

## Social Intelligence

# Networking and Influencing – Building your Social Capital

Sociophobia, the fear of people or social situations, is cited as the second greatest fear. This one-day course is for people who need to increase their business network and gain influence within it.

Influence comes from outer confidence, which depends on inner confidence. If you cringe at the thought of attending networking events, then this course will help you gain some practical techniques for feeling and looking more confident and making the most of these opportunities.

### Course Objectives

- Listen well, seek mutual understanding, and share information
- Register emotional cues in attuning to others' messages
- Understand what people want
- Foster better relationships with others, through influence
- Increase your network

### Course outline

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| <ol style="list-style-type: none"> <li>1. Your product is 'you' <ul style="list-style-type: none"> <li>• Your elevator pitch – is it necessary?</li> <li>• What's unique about you?</li> </ul> </li> <li>2. Networking strategies <ul style="list-style-type: none"> <li>• Techniques for effective cultivation of relationships</li> <li>• Sensing what others want</li> <li>• Evaluating the value of a contact</li> <li>• Dealing with cultural differences</li> <li>• Developing a networking strategy and effective follow up</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>3. Techniques for expanding your sphere of influence <ul style="list-style-type: none"> <li>• Creating the right first impression</li> <li>• Push pull – persuasion vs appeal</li> <li>• Seeing the other point of view</li> <li>• Investing in good ties</li> <li>• Knowing what to give away</li> <li>• Giving positive feedback</li> <li>• Humility</li> </ul> </li> <li>4. Practice and case studies <ul style="list-style-type: none"> <li>• Videotaped scenarios</li> <li>• Feedback</li> <li>• Self-evaluation</li> </ul> </li> </ol> |
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This can be tailored into a two day course for teams who need to set up a networking or influencing strategy. The second day would be spent on:

- selecting those who you must influence internally and externally
- positioning and planning influencing efforts
- targeting your influencing approach
- and developing the influencing tactics practised on day one.

Other options would be to combine this with presentation skills on the second day, for teams who need to present to management in for example:

- financial benefit data
- assessment, evaluation or feasibility data
- reports or proposals.

***Fiona is a great trainer. One could see her excellent interpersonal skills and good sensing of the participants and active enquiry of feedback at junctures throughout the course. Very effective.***

***Client feedback***



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