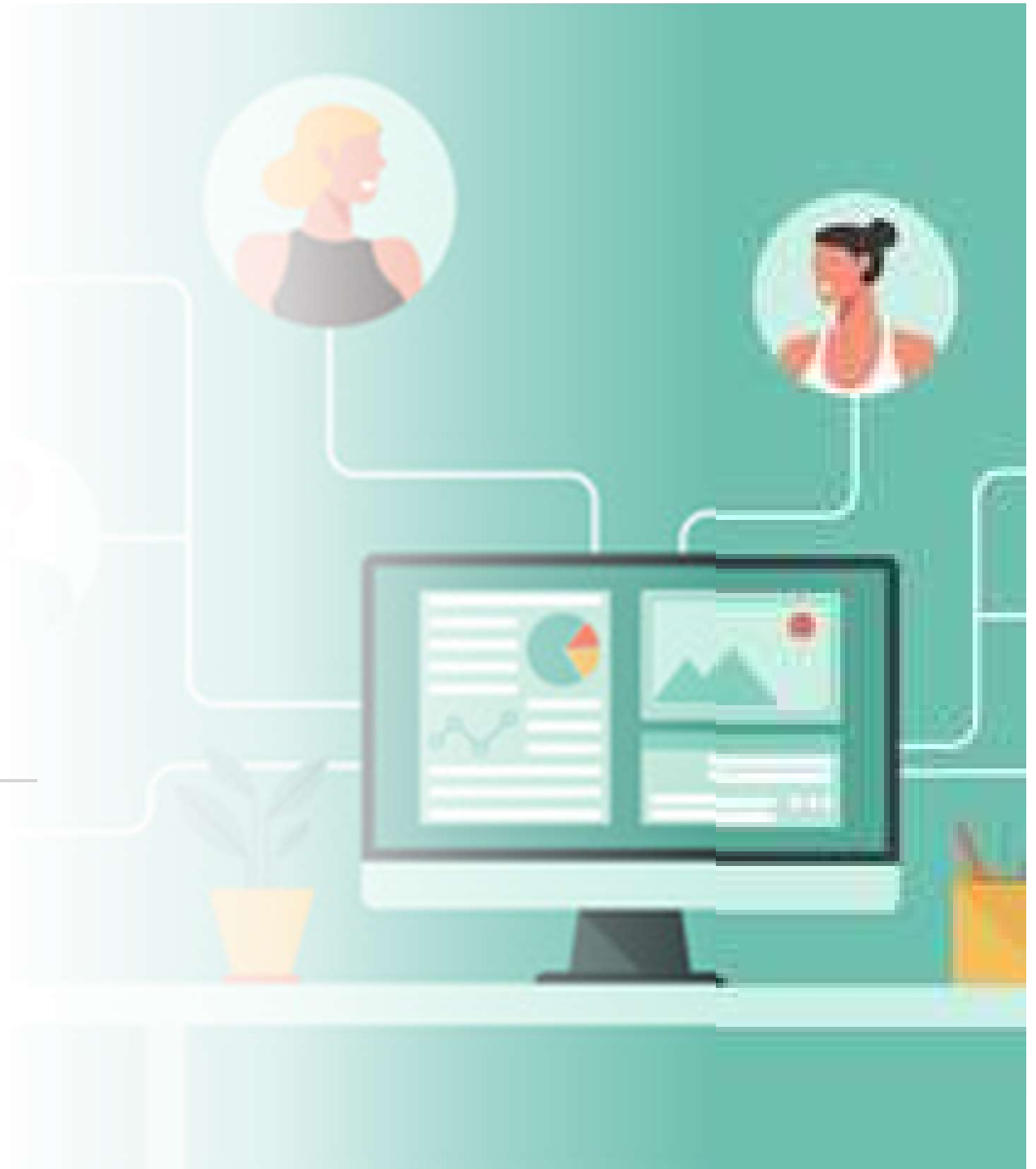


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NETWORKING IN THE NEW NORMAL



WHO IS MIKKI WILSON?

- 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



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



NETWORKING IN THE NEW NORMAL

Let's begin to look at
networking as
RELATIONAL.



BUILD YOUR BRAND

“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

“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.

