

A portrait of Mark Jeffries, a middle-aged man with short brown hair, wearing a dark suit jacket over a light purple button-down shirt. He is smiling slightly and looking directly at the camera.

# THE ART OF NETWORKING

HOW TO STRATEGICALLY **INFLUENCE** OTHERS

with **Mark Jeffries**

## FACILITATOR'S GUIDE

# PREVIEW

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# Introduction

Welcome to a toolbox of ideas designed to give you an advantage over everyone else in the business and social world. Whatever your industry or product, the concepts in program, ***The Art of Networking***, will raise your game, add impact to your presence and put you ahead of the competition.

You will have the opportunity to unlock the secrets to:

- *Controlling Perceptions*
- *Influencing Decisions*
- *Leading Meetings*
- *Manipulating Opinions*
- *Winning Sales*
- *Shining as a Communicator*

Soft Skills or “Strategic Communication” is the rare and very valuable ability to connect, influence others, successfully pitch ideas and persuade people that they not only want you, but that they actually need you as well. In other words—in addition to their knowledge and skills—those winners have all used their ability to strategically communicate their way to the top.

## Learning Objectives

By the end of this program, participants will be able to:

- *Describe three assumptions people need to make about networking and influence others*
- *Identify and read the signals other people are sending to you*
- *Determine the 3 R's - strategies for effective networking*
- *Discover how to use the power of language to persuade others*

# Session Agenda

## **60-minute session**

<b>Introduction</b>	10 minutes
<b>View Program and Discuss</b>	35 minutes
<b>Session Debrief</b>	15 minutes

## **90-minute session**

<b>Introduction</b>	10 minutes
<b>View Program and Discuss</b>	35 minutes
<b>Reading Key Signals</b>	10 minutes
<b>Break</b>	5 minutes*
<b>The 3 R's of Networking</b>	10 minutes
<b>The Power to Persuade</b>	10 minutes
<b>Session Debrief</b>	10 minutes

\*This is just a quick break intended to stretch and get the blood flowing.

# Preparing for Your Session

Prior to the session, make sure you:

- Review the programs several times and become familiar with the content.
- Review the *Facilitator's Guide* and determine which agenda will be appropriate for your organization.
- Outline your presentation, considering your audience and objectives.
- Review the exercises and try and find an opportunity in the materials where you feel you have a personal story or anecdote to add to the program. This will help support the material and personalize the session for you and your participants.
- Reproduce copies of the Handouts for each participant.
- Determine where the training program will take place. Do you need to schedule or reserve space?
- Identify the number of attendees making sure you have appropriate accommodations for any participants with disabilities.
- Make sure you have the following equipment and materials:
  - Flip chart and markers
  - TV/DVD player with remote control

# Facilitator's Materials

## Introduction

### Time and Materials Needed:

- 10 – 15 minutes, depending on which agenda you choose
- 

1. **WELCOME** participants to the training and make any necessary introductions. This is an opportunity for you as the presenter to make an impression with your participants. Including a personal story or anecdote while introducing the subject is important here.
2. **REVIEW** the learning objectives.
3. **DISCUSS** the agenda and take care of any housekeeping issues such as: breaks, bathroom locations, etc.
4. **SAY** ***"The Art of Networking is one of the most powerful skills we can acquire because it has the most affect on our overall success with others. Take a moment and think about someone you know that is an influential communicator. What actions or behaviors does this person have that makes them effective? As we go around the room and introduce ourselves also give us one or two attributes that you believe makes an influential communicator."***
5. **CHART** As participants share their list of attributes chart them on a flip chart and keep visible in the room. When possible, connect the learning back to participant's contributions.

## View Program and Discuss

### Time and Materials Needed:

- 35 minutes
  - DVD, *The Art of Networking*
  - TV/DVD player or Projector/Computer
- 

1. **DISTRIBUTE** to each participant a copy of the **Program Notes Handout** from the *Materials* section of this guide on page 15.

2. **ASK** participants to focus on a few of the key points as they are watching the video. Tell participants that they will be asked to explain those key points during the discussion after viewing the DVD.

3. **PLAY** the DVD, *The Art of Networking*

It will be helpful during DVD debrief if the facilitator has some personal stories, anecdotes or examples to help support the key points. This should be prepared prior to the training to help personalize the training for participants.

4. **DISCUSS** the three assumptions using the Program Notes Handout.

