

The Importance of Networking – **- and how it leads to something called Social Capital**

Raytheon Professional Services

Performance Consulting

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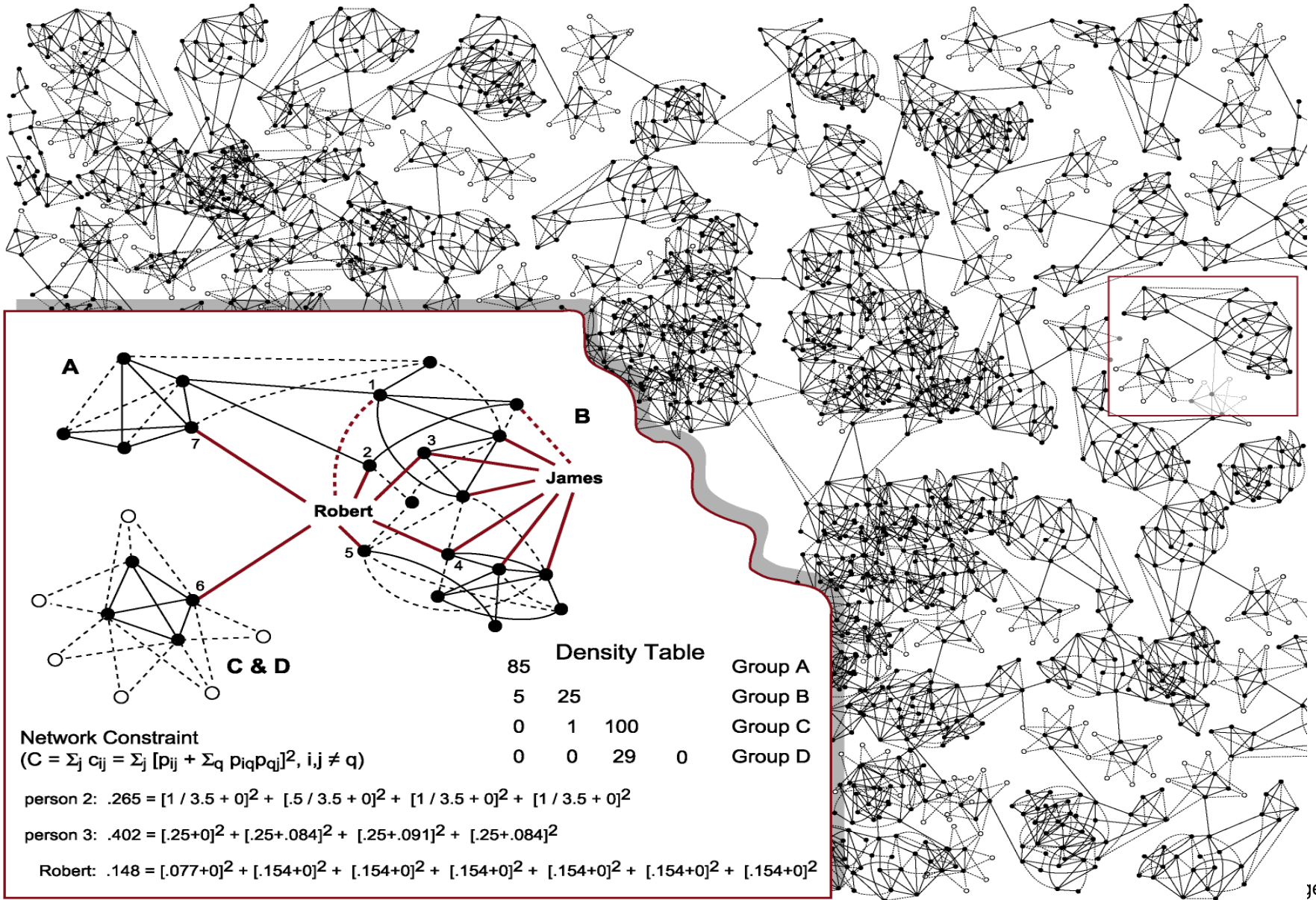
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Leveraging the Informal Organization

