Churchill famously said; "If we are together nothing is impossible. If we are divided all will fail"
Research on a network of the top 700 leaders of a global health sciences organisation shows that up to 90% of the information that the most-senior executives receive and take action on comes through their informal networks.

A survey of more than 110 senior executives from Fortune 1,000 companies found three organizational attributes that distinguish top- from bottom-quartile performers.

The first is a focus on building strong relationships with customers, supplier and alliance partners.

The top 250 fortune 1000 Companies are doing it!
What Type of Network do you want to have?

**SIMPLE NETWORK**

- One way relationships.

**STRATEGIC NETWORK**

- Two way relationships.
- Influence reaches your networks’ network.

Ensure you know how to educate others to promote you.

The Shift – are you and your organisation future proofed?

- What you know
- Who you know
- Who knows you
- Who is promoting you
Lack of sponsorship impacts female managers; and hamstrings your recruiting and diversity efforts

What is sponsorship? How is it different from mentoring?
- A high-level executive with power and powerful connections sponsors a promising manager.
- Unlike mentors, sponsors help top performing women envision their potential, provide advice and go to bat for them.
- While sponsorship tends to naturally occur among men, many top male managers don't have it as well.

How is lack of sponsorship holding back both top-performing women and their companies?
- Only 3% of Fortune 500 CEO positions are held by women.
- As the economy continues to improve, your company will have to fight for top talent.
- Without C-Suite diversity, the best female recruits will sign on with the competition.

Why are women often their own worst enemies?
- Women underestimate the critical influence of sponsorship.
- Unlike men, women think getting ahead by leveraging relationships is unfair and unethical.

Who can you approach to sponsor you?
Strategic Networking

A growing body of research points to three major trends that thriving organisations of the future will have to manage.

The importance of developing effective;
• Social Capital
• Knowledge Management
• Collaboration

These trends are heavily inter-related and their common theme is the importance of networking.

75% of people’s networks do NOT support the results they need

Don’t leave networking to chance... It’s just too important

Learn how to leverage and manage your network to ensure it works for you
Business Networking Academy findings...

In Summary

Now that you know many of the basics for developing your network, you are laying the foundation for mutually beneficial, long-term business relationships. If you apply the techniques you learned everyday, you will see results quickly.

We encourage you to take every opportunity to make networking a part of your everyday life. You will feel blessed with the many wonderful relationships you build. You will also feel good about helping others. Networking, as you know, is one of the best things you can do for your career—and life.

Creating and Managing Relationships is the Key to Your Personal and Business Success

People who:

- Stay in contact with their suppliers
- Have high contact with potential clients
- Maintain close contact with existing clients

Actions

- Have significantly higher success converting strangers into qualified contacts
- Have higher confidence levels at functions
- Have higher interactions with their peers
- Have larger, more solid networks upon which they can rely for assistance

And the opposite is true as well !!!
“If you are going to be a serious company, take a long term approach and make sure you’re cementing long-term relationships - not just generating short term commissions”

Bill Gates

THANK-YOU & Happy Netships

Commitments to networking I will make after this conference:

MORE:

Sign up to Buzz Bulletin for Julia’s ongoing & complimentary networking relationship advice/research -
www.businessnetworkingacademy.com.au

(When you do you will receive a free white paper on the ‘6 biggest networking mistakes‘ with key advice on how to avoid each)