

# Building Your Strategic Network

## Develop strong relationships to advance your agenda and goals

In this course, learners create a networking strategy using a stepping stone approach to map out introductions and conversations that will begin to shape their strategic networks. They will evaluate their current networking styles and take steps to develop relationships that support their initiatives and career aspirations. They'll learn how to leverage four types of networkers: boundary spanners, connectors, peripheral players, and sub groups in order to make connections up-and-down, across and beyond the organization. Participants practice communication methods that foster trust and learn to avoid barriers that hinder relationships.

This course combines a research-based framework, strategies and tools for communicating with diverse groups, and a proven work plan for moving an idea from concept to implementation.

Developed in Partnership with



### Learners will:

- Craft and improve a strategy for engaging in meaningful and successful strategic networking conversations
- Use the Stepping Stone method to map out important relationships across the company's informal organization
- Practice strategic networking conversations
- Overcome belief biases and the illusion of insight to improve one's ability to connect with others

### Author



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## Course Outline

### WEEK 1

#### DAY 1

#### Welcome to Strategic Networking

- Meet Your Faculty
- Your Goal for Strategic Networking
- What Kind of Networker Are You
- Your Networking Partner

#### DAY 2

#### Networking Goals

- The Stepping Stone Strategy
- Thinking Strategically About Conversations
- Building Your Networking Strategy
- Stepping Stone Conversation

#### DAY 3

#### Reflective Practice #1

- How the Best Get Better
- Your Stepping Stone Conversation
- How Did It Go?
- Update Your Networking Strategy

#### DAY 4

#### Generating Momentum

- Generating Momentum for Your Idea
- Spotlight on the "Why"
- Update Your Networking Strategy
- Connecting to Your Listener

#### DAY 5

#### Interactive Capstone

- Cohort members, faculty and a moderator synthesize learnings from the week and develop insights for next steps.

### WEEK 2

#### DAY 1

#### Trust, Credibility and Authenticity

- Being a "Credible Chameleon"
- Securing Commitment
- Being an Authentic Networker
- Your Credible Conversation

#### DAY 2

#### Reflective Practice #2

- Networking Partner Activity
- Discussion on Credible Conversation - How Did it Go?
- Update Your Strategy

#### DAY 3

#### Becoming a First-Class Networker

- Reviewing the 4 Persuasion Styles
- 10 Questions for World Class Networkers
- Strategic Networking Toolkit

#### DAY 4

#### Reflective Practice #3

- Networking Partner Activity: Your Polished Conversation
- Remember STAR for Making Style Adjustments

#### DAY 5

#### Interactive Capstone

- Cohort members, faculty and a moderator synthesize learnings from the week and develop insights for next steps.