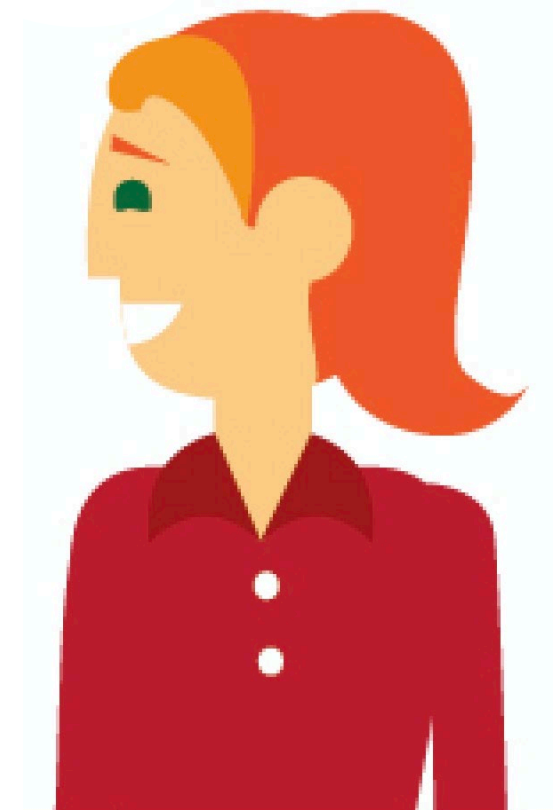


YOU
YOU
ME
YOU

The art of
talking to people,
networking and building
relationships



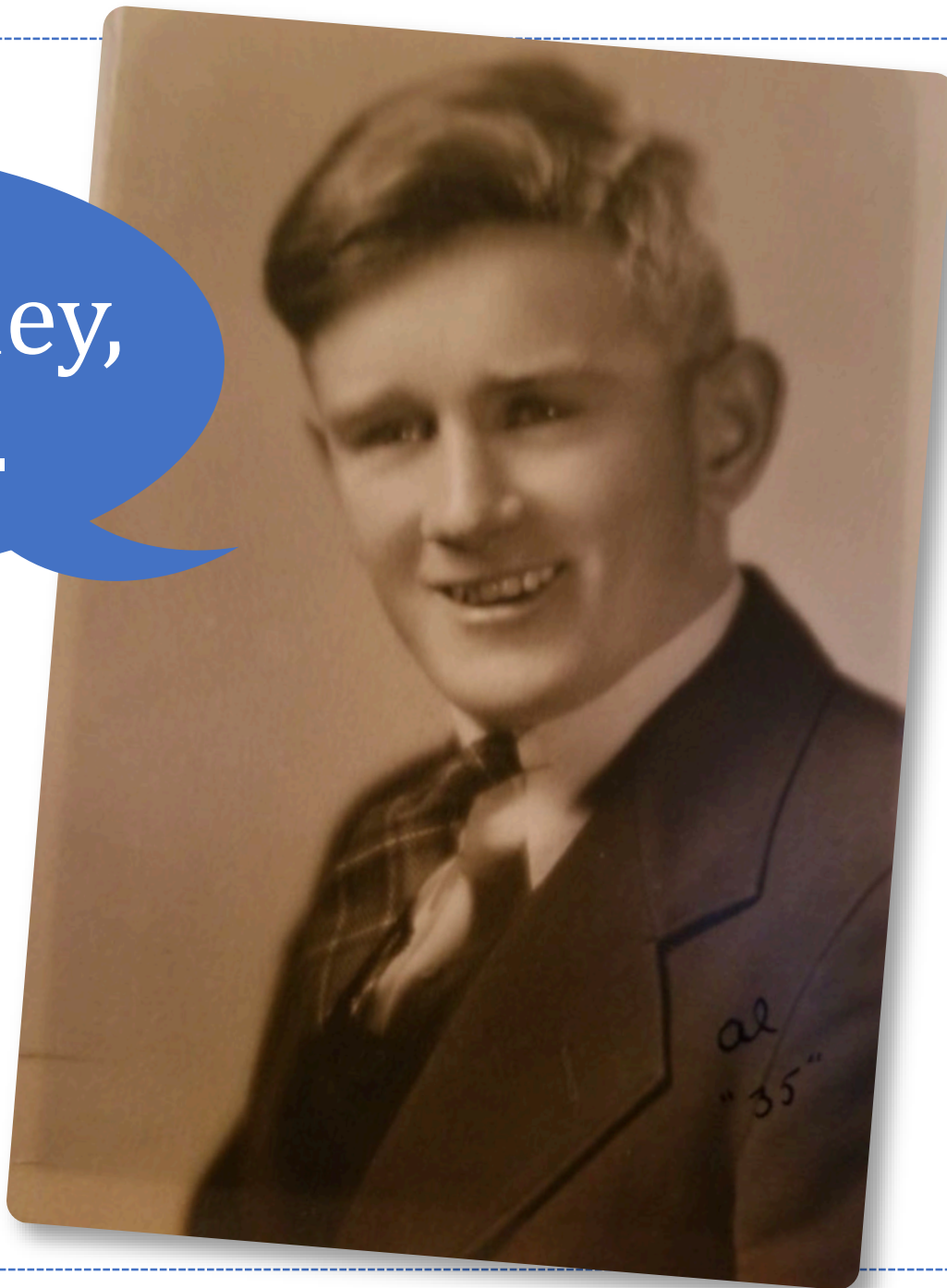
