

# NETWORKING IN THE NEW NORMAL



# WHO IS MIKKI WILSON?

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- Business Administration (Marketing)  
- 2009
- Marketing Professional for 15+ years
- Nonprofit Board Director + Tireless Volunteer
- Mentor + Motivator
- Dot Connector + Super Connector
- Avid Stand Up Paddleboarder
- Traveler + Digital Nomad
- Entrepreneur + Virtual Marketing Assistant





## DOT CONNECTOR CONSULTING, LLC

I help entrepreneurs and small business owners reconnect time to their bottom line by providing quality virtual assistant solutions.

# TRANSACTIONAL NETWORKING

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**This is the traditional approach:**

- Dress for success
- Develop a solid handshake
- Develop your “elevator pitch”
- Meet everyone in the room
- Collect business cards



**This approach is transactional.**

# LET'S REDEFINE OUR APPROACH.



CONNECTIONS



CONVERSATIONS



CONSISTENCY



## CONNECTIONS

Networking is not about collecting contacts but more about planting relations. You are connecting with people and building relationships.



## CONVERSATIONS

“Networking is not about just connecting people. It’s about connecting people with people, people with ideas, and people with opportunities.”

—Michele Jennae



## CONSISTENCY

“Pulling a good network together takes effort, sincerity and time.”

—Alan Collins

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Let's begin to look at  
networking as  
**RELATIONAL.**



# BUILD YOUR BRAND

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*“Networking is marketing. Marketing yourself, your uniqueness, what you stand for.”*



## Authenticity

- You are your brand
- Be yourself
- Good first impression
- Share stories



## Respect

- Be present
- Put your phone down
- Learn to listen
- Listen to learn



## Trust

- Be empathetic
- Offer advice or help
- Quality over quantity
- Always follow up

# LEVERAGE YOUR SOCIAL CAPITAL

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*“Your network is your net worth.” –Porter Gale, author*



## BUILD

Build your presence.

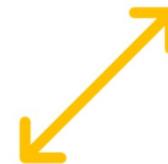
- Update social media profiles for consistency
- Reconnect with peers and old contacts.
- Create content around your interests.



## REACH

Connect in new ways.

- Phone calls
- Coffee meetings
- Handwritten note
- Send a newspaper clipping or forward thoughtful article/post



## EXPAND

Expand your borders.

- The beauty of the pandemic is that it opens a door to new possibilities.
- Leverage social media channels to create new bonds or build a virtual community.

# BECOME A DOT CONNECTOR



## START CONNECTING

Build relationships on empathy



## ADD VALUE

Listen and offer how you can help



## ASK FOR ADVICE

The other person will feel appreciated



## AIM FOR DIVERSITY

Connect with all kinds of people.



## FOLLOW UP

Connect those dots!

# THE BIG PICTURE

- **Meet people.** The real goal of networking is to make connections with people. The benefits come later.
- **Shift your mindset.** Be confident that you have skills and knowledge that can help others.
- **Be a dot connector.** Recognize your value and find those who want your help.