**NOTE TO THE FACILITATOR:** You will use the other questions as a jumping off point for the upcoming exercises if you are doing the 90-minute agenda. If you are doing the 60-minute agenda then discuss all questions on the **Program Notes Handout**.



## Reading Key Signals

### Time and Materials Needed:

- 10 minutes
  - Stopwatch for keeping track of the time.
- 

1. **SAY** the following and **DEMONSTRATE** each of the signals participants identify:

***“In the DVD, Mark talks about several tools for networking and also discusses key signals that people send out. What are some of the key signals Mark talks about?”***

**Answers:** A sudden slow crossing of the arms, they look at their feet, his or her eyes begin to go over your shoulder, or any combination of the word “anyway,” a hand clap, and a deep breath.

***“Why is it so important to read these key signals?”***

**Answer:** Because you are giving them the gift of time by reading their signals and letting them out of the conversation easily. Now, next time he or she sees you, they will come have chat because they didn’t feel trapped the last time.

***“Now we are going to do a quick exercise, because if you have never read the signs and had to let someone go from a conversation it can be awkward at first, so let’s try it.”***

2. **IDENTIFY** half of the group as “**ROLE A**” and the other half of the group as “**ROLE B**”. **DIRECT** the “**ROLE A**” participants to stand against the four walls of the room equally distributed. Next, have “**ROLE B**” players each find a “**ROLE A**” participant to partner with. Have participants chat about something for a minute (what they did on their last vacation, for example) and then tell “**ROLE B**” it’s their job to send the signal about a minute into the conversation and its “**ROLE A’s**” job to release them from the conversation.
3. **PRACTICE**. Allow two minutes for participants to practice reading the signals and releasing, and then have the “**ROLE A’s**” stay in place while the “**ROLE B’s**” rotate to a new partner clockwise around the room and repeat the exercise with participant’s switching roles. A stopwatch is handy for timing the exercise so that it doesn’t go on too long.

## ***The Three R's of Networking***

### **Time and Materials Needed:**

- 10 minutes
  - Stopwatch
  - Program Notes Handout from previous exercise
- 

5. **DIRECT** participants to review their **Program Notes Handout**.
6. **DIVDE** participants into three groups.
7. **ASSIGN** each group one of the R's.
8. **DIRECT** participants to explain their assigned "R" and then come up with examples of when they have or could use it.  
Give participants four minutes to come up with a one-minute description of their assigned "R". Use the stopwatch to help keep you on time.
9. **DEBRIEF** the exercise by discussing some of the other networking tips presented in the video. For example, the Sidle Up and Eavesdrop, use of business cards, etc.

## The Power to Persuade

### Time and Materials Needed:

- 10 minutes
  - Flipchart
- 

1. **SAY** the following to participants: ***“Mark gives several suggestions in the program to help us use our influence and persuade others. What are some of the other tools discussed in the program?”***
2. **DIRECT** participants to review their notes on the video.
3. **CHOOSE** from the following approaches:
  - a. **Option A: DISCUSS** the following issues having participants share their experiences:
    - ☐ Positivity
    - ☐ The Power of never saying “No”
    - ☐ Non Verbal signals (Nods per Minute and eye contact)
    - ☐ The Power of Language
    - ☐ The Power of Three
    - ☐ The Jealousy Affect and Good Story Telling
  - b. **Option B: DIVIDE** participants into six *random* small groups and assign each group one of the tools to focus on and tell them they will responsible for reporting back to the large group and recapping the information in the video. And, if possible providing a personal story or anecdote that supports the tool.
4. **ASK** participants if they have any questions about the material.

## Program Debrief

### Time and Materials Needed:

- 10-15 minutes
- 

1. **DISTRIBUTE** the 1-2-3 Debrief on page **16** of this guide.
2. **DISCUSS** the following with participants:
  - 1. *“Share one thing you didn’t know before you arrived today.”*
  - 2. *“What are two things you are going to share with a friend, spouse or coworker about what you learned today.”*
  - 3. *“State three things you are going to try or do differently as a result of this training.”*
3. **DISTRIBUTE** the quiz on pages **17-19** of this facilitator’s guide and refer to the answers on page **20**.
4. **DIRECT** participants to turn to page **21** in their guides. Give participants time to fill out the Program Evaluation.

# About Mark Jeffries

Former Merrill Lynch stockbroker, Mark Jeffries, has become a trusted adviser and communications consultant to some of the world's largest and most successful corporations, agencies and partnerships.

