

# NETWORKING

## Influencing NOUNS!

tips & tricks

 WINDY WOMEN IN BUSINESS  
RETREAT

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**“IMPACT IS MADE –THROUGH NETWORKING—WHEN  
NOUNS COLLIDE IN STORY.”**

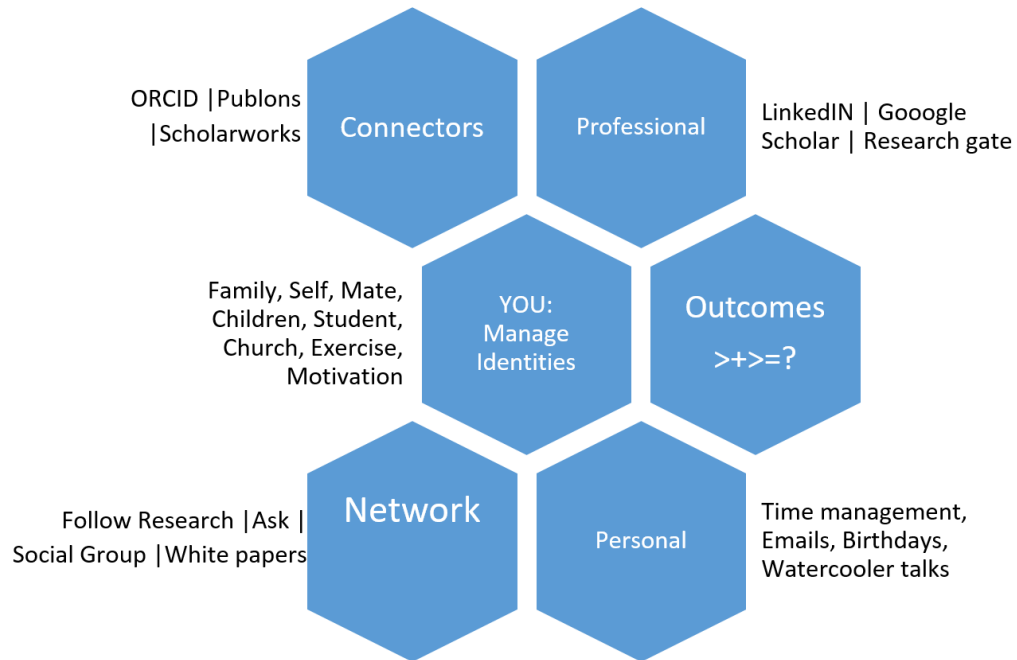
— GENTLE-GENITTY, INDIANA UNIVERSITY

# LET'S START

## Goal

- Connect | **Relationships**
- Structure | **Nouns**
- Results | **Abundance** *not* **Scarcity**

### Academic Networking Model



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## My views on networking

- Academic Networking
- Hustle Networking
- Personal/Professional Networking

**What story do you want to tell?**

WHY

**Businesses meet needs, wants and demands. You must know your audience 'from cradle to grave' to maximize output.**

# NOUN

## "Person"

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*Full gamut of your brand and audience*

Who do **you** serve?

Who **serves** your brand?

Who influences who you serve?

Who manages your brand?

Who are your next **generation** consumers?

## "Place"

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*Full scope of where your brand shows up*

Brand management

**Before, During, After**  
consumption

Supply and demand chain

When, Where, Why?

How? How often? Who?

## "Thing"

5 senses experience

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*Story telling*

See | Touch | Feel | Hear | Taste

Inventory | Marketing | Reach

Perception | Promises | Service

Feedback loops

Manage client expectations

**TIP**  
Seven Figure Consultant  
Podcast



**Default mode**

"... in early stages you will NOT make **money** and must do everything **yourself**".

# SCARCITY & ABUNDANCE

**Outsource mode**

"... look for **capital** at start of businesses. Why **bootstrap** everything from day one?"

- History of **fear**, less than, balancing **multiple identities**.
- We must **hustle**, fight hard to make it, **nothing comes easy**.
  - Waste **first years** of our businesses on the **sidelines**.
    - Make **INVESTMENTS** that matter.

# SET THE NETWORKING STAGE w/ 5 Basic Steps

## 1

Build and Sustain  
Relationships

## 2

Show Up  
Follow-Up  
Follow Through

## 3

Act your next  
position

## 4

Treat your body  
right

## 5

Be Grateful

Networking is not:

Networking is not the same as acquiring 'likes' on social media. Nor is it collecting business cards in-person. These are good measures to get-to-know **OF** people but not build a network. This is not networking.

Networking is:

**Networking is personal. It is one-on-one. It is about relationships.** Strong relationships last because you are authentic and truly see value in what the other entity offers. Therefore, you remain as much invested in their growth as they are in yours. Your success is hinged on theirs. This is networking at its core.

**FACT**

**YOU ARE YOUR BRAND'S POT of GOLD | INVEST.**

Drive your business success by connecting the right dots!