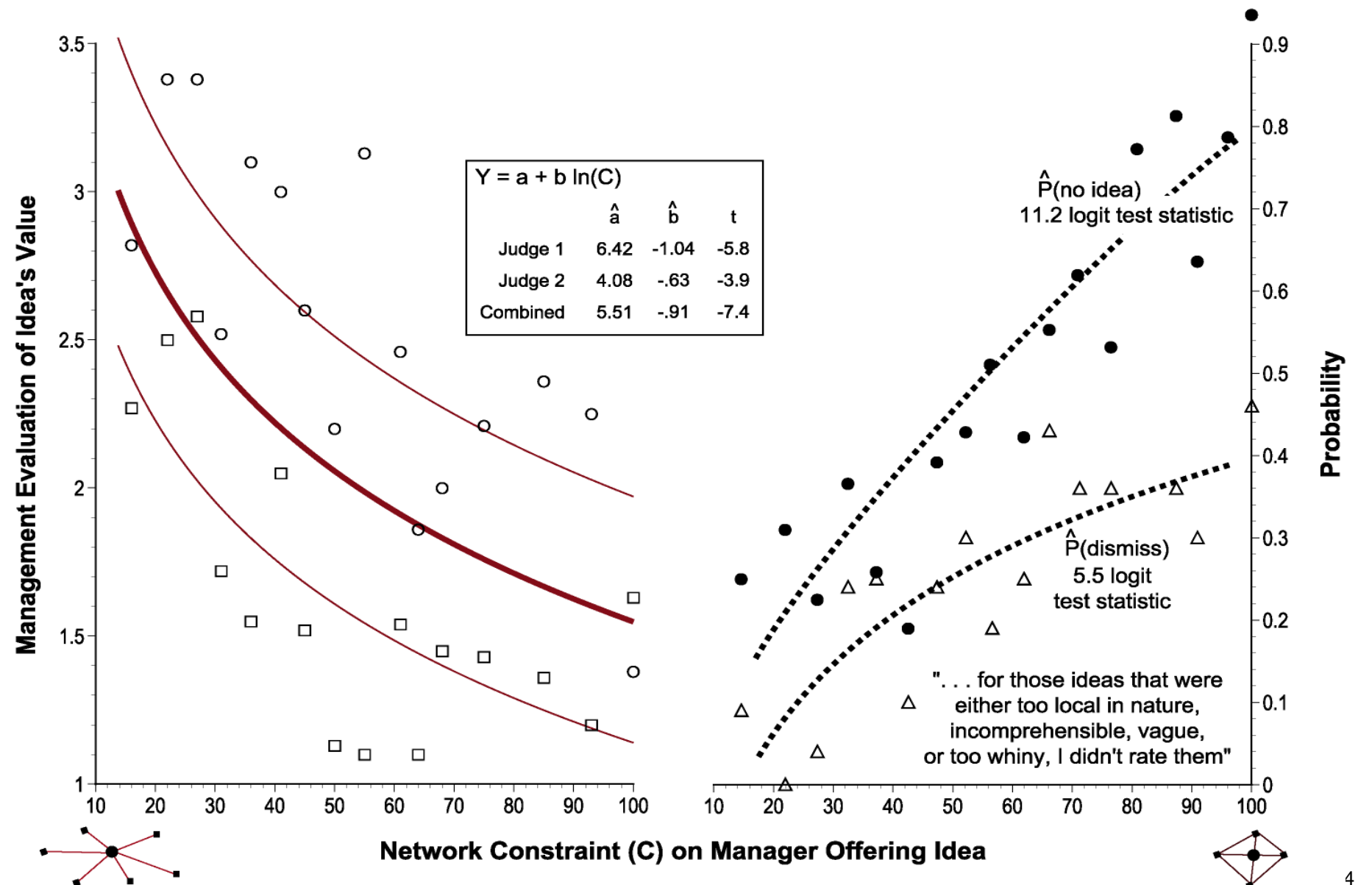
Research at Raytheon and externally suggests that:

- Accountability flows through the formal organization of authority relations, but all else flows through the informal -- advice, coordination, cooperation, friendship, gossip, knowledge, trust.
- And so, developing an informal network becomes key to getting things done, which in turn drives company value, which in turn drives rewards in terms of compensation, promotion and longevity.
- Networking isn't "nice to do," its essential to the development of a leader at any level.
- But it is also just the door-opener. From here you have to do something valuable

