

2012

INS Workbook

Individual Networking Strategy

Another tool for the GOTO Person to create a networking strategy that is aligned with their current mode of operation and personality

ROSE Coaching

www.LaurLeeRose.com

Name: _____
Date: _____



A *GOTO Guru* Workbook series

Corporate Exit Strategies for the Blooming Entrepreneur
Tools for the *GOTO* Person
Professional Development Series

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www.LauraLeeRose.com

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Welcome!

Congratulations on purchasing our unique INS (Individual Networking Strategy) workbook. Building positive relationships is the foundation of good business.

People buy and support people that they know, like and trust. Therefore, building positive working relationships is the fundamentals of quality service.

This playbook will allow you to identify the road blocks in your life, learn powerful techniques for dealing and working with various people, and assist you in developing the skills for designing your life in a more balanced and joyful way. It will assist you to be healthier and more productive at work and in your personal life.

Workbook Instructions

This playbook is meant as a self-discovery tool and can be used in many ways. We encourage you to experiment and use (and re-use) as you see fit.

Segment Intending Method:

One recommended way to use this is to take full benefit of the various segments.

Segment 1: Goal, Mission and Vision setting

If you don't know where you are going, how are you going to create a team that will get you there? Take the time to clarify a well-rounded vision for your life. Once you can clearly articulate what you want from life, you can better design the networking team that will get you there.

Segment 2: Listing your nonnegotiables and imperatives.

Use this exercise to help design your own life. List your nonnegotiables and imperatives. Decide how often you need them (daily, weekly, twice a week, monthly, twice a month, etc). Once you decide how often you want them in your life, actually schedule and place them in your calendar.

Segment 3: Clarify, Categorize and Create your Networking Strategy

Now that you have your mission and imperatives defined, you can start listing the types of people that can support, encourage and mentor you toward those your designer life.

Segment 4: Take Stock and Celebrate.

Every 30 days, review your tracking metrics and celebrate your accomplishments. Meet with your success coach and mentors to share and celebrate your very tangible growth regarding your goals.

Segment 5: Want to change faster?

Coaching is a professional service providing clients with feedback, insights, and guidance from an outside vantage point. Coaching is a collaborative process that offers clarity, focus and support for your dreams and goals. The profession of coaching is similar to the practice of a physician, attorney, or psychologist. Coaching can help you get organized and manage your life to have, be or do whatever you want with joy and ease. The major difference is that coaching is an on-going collaborative partnership built on taking action. In this powerful alliance, clients find themselves:

- Doing more than they would on their own
- Taking themselves more seriously
- Creating momentum and consistency
- Taking more effective and focused actions
- Becoming more balanced and fulfilled
- People hire a coach when they are making a career transition, starting a new business, feeling dissatisfied, re-evaluating life choices, or simply looking for personal and professional breakthroughs.

If you are interested in more detail professional coaching or a professional coach to help you stay on target with those goals, please consider one-on-one coaching sessions to propel you forward faster.

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If the idea of “networking” triggers a negative reaction, then let’s use another word. Let’s use “building relationships”. That’s what networking really is. Networking is connecting with others with a specific purpose. You are essentially creating strategic partners in your shared success.

Building the proper relationships at work will allow you to accomplish several things:

- 1) Autonomy – allows you more access to self-directed projects
- 2) Mastery – opportunities for growth to excel in the areas that you really want
- 3) Purpose – clarifies your overall goals within and outside the company

Networking isn’t just for business owners. It is the strategic relationships at the workplace that allow some people to live up to their full potential while others watch from the sidelines.

How does one go about creating an Individual Networking or Marketing Plan?

Most business owners acknowledge the need for a marketing and network plan. It's good business. But how about the individual that is still in the corporate environment? Wouldn't a similar systematic approach be useful in attracting the right strategic partners for an individual? How would one go about that?

As with any plan, we start off with a goal or vision.

For example (this is merely intended as an example, yours will be different):

Sally wants more autonomy in her job. She is interested in flexible hours, ability to work a 4-day work schedule, selection of the project and people she would like to work with. She wants to use her skills and talents to assist her co-workers. She also wants to feel valued and appreciated for her mastery in both her technical and soft skills.

