



“Networking”

Finding the hidden profits & costs of management and leadership

Andrew McCrea-
Farm Journal's “American Countryside”



Red Zone

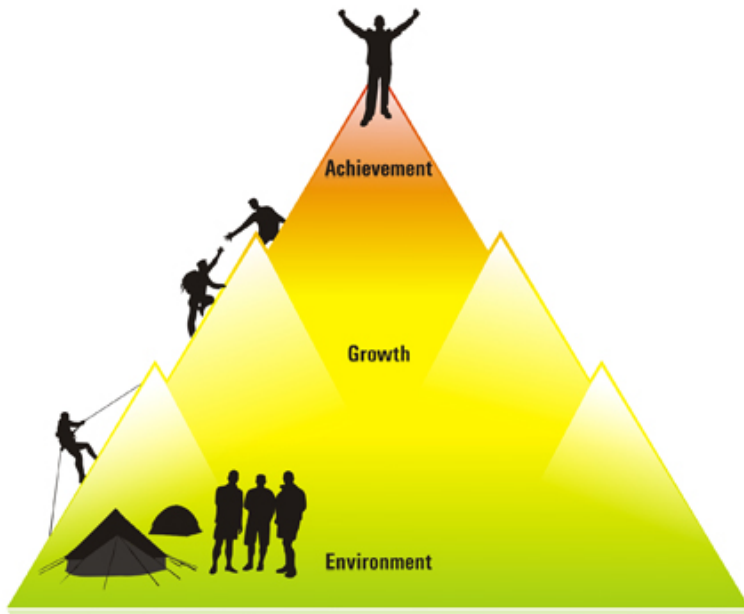
Team reaching the summit

Yellow Zone

Climbing – team of climbers
Working together to head
up the mountain.

Green Zone

Base Camp – tents & Climbers
Assembling for trek up mountain



Remembering Names

Focus

Repetition

Association



Change is disturbing when it is done to us.

Change is exhilarating when it is done by us.

*Rosabeth Kantor
Harvard Business School*



*Our work should be
personal and purposeful.*



*It's not just a "connection"
or a "network"...*

*Business is transformed when
we sincerely care about the other person.*



Understanding Values

Some of the most powerful values in our lives are the “F”s

- **Family**
- **Friends**
- **Faith**
- **Freedom**
- **Fun**
- **Finances**
- **Finding Purpose**
- **Future Life Goals**



Climbing the Mountain

Seek to make people a VIP

By understanding their....

- **Values**
- **Interests**
- **Purpose**



*Superior networking requires us to view
our work through another person's eyes—*

*If you don't believe me,
just listen to this Seeing Eye Dog*





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