



MODULE

COLLECTIVES AND NETWORKING COMPETENCE

Unit 4 | Activity 1 Network action plan



30min



- Pen and blank paper
- Coloured pens/pencils (optional)
- Access to internet

DESCRIPTION

The key to make networking happen is to have a *Networking Action Plan*. This unit will help you build one in just 5 steps.

THE ACTIVITY

Draw up your own Networking Action Plan using the template provided here. You can print this one, or draw up your own following the steps:

Networking Action Plan



STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
<p>What are your goals?</p> <ul style="list-style-type: none"> Business development which business related results would you like to achieve? Deadline by when would you like to achieve these? Support how can your network help you achieve these? Success how will you know when you have succeeded? 	<p>Check your network & networking activities</p> <ul style="list-style-type: none"> Strengthen which relationships will you need to strengthen? Maintain which relationships will you need to maintain? Change or ditch? which current networking activities do you need to change or ditch? Gaps where are the gaps in your network? 	<p>Who are the right people for your network?</p> <ul style="list-style-type: none"> Names & roles what are the names and roles of the people you would like to meet? Action which actions are you going to take to meet these people? 	<p>How do you strengthen your important relationships?</p> <ul style="list-style-type: none"> Communication how can your communication with these people be improved? Consistency are you communicating in a timely, efficient, and consistent manner? Availability are you making yourself available to these people? Values can you do something more? What do you have of value to offer? Solutions what type of challenges are they facing, that I can be part of the solution to? 	<p>How do you maintain relationships?</p> <p style="text-align: center;">REPEAT</p>



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THE THEORY

To avoid networking efforts just being meaningless conversations that never end up going anywhere, you need to know how each networking event will help you achieve your personal and professional goals. You may also need to know how to use social media platforms to expand your reach and make valuable connections.

The key to make networking happen is to have a **Networking Action Plan**. So, you know what you want to do, what you have, who you need to meet, and why, and how to keep the connections going.

In the activity, you will be guided in the process of creating a networking action plan in just 5 steps.

Step 1: Goals

Having these in mind will help you prioritise and use your time.

Answer the questions in the template. Write down a few key goals for your network and networking activities.

Step 2: Audit your network and networking activities

When building your networking plan, you need to start by identifying and evaluating the effectiveness of your current network and activities. Look at each relationship, using the **Network Actors template**, and evaluate whether it's at the level you want it to be; you can then identify what you need to do to maintain it or to improve it. Draw the desired situation on your Network Actors Diagram that you filled out in Module 3.2.

Step 3: Find the right people for your network

Once you know your goals and where you are currently with your network and networking activities, now you can start putting your strategy together for finding the right people to fill the gaps. (Does a networking strategy really matter?) Go through the questions in the Action plan template and write your conclusions:

Make a note of the daily, weekly, monthly and/or yearly actions that you need to do as well as the one-off actions and set yourself time goals to make sure that you are on track.

Step 4: Strengthen the important relationships

By now you will have identified your most valuable relationships. You will want to keep them close to you... so think about how you can strengthen these relationships. Look at the reflection questions in the Action Plan template. Try to be honest when evaluating whether you can improve existing relationships. You can even ask your clients for their feedback or if there is anything else you can help them with, just be prepared to address any concerns that they may have.

Step 5: Maintain strong and important relationships

Just impressing your clients initially will not be enough to form strong relationships, especially if you let your standards slip a few months later. Maintaining relationships is key to keeping your business running strong. Keep asking yourself these questions on a regular basis, to make sure you are giving them everything that they need and want from you.

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