Once she has outlined her goals, she can now outline the specific people (or type of people) than can assist her in those goals.

- Who already has accomplished those same goals?
- These would be great folks to interview to find out how they did it.
- Who has the authority and motivation to provide her with her goals?
- These would be great folks to get to know to find out what attributes they are looking for and what would benefit their cause.
- Who has the knowledge and mastery that can mentor her toward her goals?
- These would be great folks to befriend and ask their mentor assistance to fill your gaps.
- Who would I like on my team to complement and fill in some of the gaps that I know I need to achieve my goal, but do not want to fill myself?
- Who would you like to work side-by-side with, because they have similar work-ethics and goals in mind.

Once you have outlined the strategic people or type of people that you want on your team, create specific touching or relationship building events for the different buckets or groups. Decide on the frequency and types of touch points. For instance, consider lunch dates, emails, phone calls, postcards, training/seminar events, social events. Not all events will be appropriate for all

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categories. Choose the proper frequency and touch point mix that will benefit both them and yourself.

For instance:

- You may want to have lunch with the “folks that have already accomplished similar goals” to show your appreciation and learn their secrets.
- You may want to facilitate Lunch-n-learn sessions for co-workers and invite guest speakers that you admire and would like to learn more about (and eventually shadow).
- You may want to offer your services (or share your discoveries or automated procedures) to a sibling-team that you eventually want to work side-by-side with.
- You may want to start a department newsletter to highlight your strategic partners’ accomplishments while providing you with an opportunity to meet and mingle with them.
- You may want to start a weekly Problem Solving Chat session for those with similar issues or affiliations. Something that will benefit those involved – while at the same time connect you with the right type of folks.

Conclusion:

There are many opportunities to build these connections without feeling like you are “brown-nosing”. The key is to be authentic and genuine to both your principles and your strategic partners. It’s unlikely to be able to do that AND “brown-nose” at the same time. Having a systematic plan propels your forward to your goals and assures your success.

**Take advantage of the network that you have already built with [LinkedIn.com](https://www.linkedin.com) and [Facebook.com](https://www.facebook.com). Often it’s not the direct connections, but the people that your connections know. For more tips on how to use LinkedIn and Facebook more effectively in your INP, please contact LauraRose@RoseCoaching.info

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Name: _____

Age: _____

Date: _____

Professional and Personal Mission Statement (if you need some help, use the following Dream Sculpting worksheet)

List of your nonnegotiables (things you commit to making time for):

Dream Sculpting

People who write down their dreams are much more likely to achieve them. This worksheet is just a tool to get your creative juices flowing.

Sit down by yourself or with loved ones and start to imagine your future. Consider what drives you in your life and how that has changed over time. Start by recording where you are today:

What milestones do you see in your future? - (example: start a family, send kids to college, buy a new home, retire, others?)

If you could do anything (time and money aside) what would it be? - (example: spend time with family, buy a vacation home, start your own business)

What you would like to add in your life? - (example: more time, more money)

What would you like to reduce in your life? - (example: debt, job stress)

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What would you like to do?

Use your imagination to create the possibilities for your future. Does anything stand out as most important?

Career – (ex: change careers, start a new business, continue to work you love)

Hobbies – (ex restore an old car, garden, write a novel, dance or perform)

Volunteer work – (ex: build homes for the homeless, volunteer for a political party, teach people to read)

Learning – (ex: go back to school, learn another language, get your pilot's license)

Relaxing and enjoying life – (ex: travel with family, read more, savor quiet time)

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Who do you want to spend time with?

Spouse or partner – (ex: consider new activities you may participate in together, have a standing time/day on calendar to be together)

Family – (ex: how far away are your parents, children and grandchildren? What activities do you like to do together? Do you need to travel to see family members?)

Friends – (ex: how much do you like to entertain and stay socially active?)

New friends – How can you meet new people? (ex: Consider classes, clubs and organizations)

Where do you dream of going?

Travel is an activity that can satisfy many of your deepest desires. It can provide solitude, companionship, adventure or relaxation. The possibilities are endless.

Destination – U.S., overseas, historical sites, places from your roots, homes of friends or family?

