision Makers

# How do you create a network?

- Stand out and make people aware of you – Show Up! Be Visible!
  - Locally - join associations, groups
  - On the Internet – LinkedIn and other virtual networks
- Have something that others want
  - You have to be a connector, maven, or salesman in your turn
  - It's about reciprocity
- Be Helpful – you have to give first
  - Don't expect to get something for nothing

# How do you create a network?

- Have Integrity
  - People are perceptive and will shut you out if they get a whiff of insincere behavior
- Be Courteous – if someone helps you, thank him or her
  - A little courtesy goes a long way
  - Lack of it can hurt you by diminishing trust
- Reciprocate—when someone helps you, seek ways to reciprocate, at least in some small way
- Maintain
  - Your network will be useless if you don't maintain it by constantly reaching out

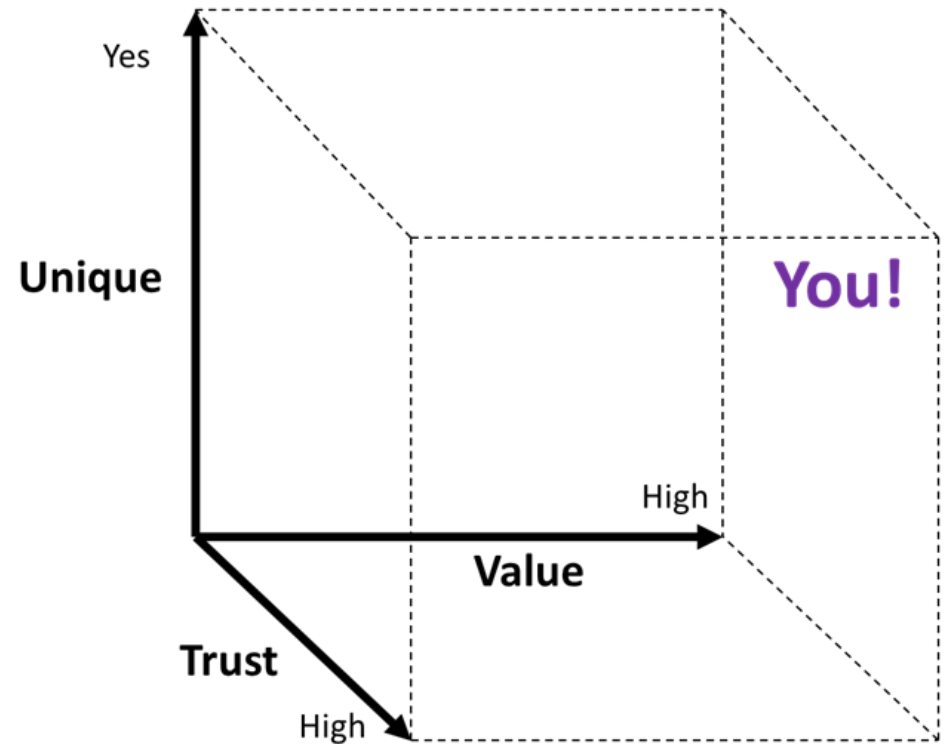


# Kinds of networks

- Casual contact networks
  - Networking events or industry mixers
- Knowledge networks
  - Professional associations
- Strong contact networks
  - Groups that meet frequently specifically to build professional relationships
- Online networks
  - Professional social media services-LinkedIn

# Why do customers buy from you?

You must be  
a **Unique,**  
**Trusted** source  
who delivers  
**Value**



# Trust creation factors

- Personal Factors

- Risk Tolerance
- Level of Adjustment
- Relative Power

- Situational Factors

- Security
- Number of Similarities
- Alignment of Interests
- Benevolent Concern
- Capability
- Predictability & Integrity
- Level of Communication

# Bottom Line

Never, ever ask for anything from someone who you don't have any relationship with

The quality of your professional network is not an accident

It is built one person at a time, on a foundation of trust, integrity and service to others

Practice Practice Practice

The more you do it, the better you get

Thank You!

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