

Stuff That Works At Work

Chapter 13 “Networking”

Take Action

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Chapter 13 Take Action: Content

- If you have not already, join LinkedIn—a business oriented social networking site. Create or update your profile, and begin expanding your network.
- Use LinkedIn to connect with people at your company, customers and competitors. It is an easy way to expand, keep track of and connect with your network.
- On LinkedIn, join two industry groups and make one post in each of the groups. Ask a question or answer one—the key is to begin conversing with others in your field .
- Join Toastmasters and work to connect with three other members one on one.
- Invest time on Stuffthatworksbooks.com to find ways others have made collaboration work for them

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Chapter 13 Take Action: Action 1

If you have not already, join LinkedIn—a business oriented social networking site. Create or update your profile, and begin expanding your network.

ACTION

LinkedIn is an awesome tool. It is the Facebook of business.

You should spend time in it every week. Use it for more than just job searching.

There are several books on how to utilize the tool. There are also a host of articles and videos available on line that will provide a never ending flow of ideas for how to utilize the tool.

Get busy.

EXAMPLES

The screenshot shows a LinkedIn profile for Brent Sherwin. The header includes the LinkedIn logo, a search bar, and navigation links for Home, Profile, Connections, Jobs, and Interests. A notification banner at the top says, "Let's make sure you're never locked out of your account. Add your phone number." Below this, a banner for "The Univ of Texas - Tyler - UT Quality with Online Convenience. Get Your MBA in Healthcare Management." is visible. The profile section shows a profile picture of Brent Sherwin, his name, and his current position: "Customer Development at Apothecary Prod...". It also displays statistics: "8 people viewed your profile in the past 7 days" and "15 ways to keep in touch". A "Share an update" button is present. The "Skills & Endorsements" section lists "Top Skills" with corresponding endorsement counts and small profile pictures of endorsing members: Sales Operations (99+), Strategy (86), Leadership (68), Cross-functional Team... (57), Sales Management (57), Consumer Products (46), Business Development (37), Sales (36), Grocery (27), and P&L Management (26). The "Customer Development at Apothecary Products" section shows the location "Houston, Texas Area" and industry "Medical Devices". It lists previous employers as "Schwans, IMC, Pillsbury" and education at "University of Minnesota-Twin Cities". A "View profile as" button is at the bottom right, along with a "500+ connections" badge. The footer shows the URL "https://www.linkedin.com/pub/brent-sherwin/0/a9b/102" and a "Contact Info" button.

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Chapter 13 Take Action: Action 2

Use LinkedIn to connect with people at your company, customers and competitors. It is an easy way to expand, keep track of and connect with your network

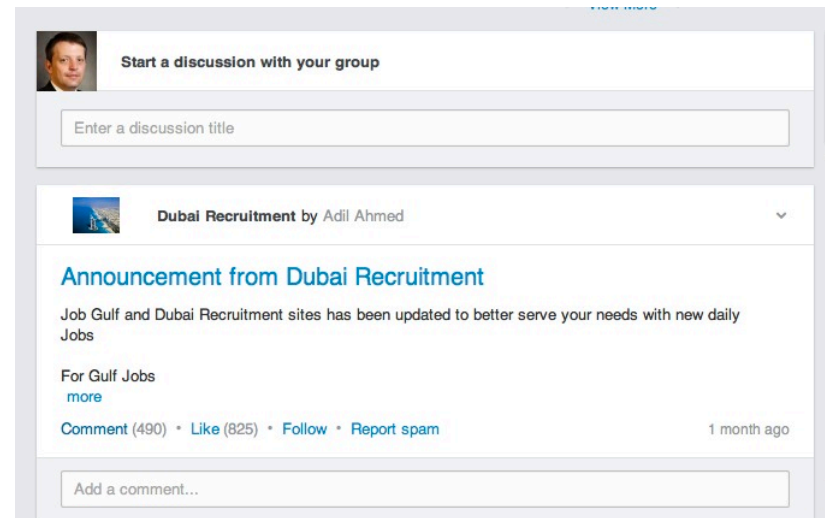
ACTION.

Spend time each week requesting connections with others. DO this forever. It pays great dividends.

Who to connect with:

1. Search your company and ask everyone to connect
2. Search your key competitors and ask key players to connect
3. Search your key Suppliers and ask them to connect
4. Connect to key players in the industry. Pull names out of your industries trade magazines.
5. If you get a business card from someone. Link up with them via Linked in.
6. Connect to Recruiters and Placement Agents.

