

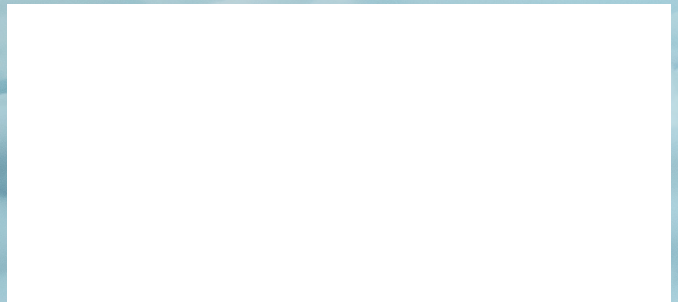


WILDER

BUSINESS SUCCESS, INC.

A WILD SUCCESS

COACHED BY
DOUG WILDER



IF YOUR
NETWORKING

IS NOT WORKING,

YOU'RE NOT

working at

NETWORKING

DOUG WILDER/WILDER SUCCESS

EVENT NETWORKING TIPS:

1. Decide on a networking strategy and goals before event.
2. Prepare and practice Short Intro and Talking Points before event.
3. When introducing yourself to a group, obtain an audible response.
4. If two or more are representing the same company, coordinate your introductions and don't sit together.
5. Place clear nametag on right and high up. It saves embarrassment.
6. Initiate conversations with people you don't know.
7. Listen intently to their messages and empathically to their emotions.
8. Write on business cards you receive to help remember details.
9. Avoid sliming: selling without permission.
10. Be assertive, not aggressive.
11. Keep moving. If you are having a good conversation; suggest a follow-up meeting.
12. Circulate: particularly with people you don't know.
13. Break into circles through four methods: Be Bold, Hover, Quick Break-in, or Tail a Networker.
14. Remember your purpose for networking.
15. Follow-up, one-on-one meetings are the key to developing deep or long-term relationships.
16. Expect to help someone; trust that that person or someone else will help you.
17. If you are not receiving business in return, discover why?
18. Debrief your networking experience with a partner, spouse, friend, or coach.

Subliminal fine print: To maximize your networking experience, you may hire Doug to coach you before, during, and after your networking events.

3 LEADERSHIP PRINCIPLES

TO INSPIRE TEAM MEMBERS TO BE FULLY ENGAGED

Be Mission Driven:

COMMUNICATE YOUR MISSION AND HOW EACH TEAM MEMBER CONTRIBUTES TO THE MISSION

- Create a compelling Mission (bold, clear, and concise) that inspires the team
- Develop the Purpose or Why, Core Values, Vision, and Meaning Behind the Mission
- Pass on the Mission to each team member individually, in groups, and to solve problems

1 2 3

Macro-Manage; Don't Micro-Manage:

COMMUNICATE THE RESULTS DESIRED, THE STANDARDS, AND THE RESOURCES (TIME, MONEY, PEOPLE) AVAILABLE

- Focus on delegating the results desired and less on the process
- Talk in 3s for better clarity
- Follow the Delegation Clarity Formula; e.g., have the delegate repeat back the assignment to be sure clear delegation

Create a Culture of Happiness:

HAPPY EMPLOYEES ARE MORE PRODUCTIVE AND THEREFORE MORE PROFITABLE

- Celebrate wins often
- Enthusiastically make work into games and fun
- High-fives or other physical manifestations of a celebration
- Emotional Bank Account – make more Deposits than Withdrawals to establish trust
- Always build self-esteem when criticizing; e.g., use the sandwich method (big picture past, area(s) of improvement, big picture future)
- Reduce negative stress
- Keep positive: problems = challenges = opportunities

MANAGEMENT

IS

FUN

Emotional Bank Account

Do you have a positive “emotional bank account” with each relationship?

DEPOSITS

WITHDRAWALS

Keeping promises, telling the truth

Breaking promises, lying

Kindnesses, courtesies, smiles, flattering and considerate attitude

Unkindness, discourtesies, negative body language, arrogant appearance

Clarifying expectations

Violating expectations

Loyalty to the absent

Disloyalty, duplicity, two-faced

Apologies

False pride, conceit, arrogance

Seek first to understand

Seek first to be understood

Open to feedback

Rejecting feedback

Praise, recognition of accomplishments

Disrespecting, righteous indignation, judgmental

Being blunt or joking, depending on other person's style

Being blunt or joking, depending on other person's style

Not gossiping; stopping gossip

Spreading gossip; listening to gossip

Listening while the other is talking

Interrupting while the other is talking

The Emotional Bank Account concept is adapted from *The Seven Habits of Highly Effective People*, by Stephen R. Covey, 1989, pp. 188 – 199.

It is my belief that, by making more Deposits than Withdrawals in someone's Emotional Bank Account, you are building with that person a “Trust Fund.” [pun intended]

BETWEEN STIMULUS

&

response, there is a

SPACE.

IN THAT SPACE LIES

our freedom

&

POWER TO CHOOSE

our response.

.....

IN OUR RESPONSE LIES

OUR GROWTH & FREEDOM

– Viktor Frankl, author
Man's Search for Meaning

SELF-DISCIPLINE

(DOING WHAT YOU THINK IS RIGHT, EVEN WHEN IT IS HARD)

BEGGETS

SUCCESS

— (GETTING WHAT YOU WANT) —

TO
BECOME
AN
OVERNIGHT
SUCCESS,
IT MAY TAKE A
THOUSAND
DAYS OF
PREPARATION.
SO WHAT ARE YOU DOING
TODAY?

— DOUG WILDER —
www.WilderSuccess.com

“

IN PREPARING FOR
BATTLE

I HAVE ALWAYS FOUND THAT
PLANS ARE USELESS

BUT PLANNING IS
INDISPENSABLE

”

Dwight D. Eisenhower



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