

The NetworKing Academy

Transform **theory into action**
guided by **inspirational guest speakers**
within dynamic professional sessions
that **empower you** to network
with the prowess of a **leader**.



The NetworKing Academy is an initiative of



Welcome to The NetworKing Academy

The NetworKing Academy invites you to embark on a transformative journey of networking excellence. Our bespoke program is meticulously designed to enhance your networking skills, offering a unique blend of theoretical knowledge and practical expertise.

Discover the Power of Effective Networking

At The NetworKing Academy, we understand that networking is more than just making contacts; *it's about building lasting relationships that foster personal and professional growth. This understanding forms the core of our curriculum, ensuring that each session you attend is not just informative, but also a step towards your success.*

"Networking is not who you know, but who knows YOU!"



Join us for the next semester of The NetworkKing Academy.

This course is a transformative journey for those eager to master the art of networking. Whether you're a seasoned networker or just starting, our program is tailored to refine your skills under the guidance of expert leaders and inspiring guest speakers.

Dive into a curriculum enriched with practical and theoretical knowledge. Our modules cover a spectrum from establishing and nurturing your network to effective communication and leadership within it. Experience personal mentorship from Ruf, a renowned networking guru, who will guide you through the intricacies of professional networking.

The NetworkKing Academy goes beyond the classroom. Engage in real-world applications with Networking in Action sessions, including an exclusive event at The Network Club and insightful company meet & greets. Our practical approach ensures you to not only learn the principles but also apply them in real scenarios.

Embrace the opportunity to transform your networking skills, broaden your professional horizon, and connect with a diverse group of like-minded individuals. Enroll now and start your journey towards networking excellence.

Key Features:

The NetworkKing Academy has a Program consisting of 8 theoretical sessions with guests speakers and 3 practical activities over a 3 month period. Location to be announced on our website

Unleash the potential of your network with The NetworkKing Academy. Where connections become your gateway to success. Expert-Led, Practical Curriculum and Personal Guidance and Mentorship from Ruf.

Invest in Your Networking Future

Price: € 3,500 (excluding VAT)



Theoretical Modules The NetworkKing Academy

Module 1 - Network Your Way to Success

This module focuses on what networking really is. The purpose of networking – and our lives – is to build relationships with others. Don't lose sight of that. Keep it front and center. Networking is about advancing your personal and professional goals from those vital relationships and giving back in return.

Networking is a "give and take" process with people with whom you have a direct or indirect relationship and mutual interests. You will learn that networking is based on values, norms and gaining trust, while earning respect from your actions.

Despite its proven effectiveness, for many, networking is still a vague process that is difficult to grasp. In this module we'll focus on the five principles of networking:

1. Establishing your network
2. Knowing your network
3. Connecting with your network
4. Nurturing your network
5. Giving to your network

Everyone has a network. You were born with a network and your network grows based on who you are. You will experience that everyone uses their networks to deal with some of life's minor annoyances as well as their most challenging opportunities and obstacles.

Networking is a skill that works and it's also easy, fun, free and everyone can do it effectively with the right training.

KEY OBJECTIVES OF THIS MODULE:

- Maintain a good relationship with your existing network.
- Display strong values and norms to others in your network.
- Earn respect based on your actions.
- Give back to your network.

Module 2 - Building Your Network

In this module you will learn how to continue to build and grow your network– from the one you were born with and onward. As you enter into different networks and relationships, it is of utmost importance to stay true to the foundation of your values and norms. Establishing and maintaining strong moral principles in business results in acceptance, respect and quickly earning trust. When your actions and beliefs are consistently demonstrated, invitations to and inclusion in new networks will result.

You will participate in the classical drawing game “connect the dots” or “dot-to-dot” exercise to create a picture of your network. Applying this basic principle of connecting the dots allows you to explore your reach and possibilities. You will state a goal and a clear, uncomplicated objective, and define what exactly you want to achieve at this point in life or in your career..

If you are like most people, you probably have more than one goal – immediate and long-term, big dreams and small ones. How many of them seem impossible or out of reach? They’re not impossible or out of reach. Trust me... you will learn to utilize networking to realize the possibilities – and activate!

KEY OBJECTIVES OF THIS MODULE:

- Continue to build upon the network that you were born with.
- Enlarge your network based on trust.
- Identify goals and objectives for network growth.
- Become grounded in strong moral principles – the foundation.



Module 3 - Communicating With Your Network

This module focuses on effectively communicating with others in your network.

Communication can cause a roadblock or be a door opener. You will learn to:

- Speak the language of success
- Hold your own with the best
- Win with your words
- Talk your way to the top

Communicating with your network includes finding out what connects you to another person or group and how you can serve each other. This is the basis of building rapport. Communication skills enable the discovery of the resources and relationships you each possess that can add value to the other. Asking good questions and being a good listener is fundamental.