JAYNE MATTSON

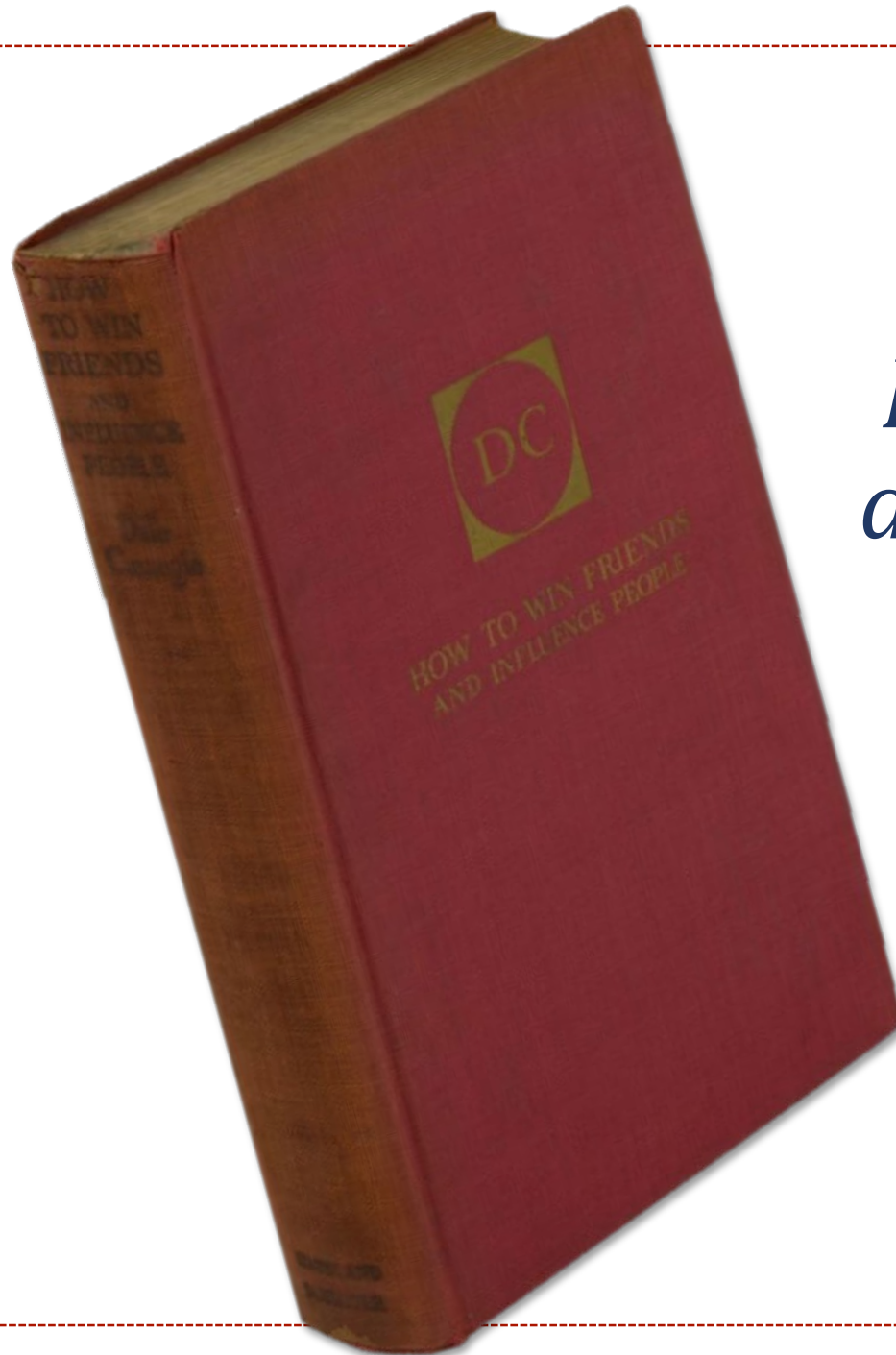
jaynemattson.com

jayne@jaynemattson.com

Where It All Began

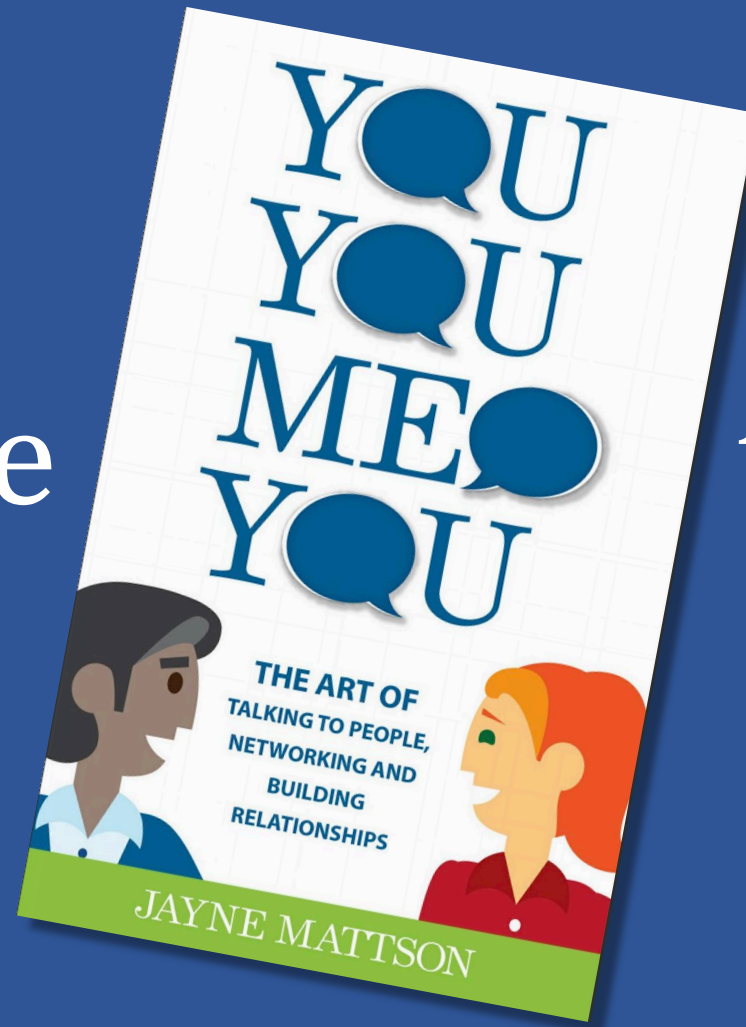
honey, honey,
honey...





*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

Where do you begin?

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.