How do you want to travel? – motor home, car, bicycle, motorcycle, plane, train

How much traveling do you want to do? - number of trips each year, duration

Who are your travel companions? - spouse or partner, friends, children, tour groups

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Where do you see yourself living?

Where you want to live is an important part of your vision for the future. Do you want to be part of a community? Do you want to try a new climate or lifestyle? Do you want to live in multiple locations?

Stay in the area – loft/apartment in the city, current home, larger home, smaller/maintenance free home

Move closer to family – spend time with parents, children, grandchildren

Move for work – be in a hot spot for your field, start a business with a colleague

Relocate near activities you love – vacation home, overseas, learning community, active outdoor setting

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How do you intend to stay healthy and active?

As your lifestyle and your health changes throughout life, think about how you will take care of yourself. Consider it in broad terms, including mental and physical well-being, a healthy soul and a nurturing environment.

Physical fitness – join a health club, take walks, learn martial arts, dance, play golf, buy a home gym, practice yoga

Mental fitness – take classes, go to concerts, play chess or cards, write a book, practice meditation

Health care – learn about and make the most of your benefits: health insurance health savings accounts flexible spending accounts, medical help lines, long-term care for parents,

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How do you want to make a difference?

Sometimes dreams can include helping others. Think about the people who matter to you, what you hope the future holds for them, and how you might help them realize their own dreams. What organizations or causes represent your values? How do you want to support them now and in the future? Think big.

Family – fund education, instill values, teach personal skills?

Community – serve on a board, provide volunteer outreach, do fund-raising, donate money?

Friends – form support groups, be a mentor?

Nonnegotiable Worksheet.

You can have it all.

Use this exercise to help design your own life. List your nonnegotiables and imperatives.

Decide how often you need them (daily, weekly, twice a week, monthly, twice a month, etc).

Once you decide how often you want them in your life, actually schedule and place them in your calendar.

Daily	Weekly	Monthly	Quarterly	Yearly

Individual Networking Plan

C Your Networking System

Clarify your career and personal desires from your career

Example

Autonomy: self-direction, work on things I want to work on

Mastery: continue improvement in the areas I am interested in

Purpose: have a clear purpose that aligns with my passions and that all my activities support

Categorize the people that are relevant your goals

Example:

- *Top clients that sponsor the projects and areas I am passionate about*
- *Mentors and advisors that are masters in the areas that I am interested in*
- *Managers, co-workers and sibling departments that are working in the areas I want to master and work in*
- *Prospects of other areas that share the essence of what I am passionate about.*

Cast your contacts into a strategic partner database

- Place everyone (of interest and purpose) in your database into a networking category.

Create a plan on how you are going to touch to each category:

e.g. e-mails, phone calls, newsletter, events, lunch'n learn sessions, organized chat sessions, etc.

Example:

Top Clients – call every milestone, show new demos of the prototype or product

Mentors and Advisors - call every week, face-to face every

Month

Managers, co-workers and sibling departments – hold presentations, lunch'n learns, interviews and seminars on things they are interested in either attending or being a guest.

Prospects – write and publish articles about the areas you are interested in to attract like minded individuals into your circle of influence.

Individual Networking Plan

The #1 reason we don't do what we need is because we don't decide in advance what to do and how. You have to work on your career to effectively advance toward your goals.

Individual Networking Plan

Fill out for each significant associate, making sure your reason for association is aligned with your overall vision.

Name of associate: _____

Reason/goal for association: _____

Map out the process of Implementation

- **Scheduling**

- **Inputting**

Create the activity management system

- **Execution**

- **Maintaining**

Updating, reclassifying etc.

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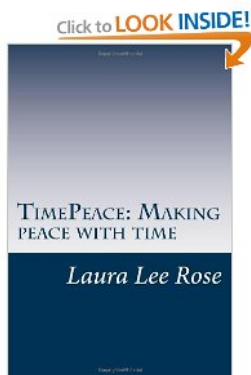
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What's next? Watch this 20 minute video for next step.

[Leveraging Links: Extending your network in 10 minutes.](#)



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[Laura Lee Rose](#) (Author)

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Classes can be registered individually

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Find Out MORE....



Detail curriculum and tentative schedule is listed on following pages



SSWUG.org and vprojectmanagement.com members receive discounts in return for publicizing and promoting this on their sight????