We will follow the five easy steps for effective two-way communication:

1. Build rapport with your network before you communicate
2. Seek similarities or commonalities
3. Know what you'll say
4. Know who your audience is
5. Listen to your network

As I've said before, it is my firm conviction that everyone has a connection to your life. Make it your mission to discover what that connection is. It can actually be quite an enjoyable challenge, and a perfect way to communicate for success.

KEY OBJECTIVES OF THIS MODULE:

- Polish your communication skill set.
- Communicate accurately and effectively with your network.
- Know your message and state it simply.
- Be intentional with your interactions to discover mutual interests/points of connection.

Module 4 – Leading Your Network

In this module you will learn that leadership is not a natural trait, like something inherited such as the color of eyes or hair. However, leadership is a skill that can be studied, learned, and perfected by practice.

The ABC's (or CBAs) of leadership will be addressed in depth: Character, Basic knowledge, and Action:

Your CHARACTER must combine the values and attributes that underlie your ability to see what needs to be done, what you decide to do, and how you influence others to follow you. Leadership begins within yourself—your personal values and attributes that shape you.

You have to possess the BASIC competence to process the knowledge and skills required to do your job right and attract and influence others.

You must lead by taking the proper ACTION to accomplish the task based on what your character tells you is ethically right and use the appropriate knowledge you possess to accomplish the task.

Leadership development requires constant study, hard work, and frequent practice. Remember, you are dealing with people, and they have emotions, dreams and fears. Excellence in leadership also calls for imagination and a positive upbeat approach.

KEY OBJECTIVE OF THIS MODULE:

- Take command of your thoughts, feelings and language to achieve objectives.
- Be conscious of your strengths and acknowledge what you still have to learn.
- Be willing to learn and grow.
- Stimulate a desire in others to be continuously committed to goal attainment.
- Lead by example.



Module 5 - Motivating & Enthusing Your Network

In this module you will learn that the spirit of motivation and enthusiasm are within everyone. YOU just have to tap into this reservoir of energy. Understand that motivation is NOT a personal trait - that is, some have it and others do not.

During this session you will be introduced to the "ME Theory" that includes knowing:

- Yourself
- Your goals
- Your needs and wants
- Your energy level
- Your measure of intensity
- Your results

In the "ME Theory" you must know your strengths and weaknesses with your patterns of behavior. You must learn to set realistic goals that are focused on your vision. Your goals must be clear and have a specific timeframe within which each will be reached. You will learn to deliberately define what you need and want from your actions.

Your results stem from your interactions in and with a situation or person and can cause the reaching or not reaching of your goals. The value of applying and generating a positive mental attitude is undeniable in helping you find particular ways to reach your goals. Your energy is king! It attracts others to you – and it keeps you from tiring out.

You will clearly understand that ENTHUSIASM is not Excitement! Enthusiasm is contagious – and continuous.

KEY OBJECTIVES OF THIS MODULE:

- Apply the "ME Theory"
- Identify and recognize the elements necessary to motivate yourself.
- Inspire and teach others to approach situations in an enthusiastic manner.
- Recognize the power of enthusiasm in business and life.

Module 6 - Acquisition From Your Network

In this module you will learn how to utilize your network for acquisition. Acquisition is the process or instance of obtaining or procuring something. To seek something, you have to know what you want – and from whom or where to get it. This requires a plan.

Please note – this is not about “taking” at will or without being reciprocal, but about being clear on what you want or need, what the other person in your network wants or needs, and how you can deliver to and for each other.

Being in the right place at the right time and having the right conversation often results in great information/intel, referrals, and new introductions to people and business ventures.

With the analogy of a fisherman, you will learn to become fishermen/women (networkers) who go where the fish are (outings, events, restaurants, clubs), are prepared with the right ‘bait’ (information about the “pond/ocean” in which you intend to fish and what you bring to the waters), how to cast the line (communicate) and what to do when you get a bite (reel in the relationships that result in give/take acquisitions). Remember if you stay home, you catch no fish.

Go where your potential clients go. Learn about the market. Connect. Give and seek. Speaking of seek, we will touch on the power of Referrals which is enormous.

Just imagine getting two or more new clients or getting a job by simply asking someone in your network to refer YOU! Even better, is when they refer you simply because of the reputation and results for which you are known.

This module also prepares you for the Networking in Action sessions where you will attend outings, network with others, and experience firsthand the movement in the market. This offers real-time market intel, not read in the newspaper or seen on the news, but behind the scenes and face-to-face. Being in the heat of battle puts you in the fight for business or keeps you on the sideline watching others acquisition from their networks.

At the Networking in Action sessions, you will practice (real-time) The NetworkKing’s 10 Tips for Effective Networking. Refining your networking skills raises the bar on effectively profiting from them.

KEY OBJECTIVES OF THIS MODULE:

- Activate your network to penetrate the market.
- Energize your network to get more business.
- Utilize events/outings to obtain business and generate opportunities.
- Put into play = actions to acquisitions.



Module 7 - Negotiating With Your Network

In this module you will learn the advantages and finesse of negotiating. Negotiation is essential and happens, whether you are conscious of it or not, on the home front, at the office, with a client, on the street – in reality, there is a little of it in your every interaction, even with yourself.

