

Networking

Presentation to the Novice Egg and Pullet Farmers
Egg Supply Management Information Session
November 17, 2014

Networking?

- What is networking?
- Why should we network?
- Why are people afraid of networking?
- Building your network
- Some networking rules
- E-networking

Networking?



Networking is the process of establishing a mutually beneficial relationship with other people.

Why should we network?



In 2014, people can easily connect

Networking is powerful way of promoting egg farming.

You can make contacts and have experiences that would not be possible if you did not network.

We can tell our story and advance egg farmers' interests.

Why are some people scared of networking?



Common myths about networking are:

- That it is difficult
- It is manipulative
- It might be embarrassing
- Others will not want to help
- "I am just not a networking type of person?"

Maintain relationships - think long term

You are a farmer not a hunter!

Networking is a long-term activity

Think - What can I do for this person?
NOT - What's in it for me?

You can't plant seeds and rush to harvest - You have to water and fertilize!



E-networking - because it is 2014

It allows you to tap vast networks online:

- linkedin.com - an excellent 'corporate' platform
- facebook.com - taken over as the primary social networking site
- twitter.com - there has been a phenomenal rise in the number of people using twitter to explore ideas and make new contacts

Thank You

Questions?

Building your network

Who to network with:

- Friends
- Neighbors
- Colleagues
- Business connections
- Members of professional and social groups
- Church members
- Rotary and Lions clubs
- Fishing associations
- Elected officials at all levels



Build trust gradually

Learn to trust people in your network.

Build trust gradually when you refer people to your contacts.

If you start to trust them, then they respond by trusting you.



Build relationships



People do business with people they

Like - this is all about building rapport.

Trust - mutually beneficial relationships must be built on trust.

Value - it's important to build value in the eyes of others.

Some rules of networking


**KEEP
CALM
&
FOLLOW
THE RULES**

Some simple rules to help you network easily and effectively:

1. Build relationships
2. Maintain relationships
3. Build trust

Networking Exercise



Attempt this without thinking too much!

Take a sheet of paper and write down at least 10 names of people/organizations you could network with.

Try not to censor the list, but as you think of people just write them down.

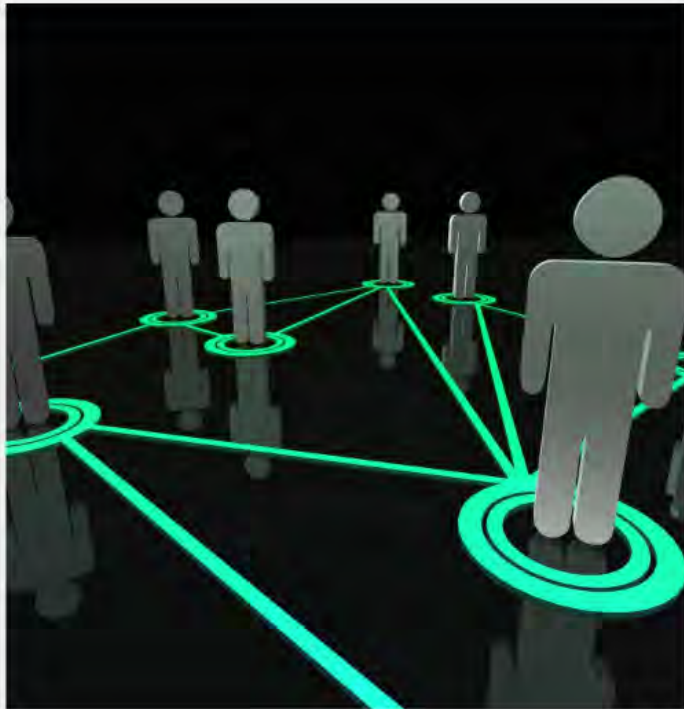
Think of the previous slides. You do not have to know their exact names or how you would find them.

Networking?



- What is networking?
- Why should we network?
- Why are people afraid of networking?
- Building your network
- Some networking rules
- E-networking

Networking?



Networking is the process of establishing a mutually beneficial relationship with other people.

Why should we network?



In 2014, people can easily connect

Networking is powerful way of promoting egg farming.

You can make contacts and have experiences that would not be possible if you did not network.

We can tell our story and advance egg farmers' interests.

Why are some people scared of networking?



Common myths about networking are:

- That it is difficult
- It is manipulative
- It might be embarrassing
- Others will not want to help

‘I am just not a networking type of person’

Building your network

Who to network with:

Friends

Neighbours

Colleagues

Business connections

**Members of professional
and social groups**

Church members

Rotary and Lions clubs

Riding associations

Elected officials at all levels



Networking Exercise



Attempt this without thinking too much!

Take a sheet of paper and write down at least 10 names of people/organizations you could network with.

Try not to censor the list, but as you think of people just write them down.

Think of the previous slides. You do not have to know their exact names or how you would find them.

Some rules of networking



**KEEP
CALM
&
FOLLOW
THE RULES**

Some simple rules to help you network easily and effectively:

- 1. Build relationships**
- 2. Maintain relationships**
- 3. Build trust**

Build relationships



People do business with people they:

Like – this is all about building rapport.

Trust – mutually beneficial relationships must be built on trust.

Value – it's important to build value in the eyes of others.

Build trust gradually

Learn to trust people in your network.

Build trust gradually when you refer people to your contacts.

If you start to trust them, then they respond by trusting you.



Maintain relationships - think long term

You are a farmer not a hunter!

**Networking is a
long-term activity**

**Think - What can I do
for this person?
NOT - What's in it for me?**

**You can't plant seeds and rush
to harvest - You have to water
and fertilize!**



E-networking – because it is 2014

It allows you to tap vast networks online:

- **linkedin.com – an excellent ‘corporate’ platform**
- **facebook.com – taken over as the primary social networking site**
- **twitter.com – there has been a phenomenal rise in the number of people using twitter to explore ideas and make new contacts**

Thank You

Questions?