

**Soft-Train**



*At Soft-Train  
Technology Works*

# Organizational Representation & Liaison (3 Days)

**COURSE GOAL:** To enable the student establish and maintain relationships with key individuals/ groups outside immediate work unit and to serve as the spokesperson for the work unit.

**PREREQUISITES:** None.

**LEARNING OBJECTIVES:**

Upon completion of this course, the student will be able to:

- Determine their style of behavior
- Understand the importance of maintaining a professional image.
- Understand the importance of networking.
- Work more at networking and making contacts

**KEY TOPICS:**

**I. What is Networking**

- A. Introduction
- B. Four Styles of Behavioral Theory
- C. Your Networking Style
- D. A Close-Up Look at the Four Networking Styles

**II. Importance of Your Personal Image and Printed Image**

- A. Impression Management
- B. Language of Appearance
- C. What Body Language “Says”
- D. Role of Seating Arrangements
- E. What your Office and Car Say
- F. Your Printed Image

**III. Art and Science of Networking**

- A. Goal Setting
- B. Your Verbal Business Card
- C. Business Cards are Invaluable
- D. Impact of Endorsements
- E. Work a Room
- F. Stay in Touch
- G. Media Attention
- H. Gender Differences
- I. Keeping and Changing Jobs
- J. On the Road
- K. Belief in Yourself

**IV. Get-Acquainted**

- A. Ice Breakers
- B. Workshop Exercises