# 1

## Build and Sustain Relationships

### INVEST

- Build relationships everywhere, everyone
  - Email new and old contacts
- Sit with different persons every chance
- Engage in conversations in public spaces
  - Diversify your learning forums





# 2

Show up Follow-up  
Follow-thru

## Be Present

- Attendance: Only way to build relationships.
- When you attend. Be fully present.
- Attend 90% of activities—professional/social.
- Network is contact in and out your field of interest.
- Follow-up: Not a one-and-done.
- Commit = Follow through.

# 3

Act your next position

## AUTHENTIC

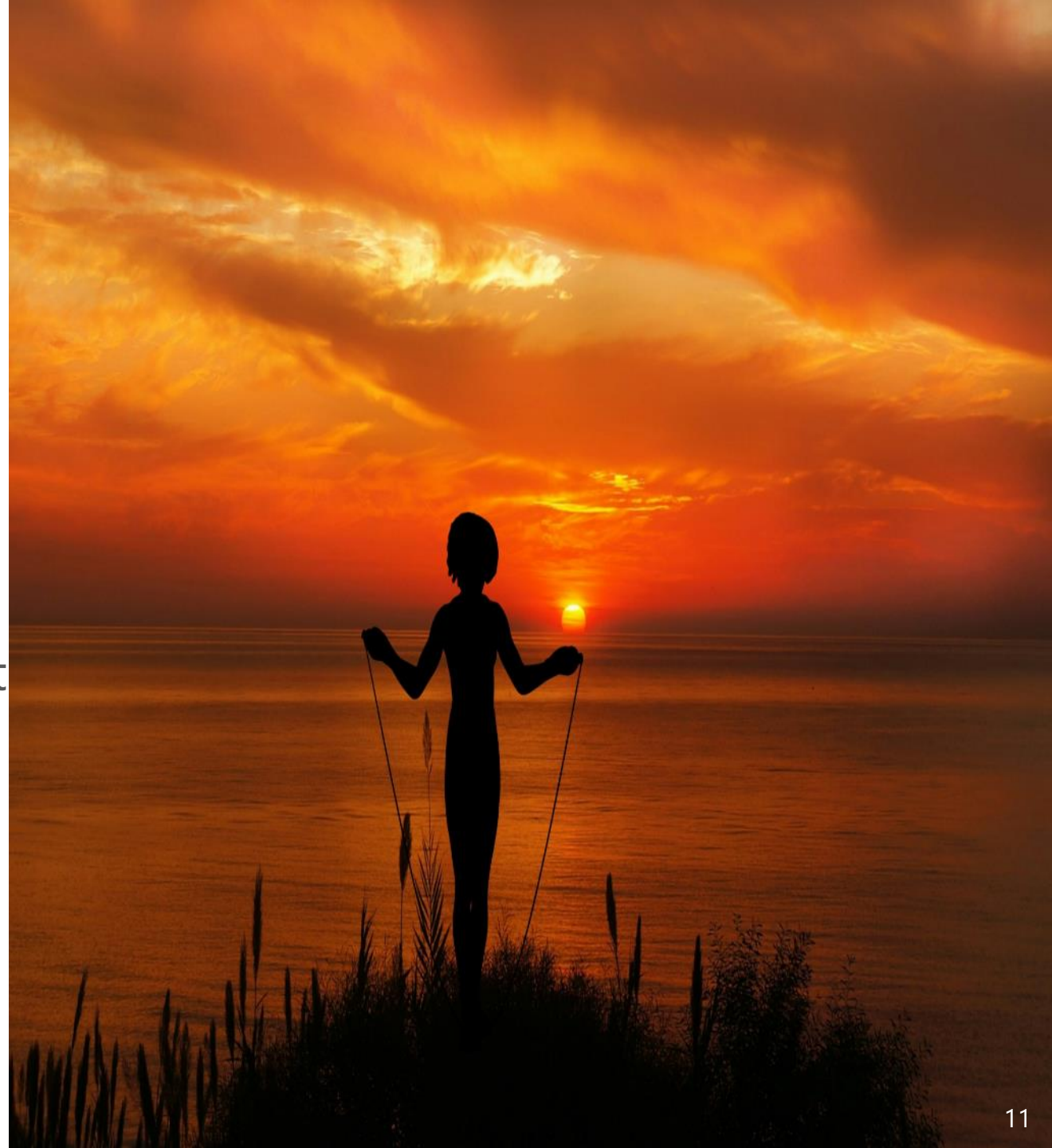
- Avoid the poor me, sorry for me approach
  - Step into what you want to be
- Study where you want to go and practice
  - Remain branded at all times

# 4

Treat your body right

## REST | ENGAGE

- **Get good sleep** - tired people don't want to interact and are not welcoming.
- **Be active** – exercise daily 10-15min.
- **Organize and plan** - to allow time for quality networking.





# 5

Be Grateful

## LEAD

- Value time you have and are given
  - Be punctual
- Seize every opportunity



## CONNECT

Build relationship everywhere and always

## TELL STORIES

Inspire through your growth and connections

## ABUNDANCE

Act as if you have more to offer than you perceive



FAILURE IS NOT AN OPTION  
LEVERAGE WHAT COST LITTLE IN \$\$\$  
TO GAIN WHAT SUSTAINS YOUR BOTTOMLINE  
**NETWORKING.**

— GENTLE-GENITTY

# Networking thru NOUNS!

THANK YOU