The art of talking to people, networking and building relationships.
Where It All Began
honey, honey, honey...
How to Win Friends and Influence People
by Dale Carnegie
Why did I write this book?
You, You, Me, You
It is more about you than it is about me!
Relationship Building
1. Ask 3 or 4 questions of the other person before talking about yourself.

2. Use positive body language to show interest in what others are saying.

3. Build your next question off what they have just said to keep them talking. This shows interest.

4. As you start to talk about yourself, use what you’ve learned to emphasize things that you have in common.

5. As the conversation reaches its end, ask one or more question to bring the focus back to the other person.
Make sure that the other person walks away feeling heard
Key Things to Remember

1. **Avoid the trap** of talking too much or too little, especially when you first meet someone.

2. **Ensure** that the other person walks away feeling heard and good about meeting you and would enjoy seeing you again.

3. **Show interest** in others.

4. **Be curious.** Ask more questions.

5. **Engage others** with a simple question: “That sounds interesting, tell me more.” Use positive body language that encourages people to continue.
Networking
Ask yourself...
How comfortable are you with networking?
What gets in your way?
Networking is building and maintaining relationships for a mutual benefit to access and share information and contacts.
Relationships mean reciprocity, and is reciprocity is about giving back to those who help you.
What do you do when you meet someone new who you want to get to know better?
What relationship-building skill do you do well, and which one do you want to improve?
Building relationships is not about telling someone about you. It is listening and asking questions about them. Focus on them, them, you, and them again as a way to leave a lasting impression.
Building relationships is about creating connections, not just engaging in a transaction.
Relationship Building
You initiate.
You engage.
You develop.
You strengthen.
Stages of Building a Relationship

**INITIATE**
Nice to meet you name, ask?

**ENGAGE**
Ask more? about them

**DEVELOP**
Share about you and bring in commonalities

**STRENGTHEN**
Balanced conversation, then follow up
A few ways to engage in conversation with someone new

1. Ask a ?: Do you live in the area, or did you grow up here?
2. Make eye contact: compliment or acknowledge.
3. If you are a guest in someone’s home, you could ask, “How do you know the host and hostess?”
Hi Emily,

I am very
take

of you.

Thank You

Jayne M Mattson
Everyday Situations
You can tactfully move this conversation to a better balance of sharing.
Is there enough common interest to continue?
Find out by putting You, You, Me, You into action.
Social Media and the Digital Age
What’s going on here? (and what’s not going on here?)
What we pay attention to when we communicate with others

- **55%**: One’s body language
- **38%**: The use of one’s voice—tone, intonation and volume
- **7%**: The literal meaning of one’s words

Source: Albert Mehrabian, Professor Emeritus of Psychology, UCLA
Avoid the trap of talking too much about what you’re doing
Show interest in others’ posts and comment on their activity
TIPS FOR ONLINE RELATIONSHIPS

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If you sense someone is going through a hard time, pick up the phone or send them a message offline to show you care.
Avoid “liking” everything. It is easy to do and can come across as “checking the box” and not caring enough about the relationship to comment.
If you haven’t seen someone face-to-face in a while, ask that person for coffee or dinner, a “lunch time chat” or “virtual coffee time.” Use online meeting and collaboration software.
Be curious. Ask questions. Even a simple “that sounds so interesting, tell me more” can keep the conversation going.
Don’t forget Dale Carnegie’s book, “How to Win Friends and Influence People in the Digital Age” where you can learn more about bringing his practices and techniques online.
How about we all hang up and meet?

What, you mean, like, talk face to face?

Yay! Let’s do it.
Parting Thoughts
You can make more friends in two months by becoming interested in other people than you can in two years getting people interested in you.
Success is about the people you meet, how you treat them, how they treat you, what they say about you when you’re not in the room, and how you make them feel.