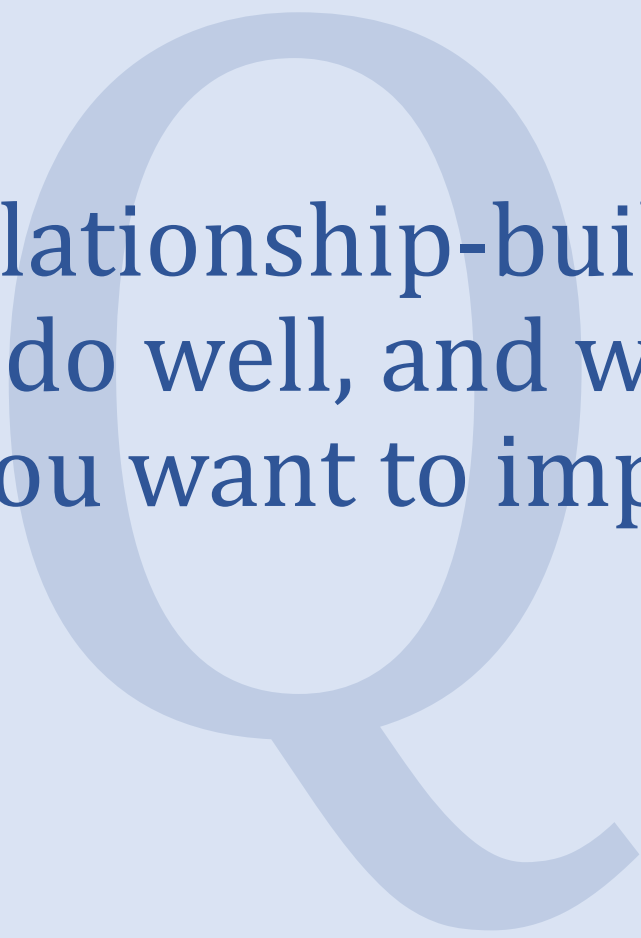
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Relationships mean reciprocity, and is reciprocity is about giving back to those who help you.





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



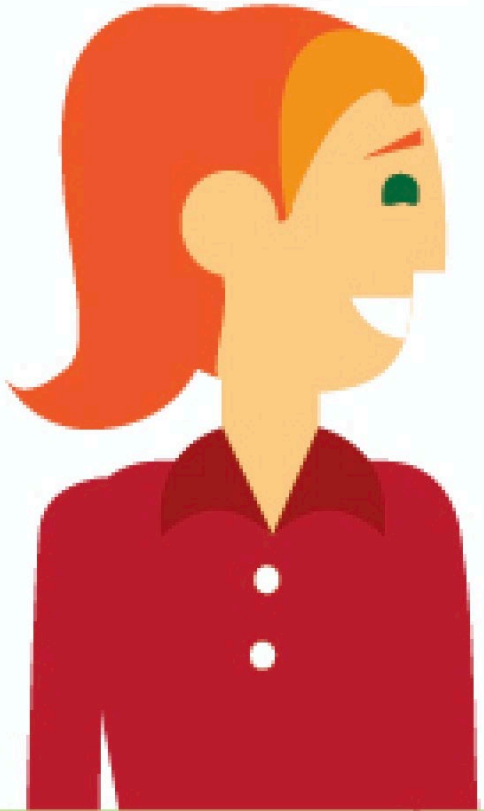
Relationship Building

Y initiate U

Y engage U

ME develop

Y strengthen U



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?"

Jayne M. Mattson

Hi Emily

I am
you are
take

of

a

+

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.