EXAMPLES



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Chapter 13 Take Action: Action 3

On LinkedIn, join two industry groups and make one post in each of the groups. Ask a question or answer one—the key is to begin conversing with others in your field .

ACTION.

Join a few groups. Some should be related to your company and industry.

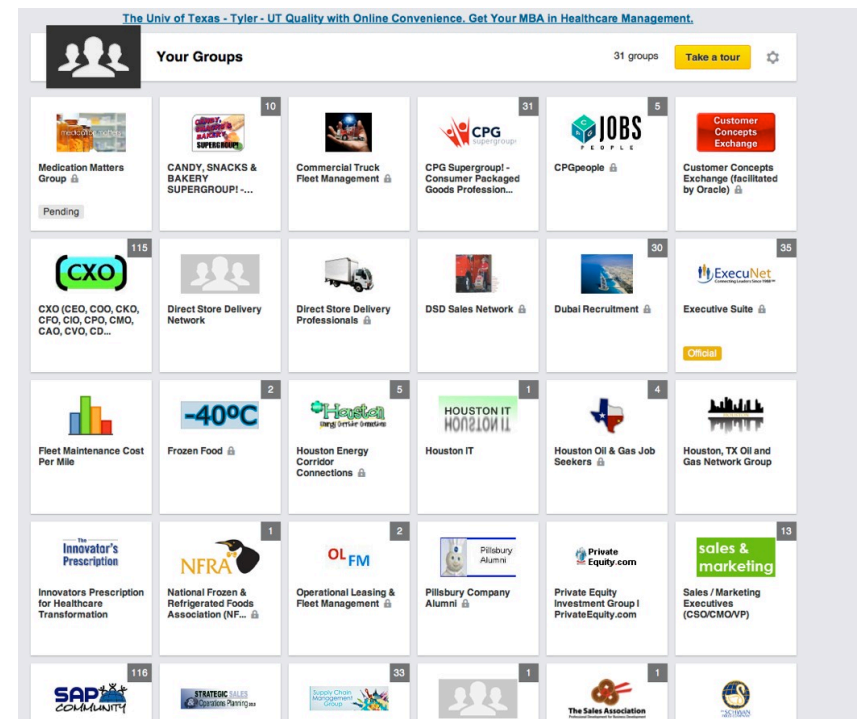
Pick hot topics that impact your company and join in on the dialogue.

A great way to join in the conversation is to simply ask a question.

I have included a couple of examples to the right.

Be creative and have fun.

EXAMPLES



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Chapter 13 Take Action: Action 4

Join Toastmasters and work to connect with three other members one on one

ACTION.

Toastmasters is a great organization.

The group meets regularly and practices giving talks.

It is a great way to build speaking skills and to network.

If you have never done this you have to.

It is a great experience.

Sign up and connect.

EXAMPLES



WHERE LEADERS ARE MADE

[About](#) | [Membership](#) | [Resources](#) |

Is Toastmasters Right for You?

Do you want to become a confident public speaker and strong leader? If so, Toastmasters is the place for you. You'll find a supportive learn-by-doing environment that allows you to achieve your goals at your own pace. Learn how Toastmasters has changed the lives of members.

Stuff That Works At Work

Chapter 13 Take Action: Action 5

Invest time on Stuffthatworksbooks.com to discover more ways to add fun to daily office life.

ACTION.

This is an easy one.

I believe that each of us can help someone else.

There is so much to know and to experience. You just can not do it on your own. So the best way forward is to share and learn from each other.

Technology makes this so easy today. That is why I built the web site Stuffthatworksbooks.com.

It only reaches its potential if you join in and add the stuff that works that you have found. Please make a contribution today. Help others find the Stuff That Works.

Others have already shared their stuff that works so be sure to check the site often as there is probably something to improve every area of your life.

The community is waiting and growing. I hope you will join in and make a positive difference.

Thank you!

EXAMPLES

CONTRIBUTE

It is easy to share your Stuff That Works.

Simply click on “Contribute” from the main menu.

Then select “Submit an Idea”.

Easy!

Learn From Others

It is easy to Learn Stuff That Works from others.

Simply click on “Contribute” from the main menu.

Then select “Search for Stuff That Works”.