

# The Networking Institute

## **Monthly Metrics**



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Networking  
Institute**

This Monthly Metrics has been developed so that there is a way of measuring the action that has to be taken for your team to build a strong and diverse network. It is based on the premise that if action is not taken then, quick as a flash, nothing happens.

“““

**Action is the fundamental key  
to all success”**

**Pablo Picasso**

Through the scoring system the following metrics allow you to set your own networking targets on a monthly, quarterly and annual basis.

## 1. **Connect with 2 dormant connections**



We all have lots of dormant connections – people we used to know well and have lost contact with. Nothing untoward happened – there wasn't a dispute or a row. You just lost touch with them. Life got in the way. You went this way and they went another way. It is always worthwhile to reach out to a dormant connection and check in with them and ask what is happening in their lives.

Not only have you moved on and up but so have they. It is relatively easy to re-establish the friendship. You don't have to start again – you can continue where you left off. It's not about getting business from them (though sometimes that may happen) – it's just about checking in after a long period of absence. Sometimes years may have passed and yet you can pick up as if it were yesterday. Your dormant connections can be the hidden gems in your network.

## 2. **Ask for two referrals**



This is about identifying two people in your network who you would feel comfortable asking to make a referral on your behalf. This implies that your relationship with them is such that they would be very happy to do this. It means that they are willing to put their name and reputation on the line for you. They trust and respect you enough that they are willing to make a valuable introduction. Also – a tip. Don't ask them to introduce you to people that might be of interest. That is too vague and a little daunting for them. Ask them to make one introduction for you. This seems more 'doable' and not too much of an ask. Having an introduction like this is like having a passport at a border. Your objective is to 'replace cold calls with hot coffees'.

### 3. **Make two introductions**

One of the most important aspects of Networking is the idea that it is as much about giving as getting. So be alert to opportunities to make useful introductions for other people. Think of connecting people in your network that you think would benefit from knowing each other. It could be helping somebody get a job or a sale or an investment. There is a selfless dimension to this and reflects how generous and thoughtful you are about your network. It's about adding value to other people. If something develops for other people from this introduction you will feel good about it.



### 4. **Send on an article or a book to 2 contacts**

This simple act of thoughtfulness and generosity shows that you were thinking of somebody else and wanted to do an 'ARK' - an act of random kindness. There is no ulterior motive- just a desire to be helpful. Clipping articles and sending them in the mail or by email/ social media takes very little time and is usually much appreciated.



### 5. **Send 3 handwritten thank you notes**

These days, as they are so few and far between, there is something very special about receiving a handwritten note. It takes effort (though not much) to send a handwritten note through the mail. The recipient often really appreciates the gesture as it is unlikely they will receive many. Make the effort and have an attractive looking card and good quality pen and ink. Also, always remember, people read the handwritten PS on a letter before the rest of the letter which is typed. The cliché is 'what from comes from the hand goes to the heart'.



## 6. Talk to 3 people for the first time

Despite the traditional parental advice given to children – “Don’t talk to strangers” there is real merit introducing yourself to somebody you don’t know. You never know what can arise from casual conversation and a friendly exchange. Also, you just never know who they know. So, reach out to strangers, seek to speak to unlike-minded people and people who don’t look, sound and speak like you. Many people spend their lives speaking only to people they know which leads to homophily – the tendency to spend time with people who are just like ourselves – the ‘birds of a feather flock together’ idea. But the world we live in is very diverse and all the research shows that if you don’t reflect the diversity of the economy you work in and the society you live in then you underperform.



## 7. Have a coffee with a colleague you don't know

It is very easy to work in a silo and not be aware of colleagues which can result in ‘groupthink’ and a lack of diverse thinking within organisations. One initiative we recommend is the concept of ‘Coffee Roulette’ – started in Australia and spread globally. All names in the organisation at all levels are put in a jar and taken out randomly in pairs and they have to meet up for a coffee. This helps to develop a more collaborative culture in the organisation.



## 8. Reconnect with two former clients

Very often we fail to reconnect with former clients and customers for whom we have done great work in the past. We underestimate how impressed they were with the work done and how willing they would be accept a ‘courtesy call’. However, they are never going to initiate the call. By checking in you can hear of other opportunities and developments and build a relationship in addition to the work done.



You can find out good background information on what is happening in their company, industry and geography. This is all part of ‘Network Intelligence’.

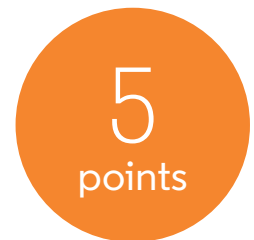
## 9. Return 3 emails with a phone call

This is self-explanatory but returning an email with a phone call is another way of setting yourself apart from others and engaging in a more dimensional conversation than is likely to take place over email which is much more transactional. Even if it is just about 'small talk' it puts the relationship on another level, can be a useful source of helpful information (even gossip...!!) and adds a sense of personality and humanity to the relationship.



## 10. Audit your network and add 5 people to it

Only when you put time aside to review and segment your network will you be able to assess it's worth and be able to answer the 3 key questions – Is my network good enough for where I want to be in 3 years' time? What do I need to do now to build a strong and diverse network? I have a network but is it the right one? This exercise will allow you to delete redundant entries, identify lapsed contacts and spot gaps in your network by segmenting your network into 4 categories – Contact, Connection, Relationship and Friend. This will then guide you to strengthening your network through Research, Cultivation, Asking and Stewardship. It will also help you identify the three key people you need in your network – an advisor, a mentor and a sponsor.



Every day you have 5 opportunities to network – breakfast , lunch and dinner, a coffee during the day or a drink , a walk after work. That's 25 a week. If you avail of just two of those a week that comes to over 100 in a year.

It mounts up. What feels like picking up sand one grain at a time, soon becomes bucketfulls.

# Summary

## Monthly Metrics



How did you do? There are a total of 25 points up for grabs.

Excellent Networking 20 – 25

Solid month's Networking 15 – 20

Need to focus more on Networking next month 10 – 15

School report stuff "Could do better" 0 – 10