

PRINCIPLES OF PRINCIPLED NETWORKING

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Purpose: To help you get a brisk start in your professional life and sustain your growth.

1. Why network?
 - a. For the sake of your professional growth (even personal and spiritual growth, but that's not why I am here today!).
 - b. Whether you're an entrepreneur or on a job, you are always in the business of getting, keeping, or growing – getting a job/customer, keeping your job/customer, and growing in your job/customer.
 - c. Most jobs & business opportunities are invisible. 85% of jobs are not advertised.
 - d. Almost all paths to opportunities run through people. People buy from people they trust. Every transaction in the world runs on faith and trust.
 - e. Your Professional Network is your trusted network that will confidently buy something from you - an idea, a concept, a service, or a product.
2. What is a network?
 - a. Group(s) of people connected by trusted links.
 - b. Trust is a vector – it has strength/magnitude and is bi-directional.
 - c. The first layer of trust defines the span and depth of the network.
3. When do you need a network?
 - a. Plant seeds before you get hungry. Buy an umbrella before it rains. The network precedes the need for one.
 - b. You have to start today and the fact that you are here, you've already started.
4. Who is in your network?
 - a. Malcolm Gladwell's Tipping Point: Connectors - people who know people; Mavens - content gurus; Salesmen - salesmen!
 - b. Four layers of the network – Associates, Bridges, Customer Firms, and Decision Makers – The ABCD of your Network™.
5. How do you create a network? You don't have to create one. It creates itself if you:
 - a. Stand out and make people aware of you – show up!
 - i. Locally - join associations, groups.
 - ii. On the Internet – LinkedIn and other virtual networks.
 - b. Have something that others want. You have to be a connector, maven, or salesman in your turn. It's about reciprocity.
 - c. Be Helpful – you have to give first. Don't expect to get something for nothing.
 - d. Integrity – people are perceptive and will shut you out if they get whiff of insincere behavior.
 - e. 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.
6. Where is your network? Build Global & Local networks.

Bottom line – 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.