The world looks like this, - and so does Raytheon



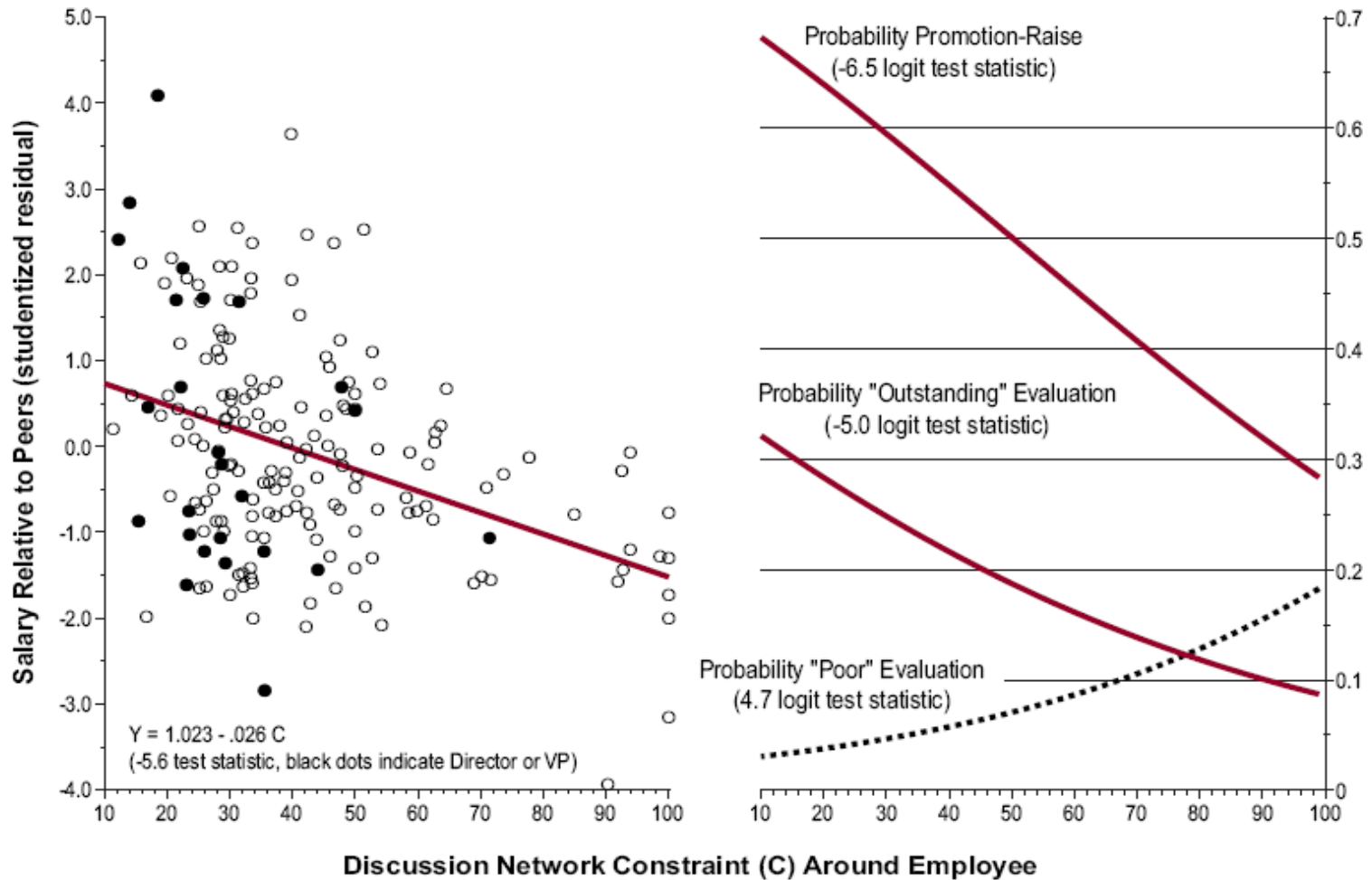
Brokers Have Good Ideas



Brokers are rewarded



Predicting Supply-Chain Performance in a Large Electronics Company



Leverage the opportunity in front of you

- Its not what you know, or even who you know, but who knows you !

Jeff Gitomer's 6.5 Assets for Networking

1. Calculate the value of your current network
 - Start small, build your list, build your connections wealth
 - Bring value first
2. Explore for yourself what you want to get from your network
 - Define your goals & devise a strategy to build the connections to achieve them
 - Identify the value you can bring for people
3. Develop your approach
 - Develop your message, hone your approach, turn contacts into relationships
 - Around value
4. Create new connections
 - Get in front of influential people so they come to know you as worthy of connecting with
 - Bring value to them first

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Jeff Gitomer's 6.5 Assets for Networking

5. Position yourself to be known

- Writing, speaking, blogging, participation in associations
- Bring value with you

6. Cultivate contacts into relationships

- Provide the WOW and stay current with each
- Bring new value each time

7. (Well, 6.5 really ...) Become a *NetWeaver*: a connector of connectors

- When you build a network of networks, the growth becomes geometric
- Value is always at the center of the transaction

Questions you should be asking

- and then delivering on:

- Who do I know, who knows me ?
- What do I want, and when ?
- How can I position myself in a way that puts me in front of influential people ?
- How can I best help people be successful ?
- Can I anticipate what key people need, so they don't have to ask ?
- How can I make people better as a result of connecting with me ?
- How can I be valuable to people so that they want to continue our relationship?

And for potentially valuable contacts, ask:

- How can I help you most ?

**Now, what questions should
you ask?**

Thank You!

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