Register Now!

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Detail curriculum and tentative schedule

Personal and Professional Time Management	
12 Tips to Realistic Scheduling	Week 1
Simple Techniques to Change Management and Critical Path Analysis	Week 7
Tips for IT Professionals to Increase Effectiveness and Efficiency in the office	Week 8
How to stay focused when working from home	Week 8
Secrets behind accurate estimating	Week 2
How to handle multiple and unclear job directives	Week 5
Finding time to learn new skills	Week 6
10 Career Boosting Resolutions	Week 3
Professional handling delays in your projects	Week 5
Career Management	
Career Maintenance 101	Week 3
How to Say YES on your own terms	Week 9
How to transition into consulting OR back from consulting	Week 10
Staying Visible as a remote employee or manager	Week 8
Thinking like the CEO	Week 10
Finding time to network (and its importance)	Week 11
Recognizing promotion opportunities	Week 10
High performance evaluations and promotion opportunities	
The secrets behind on-time delivery of quality products	Week 1
Effective Client Engagements lead to Superior Client Experiences	Week 12
Understanding the Client Perspective on Defects and Service Issues	Week 12
Building Your Entourage - Creating supporters and sponsors	Week 10
Finding time to learn new skills	Week 6
10 Career Boosting Resolutions	Week 3
Professional handling delays in your projects	Week 1
Recognizing promotion opportunities	Week 10
Work Life Balance Strategies	
Finding FUN in everything that you do	Week 12
Finding time to learn new skills	Week 6
10 Career Boosting Resolutions	Week 3
Building Your Entourage - Creating supporters and sponsors	Week 10
How to Say YES on your own terms	Week 9
Volunteering your way to your next career	Week 11
Finding time to network (and its importance)	Week 11
Recognizing promotion opportunities	Week 10

[Register Now!](#)

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About Laura Lee Rose



Laura Lee Rose has been in the software and testing industry for over 20 years. She's been a programmer, developer, tester, development manager, quality assurance manager, product manager and project manager. She's worked with such companies as IBM, Ericsson, Staples, Fidelity Investments and Sogeti in various client advocacy and project management roles. The techniques she used in her business coaching and client advocacy work saved these companies both time and money, which resulted in on-time, quality product delivery with higher client satisfaction.

Laura's Teaching Style:

Laura is passionate about helping people succeed by changing on their own terms. This enthusiasm translates into a fun, safe and exciting learning atmosphere. She will help you blend your work and personal knowledge into a balanced personal lifestyle. Others say this about her classes: "Laura acted as a catalyst." "She focused on real problems and real solutions." "Her work is so empowering." "Her classes offer practical and creative tips." "Thanks, this did me a world of good.", "I feel great. The energy is shifting to getting things organized!"
Come share ideas and experiences in her interactive sessions.

Testimonials:

"Thank you for the informative presentation. I enjoyed that fact that there is some real meat in here and it was not just a rehash of the same old stuff. "

Steve, IT Project Manager

"This class took the mystery out of project and time management. I was intimidated by the topic, but my current job is moving in that direction. Laura made it easy to understand. What I liked most was that it fits how I already operate."

L Reed, Developer/Business Analyst, NC

"Thank you for the informative presentation. I enjoyed that fact that there is some real meat in here and it was not just a rehash of the same old stuff. Please send me a copy of the slides used in this presentation. There are a number of exercises I would like to do.
Sincerely "

Steve, IT Project Manager, Maine

"I have been working with Laura for a few short weeks and already I see that my time management has improved. Her individualized approach to my necessary skill set has helped me already. I greatly appreciate how she takes the time to figure out what is most important in my business and personal life and to make time for both."

K Storch, Business Owner, NC

"Time with Laura is like a guiding light for life. She gets you on track by reminding you about what's important in life. Laura's gentle insights get me back on track."

M. Yost, Program manager, NY

Laura Rose has helped me to prioritize areas for focus in my professional life and personal life. We discuss what I want to accomplish and how to go about getting it done. Laura has been a great help

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in brainstorming creative approaches to surmount obstacles. Just having regular conversations with Laura has improved my work life and home life by helping me to focus on the important things.

Laurel D, Program Manager, Wife & Mother, MA

References

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