

## Training Workshop Module Overview

Innesskirk's innovative "Effective Networking Skills" provides managers and executives with the knowledge, skills and tools to effectively manage their personal image and develop higher level skills to build new relationships through effective networking.

Networking and public relations are crucial for every manager and executive, yet these are skills you are least likely to learn in a formal class. We all know people who are excellent networkers, but most of us feel unsure when entering a room full of strangers. Feeling comfortable in new situations, such as business networking meetings, conferences, and marketing events, and being able to talk to anyone on any level are crucial for managers and even more so for executives. Finely honed networking skills enable you to utilize relationships you already have while increasing the scope of your networking influence. This workshop is designed to boost awareness and provide practice and hands-on tools to make you comfortable with networking.

Tutorial sessions, practical exercises, presentations and syndicate work make this a proactive, hands-on course. Delegates will be asked to identify a project where the techniques and skills learned during the course can be implemented within an identified period of time.

## Workshop Objectives Delegates Will Be Able To...

- Make a great first impression, knowing what to say and do when entering a room full of strangers
- Gain confidence to engage anyone at any occasion, such as conferences, client gatherings, company and social events
- Optimize networking situations by making a plan and sticking to it
- Apply conversation-starter basics and small-talk to feel comfortable in any situation
- Quickly build rapport and connect with anyone at any level
- Build relationships that last, connecting at a deeper level – through listening
- Understand the value and use of social media to maintain and strengthen relationships

## Post Workshop IMPACT™ Program

**IMPACT™ Project** – Delegates identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

**IMPACT™ Coaching** – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™ Project**. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

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## Workshop Agenda – DAY ONE

### WELCOME

#### Introduction And Course Objectives

Agenda begins with the introduction of course objectives, material methodology and pedagogy. Instructor led introduction of delegates through icebreaker activities.

#### Confidence And Networking

This topic includes the importance of confidence; identifying personal barriers and strategies to overcome them; as well as dealing with nervousness, feeling calm and in control.

#### Building Your Brand

Delegates will discuss how to develop a personal brand: identifying personal attributes and characteristics you wish others to know; first impressions, body language and appearance basics.

#### Engaging People – Part 1

Delegates will practice starting the conversation and keeping it going; preparing for events; introducing yourself, small-talk and conversation basics, as well as a discussion of the importance of listening skills.

### LUNCH

#### Engaging People – Part 2

Segment focuses on questioning skills; different types of questions; questions for different situations; knowing when to be quiet and when to speak; dealing with silence and complimenting people.

#### Dealing With Difficult Situations

Instructor will guide delegates on how to talk to anyone in difficult situations; recovering from mistakes, leaving the conversation and leaving a good impression.

#### Getting The Most Out Of Networking Events

Delegates learn to make a networking plan and stick to it.

#### Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information received during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

### CLOSING

Review the main points of interest for the course; deliver course administration, such as evaluation, action plan, and certificates.



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