



**CYNET EAST AFRICA
CONSULTANCY**
Improves Your Efficiency

**Networking is an
essential part of
building wealth.**

Business Networking Course

VISION

**To be a leading consultancy firm in research,
training and employee development**

MISSION

**Deliver cost effective and best fit consulting services in
research, Business Transformation and Improvement**

Target Audience

- The business networking skills training course is designed for individuals wanting to develop their skills, confidence and strategy for networking to win business. The course can be delivered for women only to address their specific networking challenges.

Course Aim

- This one-day course will provide participants with a range of business networking tools and techniques that will allow them to develop a networking strategy and plan to achieve their goals. Participants will develop their business networking skills to 'work the room' with confidence, develop relationships and convert them into business.

Course Objectives

By the end of this one-day training course, the participants will have:

- Understood the full scope and benefits of networking as a tool to raise the profile of their organisation, their team and themselves.
- Prepared for networking events and other networking activity to achieve their objectives.
- 'Worked the room' confidently - starting conversations, keeping conversations going and moving on with ease.
- Facilitated conversations between others.
- Removed any mental barriers between themselves and effective networking.



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**" An approachable
and knowledgeable
trainer."**

**" Informal
environment and a
good opportunity to
practice how to
network"**



Course Topics

- The PINK approach to networking - introduction to networking
- Applying networking to your role and objectives
- Mapping your network - uncovering the contacts you already have in your network
- Improving the quality and quantity of your contacts' activities and skills
- Developing existing contacts
- Asking for referrals, resources, help and advice
- Removing the mental barriers to networking - confidence building
- Playing to your strengths
- Making new business contacts including 'working the room' skills
 - Making contact
 - Approaching people
 - Starting conversations
 - Keeping it going
 - Moving on
 - Following up
 - Maintaining contact
- Network action plans

Training Methods

- The facilitator will demonstrate and present a range of business networking techniques and facilitate participants' contributions to ensure an engaging and interactive session.
- There will be a range of individual and small group exercises, facilitated group discussion, group practise sessions followed with a personal action planning session.

The training will be supported with:

- An optional participant pre course questionnaire and/or pre course reading.
- A colour printed workbook with tips, techniques and space for notes.



Course Outline

Welcome and introductions

Networking principles

- Networking overview
- Networking objectives
- Mapping your current network

Coffee

Networking techniques and strategies

- Improving the quality and quantity of contacts
- Asking for referrals and introductions
- Working the room overview

Lunch

Networking skills

- Working the room skills
- Starting conversations
- Moving on/ disengaging
- Following up

Practice Session

- Working the room practice

Tea

Networking at exhibitions

Networking action plans

Close

"Very useful training with helpful tips to overcome the fear of networking."

"Practical sessions mixed with learning was a good format for the session."