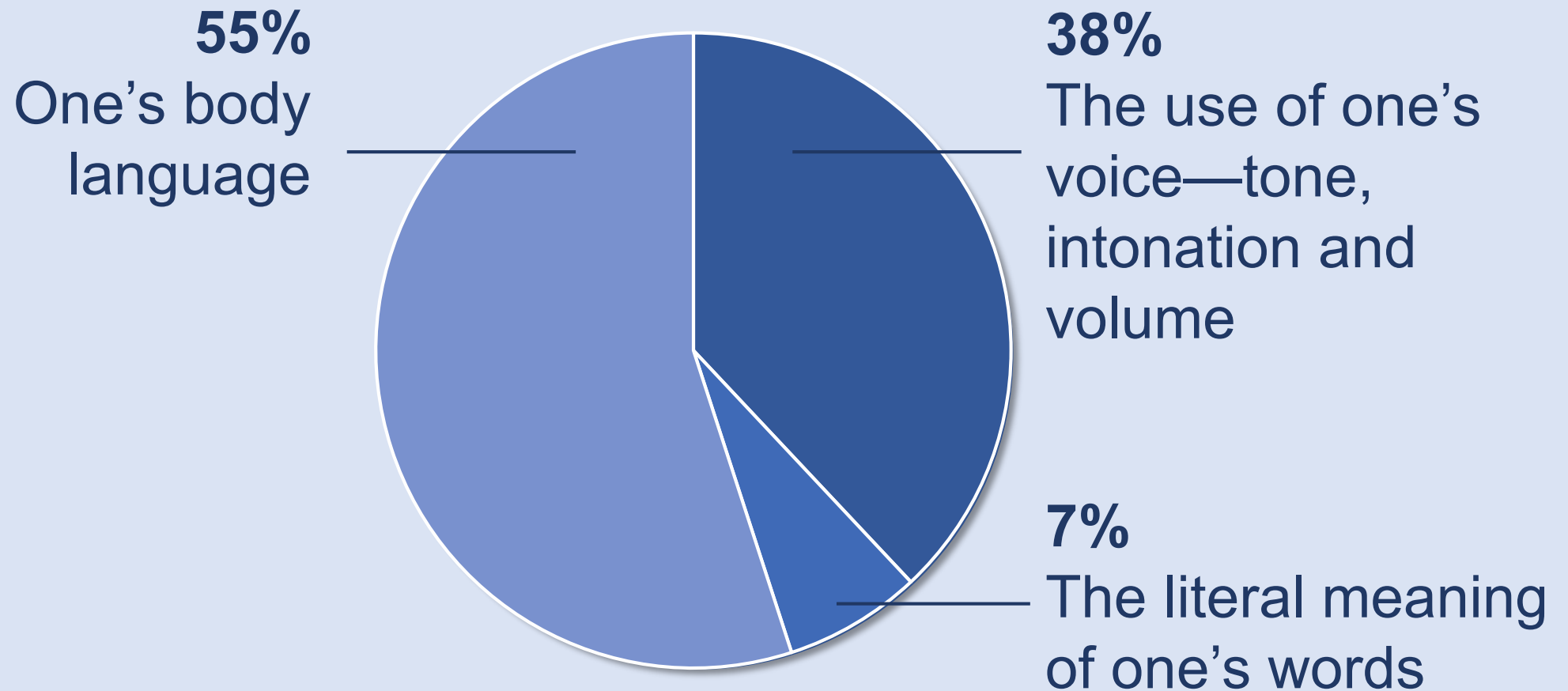


Social Media and the Digital Age

What's going on here?
(and what's not going on here?)



What we pay attention to when we communicate with others



Source: Albert Mehrabian, Professor Emeritus of Psychology, UCLA

TIPS FOR ONLINE RELATIONSHIPS

A blue diamond shape with a white number 1 inside it.

1

Avoid the trap of talking too much
about what you're doing

TIPS FOR ONLINE RELATIONSHIPS

A blue diamond shape with a white number 2 inside it.

2

Show interest in others' posts and
comment on their activity

TIPS FOR ONLINE RELATIONSHIPS

3

If you sense someone is going through a hard time, pick up the phone or send them a message offline to show you care.

TIPS FOR ONLINE RELATIONSHIPS

4

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

TIPS FOR ONLINE RELATIONSHIPS

5

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.

TIPS FOR ONLINE RELATIONSHIPS

6

Be curious. Ask questions. Even a simple “that sounds so interesting, tell me more” can keep the conversation going.

TIPS FOR ONLINE RELATIONSHIPS

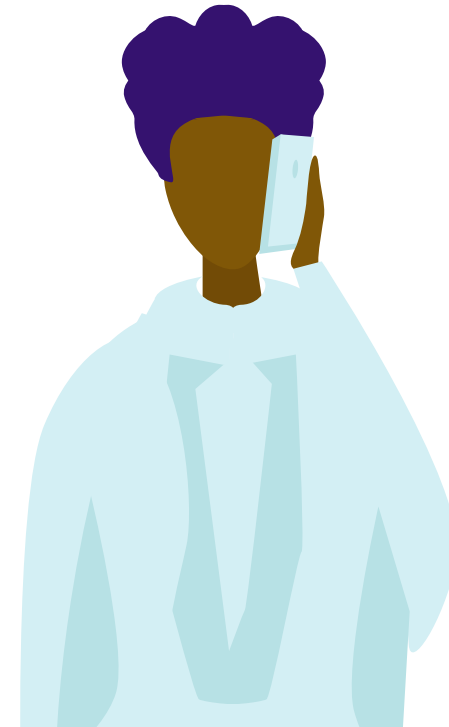
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Don't forget Dale Carnegie's book, *"How to Win Friends and Influence People in the Digital Age"* where you can learn more about bringing his practices and techniques online.

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.

”

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