Negotiation is always in our daily lives. Therefore, it is necessary to build a high level of confidence and skill. We will discuss and demonstrate how to conduct a dialogue that results in an agreement where all parties benefit. You will learn to resolve points of difference, gain an advantage or craft an outcome that is satisfying to various interests (leaving the need to feel that you won!).

We examine and adapt The NetworkKing's Ten (10) Principles of Negotiation:

1. Know what you want
2. Know what the other person has to offer
3. Knowledge levels the table
4. Emphasize common ground
5. Listen effectively
6. Steer the negotiation in a positive direction
7. Put yourself in their shoes
8. Create solutions that benefit both parties
9. Be prepared to compromise
10. Have a second-best option if you can't reach your goal

Negotiation is highly dependent on context and is individual in nature. To be successful in negotiating you must know what you want and what you can give up. What is critical in negotiating is your ability to compromise as part of your road map to success.

KEY OBJECTIVES OF THIS MODULE:

- Advantages and the finesse of negotiation.
- Negotiating to achieve a fair agreement for all parties.
- Build confidence in negotiation skills.
- Learn the 10 Principles of Negotiation.

Module 8 - Energizing Your Network

This module emphasizes the importance of energizing your network. Energizing your network and keeping it energized means your relationships will continuously be available to you – to give to and receive from. It's not enough to build your network, you also need to maintain and energize it.

Since you have completed most of this course, you have figured out where you're going with your network – everywhere. Now, how do you get your network to work for you? What does it take to get it fired up and shifted into high gear? You can talk until you're blue in the face about all the contacts you've made through your networking, but if you don't energize that network, it will be like cement – unmoving and merely holding up the wall between you and countless connections that could make a real difference in your life.

Energizing your network happens through consistent communication, and definitely not only when you need something! Stay connected by sharing a market or industry article or update. Celebrate another person's achievement, birthday or new job. Communicate via the many traditional and new media platforms available – often... and year-round.

You will learn tactics and unique ideas for keeping your network energized so that they are encouraged and ready to energize theirs. This helps them achieve their objectives, while you are in the process of achieving yours.

You, and only you, are the catalyst to make things happen and keep the momentum flowing. To feed the fire, abide by the cardinal rule of networking – give back!

KEY OBJECTIVES OF THIS MODULE:

- Maintain and energize your network.
- Utilize multiple methods (media/tech) and ideas to keep you and your network energized.
- Recognize that you are the catalyst in making things happen.
- Achieve momentum.
- Abide by the cardinal rule – give back.



Practical Activities The NetworkKing Academy

Networking In Action - Meet & Greet - The Network Club

During The NetworkKing Academy course, you will utilize what you learn during the practical application activities part of the program. This includes applying and practicing your skills real-time at business outings, specifically at a "NetworkKing In Action & Meet & Greet" sessions where relationships are developed and business is cultivated and executed.

Business outings advance your networking skill and your network because:

- They are the easiest way to explore opportunities (for work).
- They offer endless business appointments and/or social prospectus.
- They are the cheapest way to build relationships and find work.
- They increase your awareness of movements in the (labor) market.

By actively participating in the practical part of the program, you will meet business-minded people who can help you in your endeavors – and who you can help in theirs. You can share your personal background, business offerings and opportunities, and create awareness of your skills, knowledge, and values. Applying what you have learned strengthens and fine tunes your skills and capabilities while increasing your level of confidence.

You will utilize The NetworkKing's Ten (10) Tips for Effective Networking at Outings, which include:

1. Find where your potential business or personal contacts gather.
2. Find out as much as you can in advance.
3. Know who is coming to dinner.
4. Be early.
5. There are no strangers, only friends you have not met.
6. For results, sit by a stranger.
7. Use the five-minute rule.
8. Apply effective listening.
9. Be enthusiastic.
10. Thank the master of ceremonies, speaker and/or host(ess) – as well as the service personnel.

Connecting with others at business events/outings allows you to put faces with names and become known. They are a direct means to distinguish you from others, including your competition. They are a convenient format and precisely what you need to network. They are, or should be, a priority investment.

Examples of practical outings are:

- Participate in an American Chamber of Commerce event (AmCham)
- Visit a well-established and successful company
- Attend The Network Club events

KEY OBJECTIVES OF THE PRACTICAL ACTIVITIES:

- Put into action what you have learned.
- Practice and refine your networking skills.
- Meet new people.
- Expand and energize your network.
- Capitalize on opportunities.

I hope that your participation in The NetworkKing Academy is one of the best investments you have ever made with your time and money. Go out and energize your network and reap the dividends!

RUF



Join Us Today

Spaces Are Limited - Reserve Your Spot!

Begin Your Journey to Networking Mastery

Contact Us:

+31(0)6 50 287 672

Or visit our on-line form at:



<https://www.thenetworking.com/the-networking-academy/>

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