

Lightbulb Moments

Using Emotional Intelligence in Networking (No. 1 in a series of 9)

What is your Motivation to Attend the Event?

💡 Think positively about the function before you go

Remind yourself of the benefits that meeting new people can bring. You may meet new friends or business contacts. You may learn new information.

💡 Be prepared

Take sufficient business cards, a pen and paper for notes and your diary for making arrangements and booking meetings.

💡 Set yourself a target number of people to meet

Have a goal to achieve a set number of people to meet at each networking event. Set yourself a number (between 8-12) and don't leave until you've achieved it.

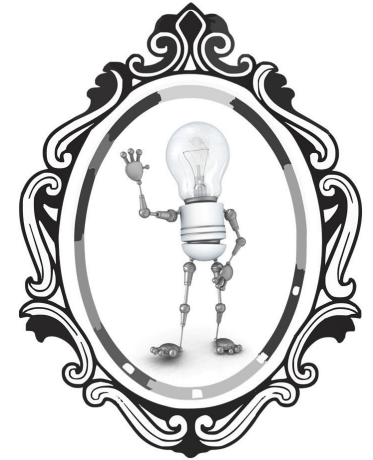


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Lightbulb Moments

Using Emotional Intelligence in Networking (No. 2 in a series of 9)

Using your Self-Awareness



💡 Have a good product or service

Know what the main advantages and benefits are for your product or service and what these can do for people.

💡 What is your Unique Selling Point?

Know what differentiates your product or service from similar products or services in the marketplace, the benefits offered by your product or service and why people buy it.

💡 Be able to summarise what you do and offer in a few key sentences

Know your personal strengths and limitations and those of your product or service.



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Lightbulb Moments

Using Emotional Intelligence in Networking (No. 3 in a series of 9)

Using and Managing your Emotions

💡 Think about what impact you have on others

How do others see you? What impact does your behaviour have on other people and how they see you? Know what triggers an emotional response in you and how you use your emotions when you react. Use appropriate language at all times.

💡 Think of shyness as bad manners

Shyness is often the greatest impediment to starting a conversation. From someone else's perspective shyness may be seen as aloofness, rudeness or bad manners. Your ill-ease may make others uncomfortable. Considering shyness this way may make it easier to overcome.



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Using Emotional Intelligence in Networking (No. 4 in a series of 9)

Using your Empathy (I)

💡 Help others to achieve an outcome

Networking is about building relationships for *mutual* benefit. It is not about taking from people or selling. It is about giving to people. The saying, "*what you give out comes back to you*" works as well in networking as anywhere!

💡 Approach people standing alone

People who are standing alone are probably suffering from shyness or don't know anyone. They may be relieved to have someone to talk to. Introduce yourself and find out who they are. If, after a while, you establish that they have something in common with another guest, take them along and introduce them.



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Lightbulb Moments

Using Emotional Intelligence in Networking (No. 5 in a series of 9)

Using your Empathy (II)

💡 Take the initiative and go up and introduce yourself to people

Don't wait to be introduced. Confident, optimistic people take the initiative.

💡 When approaching a group, stand back and wait for an opportunity

Watch for signs of positive body language. If a person is open towards you, then this is a sign that you may be able to approach them. If people are in a group, and there is a gap between them, step into the gap and join them. If you don't know what to say, listen for a while to catch the conversation. Don't hesitate to move on quickly if you feel you are intruding in a conversation that doesn't concern you; if people don't want to be interrupted they usually stand close together, close off any gaps and lean in.



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Using Emotional Intelligence in Networking (No. 6 in a series of 9)



Using and Developing your Social Skills (I)

💡 Say something other than your name when you introduce yourself

If you only say your name people will only reply with theirs in return. Add a sentence of interesting information about yourself or your business, which connects you with the event.

💡 Use the name of the person that you are talking to several times

By remembering and using names during a conversation, you make people feel special and listened to. This helps in establishing rapport and building the relationship. However, be cautious not to overuse their name as this may appear condescending.



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Using Emotional Intelligence in Networking (No. 7 in a series of 9)

Using and Developing your Social Skills (II)

💡 Ask questions that encourage more than a one word answer

Open questions work well in conversation and show interest. Ask questions which encourage more than a one word answer.

💡 Avoid questions that close down the conversation

Try to avoid closed questions that can be answered with a “yes” or “no” or a single word answer.

💡 Have lots of different topics to talk about

Avoid getting stuck on only topics such as the weather or sport. Include relevant stories about your business experiences, topics in the news and different aspects of life.



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Using Emotional Intelligence in Networking (No. 8 in a series of 9)

Using and Developing your Social Skills (III)



👂 Listen!

In addition to what is being said and the words used pick up cues from body language, gestures, eye contact, tone of voice, pace, etc.

👂 Use a pause in the conversation to ask people about themselves

Be specific about an area that interests you. However, conversation is not just a question answer, question answer routine so include something about yourself in the conversation.



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Lightbulb Moments

Using Emotional Intelligence in Networking (No. 9 in a series of 9)

Using and Developing your Social Skills (IV)

💡 Move on and mingle

Depart by thanking the person for spending time talking to you. If you feel bad about leaving them, introduce them to someone else and then move on.

💡 If you offer to do something for someone make sure that you do it

When you promise to call to arrange a meeting, to send people information or to do something, ***you must do it***, and as soon as possible. This is a vital way to develop the relationship. It builds trust and shows that you can be relied upon.

This is especially important in business dealings where you may find that you need to ask something of one of your contacts.



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