

**Soft-Train**



*At Soft-Train  
Technology Works*

# Organizational Representation & Liaison (2 Days) ST00051

**COURSE GOAL:** To enable the student to establish and maintain relationships with key individuals/groups inside and outside the workplace 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:

- Understand the importance of networking.
- Develop key relationships with individuals based on mutual trust.
- Utilize techniques for engaging others so that they are attracted to you.
- Understand the importance of maintaining a professional image.
- Work more at networking and making contacts.

**KEY TOPICS:**

**I. Assess Your Skills**

- A. Observing the “Netiquette”
- B. Meeting People
- C. Using Network Organizations
- D. Making the Most of Events
- E. Following Through

**II. Change Your Mindset**

- A. The Ten Biggest Misconceptions About Networking
- B. You Say You’re Shy?
- C. Convert Your Critic Into Your Coach
- D. Believe the Best About Yourself and Others

**III. Teach Trust**

- A. Move from Taking to Trust
- B. Teach that You Can Be Trusted
- C. The Trust Matrix
- D. Avoid Manipulation

**IV. Develop Your Relationships**

- A. Move Through the Six Stages
- B. The Next Move is Up to You
- C. Rate Your Relationships
- D. Have Questions About the A’s?

**V. Go With Your Goals**

- A. Size Your Project to Match Your Goal
- B. Check Out Your Choices
- C. Assess Your Network

**D.** Plan Your Strategic Positioning Project

**E.** Give and Get with Ease  
**F.** Practice Agenda Making  
**G.** Exchange Something

**VI. Know the “Netiquette”**

**A.** Enter Enthusiastically  
**B.** Brighten Up Your Body Language  
**C.** ENGAGE Your Partner  
**D.** Tune Up Your Tone of Voice  
**E.** Watch What You Put In Your Mouth  
**F.** Treat Touching as Taboo  
**G.** Forego Flirting  
**H.** Pay Your Way  
**I.** Exchange Business Cards Effectively  
**J.** Ten Tips on the Nuances of “Netiquette”

**X. Make Conversation Flow**

**A.** Listen Generously  
**B.** Use Your EARS  
**C.** How Listening Pays Off  
**D.** Be Seriously Curious  
**E.** Tell Success Stories  
**F.** What People Want to Know

**XI. End With the Future in Mind**

**A.** Prepare for Next Time  
**B.** Listen for the Bell  
**C.** Eight Ways to Leave  
**D.** Do You Have Questions?

**VII. “Who Are You?”**

**A.** Learning Others’ Names  
**B.** Teaching Others Your Name  
**C.** Break Up Bunches of Introductions  
**D.** Deal Skillfully with Forgotten Names  
**E.** Introduction Rule: First is Foremost

**XII. Follow Through**

**A.** Focus on Follow Through  
**B.** Figure Out Your Reasons to Reconnect  
**C.** Face Your Fears  
**D.** The Five Goals of Follow Through  
**E.** Five Ingenious Ways to Fit In Follow Through

**VIII. “What Do You Do?”**

**A.** Why Most Answers Bomb  
**B.** Make the Right Things Happen  
**C.** Give It Your BEST  
**D.** Frequently Asked Questions

**XIII. Network at Work**

**A.** Ten Ways to Get on Board Quickly  
**B.** Assess Your Corporate Culture  
**C.** Map Out a Plan  
**D.** Avoid Erroneous Assumptions  
**E.** Overcome Barriers

**IX. “What Are We Going to Talk About?”**

**A.** Listen for Your Cue  
**B.** Use Success Stories to Tell What’s New  
**C.** Figure Out Your Agenda  
**D.** Begin With the Right Side

**XIV. Make It Rain Clients**

**A.** Professionalize Your Practice Development  
**B.** Make Conversations Count  
**C.** Create Constellations  
**D.** Cross-sell Your Clients  
**E.** Make Asking for Referrals a Ritual

- XV. (Net)Work From Home**
- A. Tune in to the Trends
  - B. Conquer the Challenges
  - C. Link Up Your Life and Your Livelihood

- XVI. Make the Most of Your Memberships**
- A. Link Up One-on-One
  - B. Join Groups
  - C. Understand Hierarchy
  - D. Know the Group Before You Join
  - E. The Twelve Biggest Mistakes Members Make

- XVII. Rev Up Referral Groups**
- A. See How They Run
  - B. Shop Around
  - C. Don't Just Join, Join In
  - D. Spice Up the Meetings
  - E. Start Your Own

- XVIII. Connect at Conventions**
- A. Expand Your Expectations
  - B. Get Ready, Get Set: Before You Go
  - C. Follow Up After You Get Home

- XIX. Jump-Start Your Job Hunt**
- A. Use the Contacts Count Networking System
  - B. Twenty-Five Tactics to Find a Job Fast
  - C. Manage Your Strategy Support Group