Dividing his time between The United States, Canada and Europe, Mark is invited to speak at major corporate conventions, conferences and meetings. He is also retained to coach many senior executives, CEOs, MDs, partners and sales teams, from clients across diverse industries and organizations.

Mark has also written two books, ***What's Up With Your Handshake?*** and ***The Art of Business Seduction*** and regularly appears as an expert guest on **NBC's Today Show**, **Fox Business**, **CNBC**, and **BBC News**,

Whether it's leveraging your network, planting psychological 'seeds' establishing new contacts, winning over your team or negotiating deals around the board table, Mark Jeffries has a toolbox of innovative, instantly useable and very entertaining methods and techniques to help grow your success.

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# Materials

PREVIEW

# Program Notes

What did Mark say were the key assumptions we needed to have in order to effectively use the “Art of Networking”?

- 1.
- 2.
- 3.

In the video, Mark says that people will often send you signals. Identify some signals that others might send you and what those signals mean.

What are the three R’s of effective networking?

- R –
- R –
- R –

What other tools does Mark mention that have an impact on our ability to persuade?

# It's as Easy as 1, 2, 3

For the program debrief, please list the following:

**1 – One thing you didn't know before you arrived today**

**2 – Two things you are going to share with a friend, spouse or coworker about what you learned today.**

**3 – Three things you are going to try or do differently as a result of this training.**



# The Art of Networking Quiz

Circle the correct answer below.

1. Which of these is NOT a key assumption we need to make about interpersonal skills:
  - a) We are all in Sales (Whether we like it or not)
  - b) Payback - We feel the need to pay back acts of generosity
  - c) Not all people are effective at networking
  - d) Delicately balanced scales – Tiny differentiators make a big difference
  - e) A & C
  - f) B & D
2. One way to make a connection with total strangers is to:
  - a) Walk up & listen
  - b) Sidle Up & eavesdrop
  - c) Stand & deliver
  - d) Sidle Up & interrupt
  - e) All of the above
  - f) None of the above
3. According to Mark, the secret of strategic communication with soft skills is
  - a) All about how the other person feels – making the person feel good
  - b) Your own self-confidence
  - c) Having a firm handshake
  - d) Eye contact
  - e) All of the above
  - f) None of the above

4. Which of the following is NOT a signal that you have been going on too long in a conversation?
- a) Sudden slow crossing of the arms
  - b) They look at their feet.
  - c) They are looking over your shoulder.
  - d) They are making direct eye contact and nodding their head.
  - e) All of the above
  - f) None of the above
5. The three R's of Networking are:
- a) Reduce, Reuse, Recycle
  - b) Radar, Recall, Reward
  - c) Radar, Recall, Recognition
  - d) Reconnect, Recognize, Reward
  - e) All of the above
  - f) None of the above
6. True or False. Tone-of-Voice, word choice and body language are three important interpersonal skills.
- a) TRUE
  - b) FALSE
7. Mark described a tool that President Obama uses to effectively get his message across. It's called:
- a) The law of averages
  - b) The Rule of 9
  - c) The law of eye contact
  - d) The Power of 3
  - e) A & C
  - f) B & D

8. According to Mark Jeffries, you want to avoid the jealousy effect in business.
- a) TRUE
  - b) FALSE
9. What does Mark suggest doing with business cards when you receive them:
- a) Place them in the round file.
  - b) Staple them to the inside of the client folder.
  - c) Scan them and attach them to your electronic file.
  - d) Make sure the other person sees you placing the card in your pocket or purse.
  - e) All of the above.
  - f) None of the above.
10. According to Mark, in all different types of social situations, it is important to release the other party first so that they will be willing to talk and connect with you again later.
- a) TRUE
  - b) FALSE

## Answers to the Quiz

1. C
2. B
3. A
4. D
5. B
6. True
7. D
8. False
9. F
10. True

# Program Evaluation

	Strongly Agree	Agree	Uncertain	Disagree	Strongly Agree
The program objectives were explained.					
I can describe the three assumptions people need to make about networking and influencing others.					
I can identify some of the signals others may send to me doing an interpersonal interaction					
I can identify the three R's of Networking					
I have discovered some additional tools on how to influence and persuade others					
The opportunity to participate was sufficient					
The facilitator connected the information to my job					
I found the questions and discussions helpful					
The facilitator was well prepared					
I would recommend this program to others					

I would improve this program by:

The best part of this program was: