

LEVEL UP YOUR NETWORKING!

LEVEL UP

PRESENTED BY: DIANA CROWE

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REFRESHER!

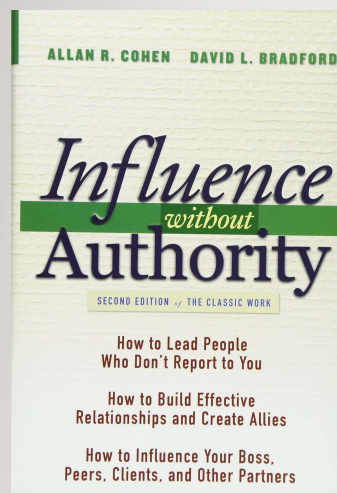
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- ✓ *NETWORKING IS THE MOST SUCCESSFUL WAY OF FINDING A MEANINGFUL JOB AND ATTAINING CAREER SUCCESS. (SURVEY SAYS 80%)*
 - ✓ 100% believe face-to-face meetings build stronger and long-term relationships
 - ✓ Casual vs Professional Networking: Know your objective **BEFORE** you go to the event
 - ✓ Networking helps us make connections, identify common interest and strengthens bonds (casual)

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REFRESHER!

- Networking also provides FIRST steps in developing a relationship and reminds us to focus not on what they can do for us, but what WE can give.
- Remember, you have more to give than your skills and experience.

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THERE'S MORE TO YOU!

- “Most people tend to think too narrowly about the resources they have that others might value.”
- “People tend to focus on tangible, task-related things such as money, social connections, technical support and information, while ignoring less obvious assets such as gratitude, recognition and enhanced reputation.”

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ALL ABOUT MINDSET

PROMOTION

- Interested in growth, advancements and accomplishments that networking can bring.

PREVENTION

- Something you're obligated to take part in for professional reasons.

When networking is driven by shared interests, it will feel more authentic!

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HOW DO I GO ABOUT THIS THING?

- The Skills...
 - Initiative
 - Risk Taking
 - Communication
 - Follow-up



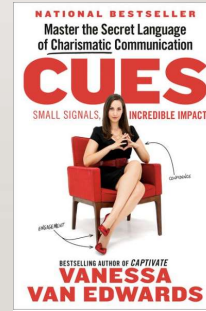
NOT DEPENDENT ON PERSONALITY!!!

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TO LEVEL UP YOUR NETWORKING SKILLS
YOU NEED...

CHARISMA!!

Warmth +
Competence



CAN BE LEARNED!!!

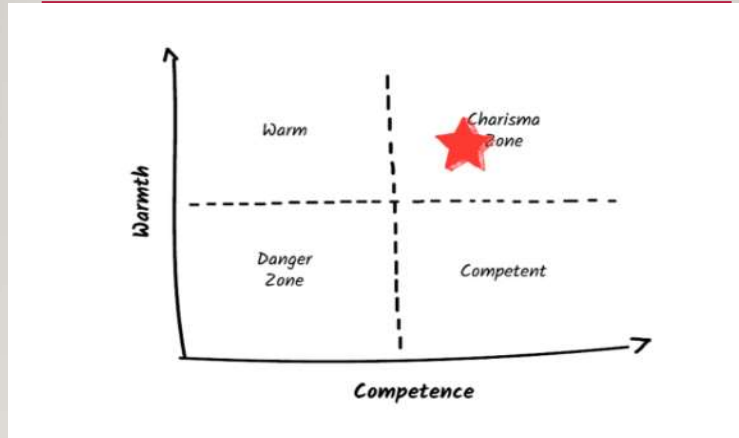
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- www.scienceofpeople.com/charisma



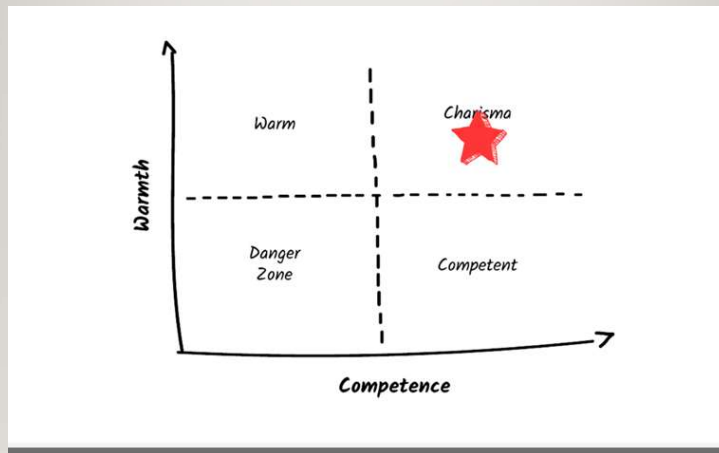
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MY RESULTS



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MY 360 RESULTS



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DANGER ZONE

IF YOU RANK LOW IN **BOTH** WARMTH AND COMPETENCE, YOU ARE MORE LIKELY TO BE OVERLOOKED, DISMISSED, AND UNDERVALUED

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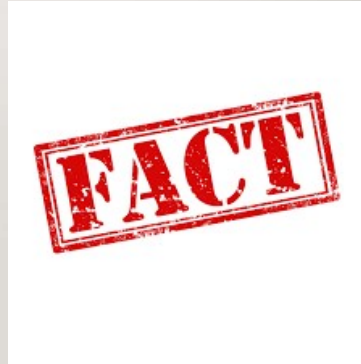
INTERESTING NOTES ON CHARISMA

- ✓ We are not born with it.
- ✓ It's not an either you have it or you don't.
- ✓ It's not just "first impression" it's every interaction on which we are assessed.
- ✓ When you accurately blend warmth and competence it generates trust and credibility

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IMPORTANT TO NOTE...

**Without enough
warmth, you
aren't believable
no matter how
competent you
are!**



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WHAT WE SIGNAL DETERMINES...

COMPETENT	WARM
Impressive	Trustworthy
Powerful	Collaborative
Smart	Kind
Capable	Compassionate
An Expert	A Team Player
Effective	Open

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CHARISMA SIGNALS

If you signal higher in warmth = strong desire to be liked.

YOUR DESIRE TO BE LIKED CAN GET IN THE WAY OF YOUR NEED TO
BE RESPECTED.

HOWEVER...

COMPETENCE WITHOUT WARMTH LEAVES OTHERS SUSPICIOUS

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EXAMPLE



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EXAMPLE UNDERSIGNALLING

Steve Wozniak

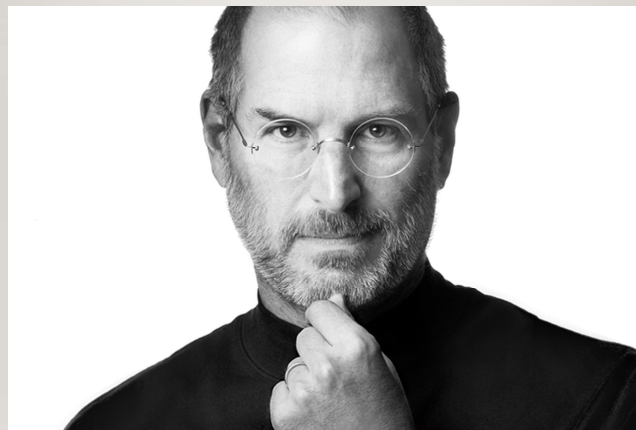
Co-Founder of Apple

Known for being jovial and kind

Didn't get as much credit for Apple as his former partner.

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EXAMPLE



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STEVE JOBS

Higher in competence – people took him seriously.
Harder time building rapport.

Signaling high in competence and undersignalling warmth =

- Smart but not always approachable
- Dependable but not always collaborative
- Important, but not always kind.
- Intimidating

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**HIGHLY COMPETENT PEOPLE OFTEN PARTNER WITH
HIGHLY WARM PEOPLE TO BALANCE THEM OUT**

CAPTAIN KIRK & SPOCK

BERT AND ERNIE

SHERLOCK HOLMES & DR WATSON

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HIGHLY COMPETENT PEOPLE OFTEN PARTNER WITH
HIGHLY WARM PEOPLE TO BALANCE THEM OUT

mindup
For Educators
+ Schools



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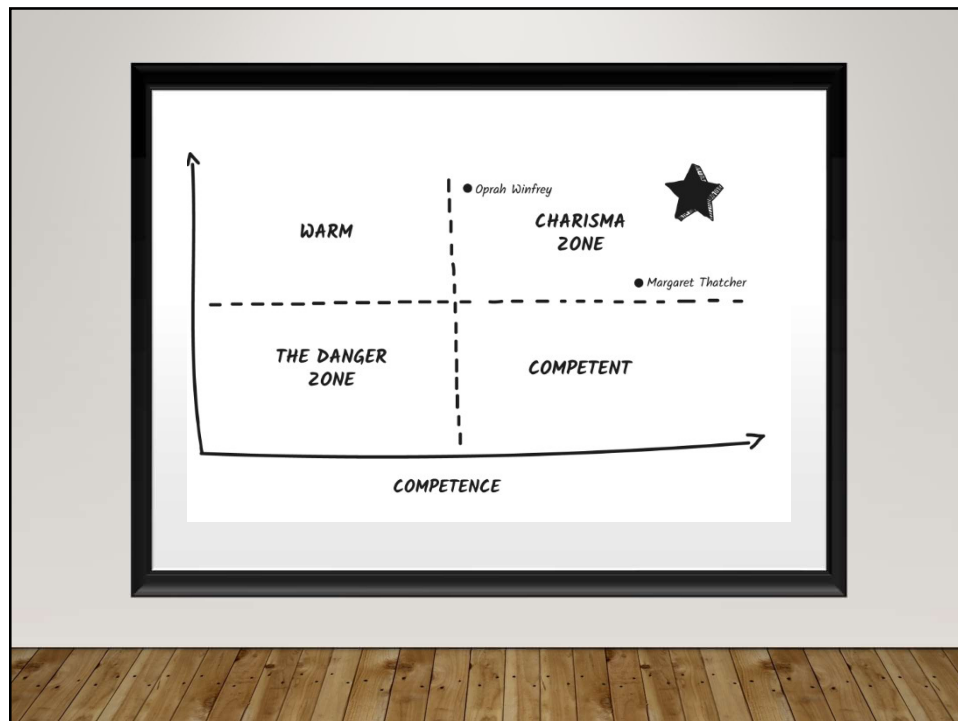


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WHY CHARISMA TAKES YOU A LEVEL UP

- ✓ How you are perceived affects your ability to network and achieve your goals both personal and professional.
- ✓ If you can't showcase warmth, people won't believe in your competence.
- ✓ You have to find what works for you (Oprah & Margaret Thatcher)

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READ THE ROOM...

SEND CLEAR CUES BASED ON YOUR GOALS

- When you need more credibility (negotiations, pitches, important interviews) – dial up competence cues
- When you need to build collaboration and trust – dial up warmth cues

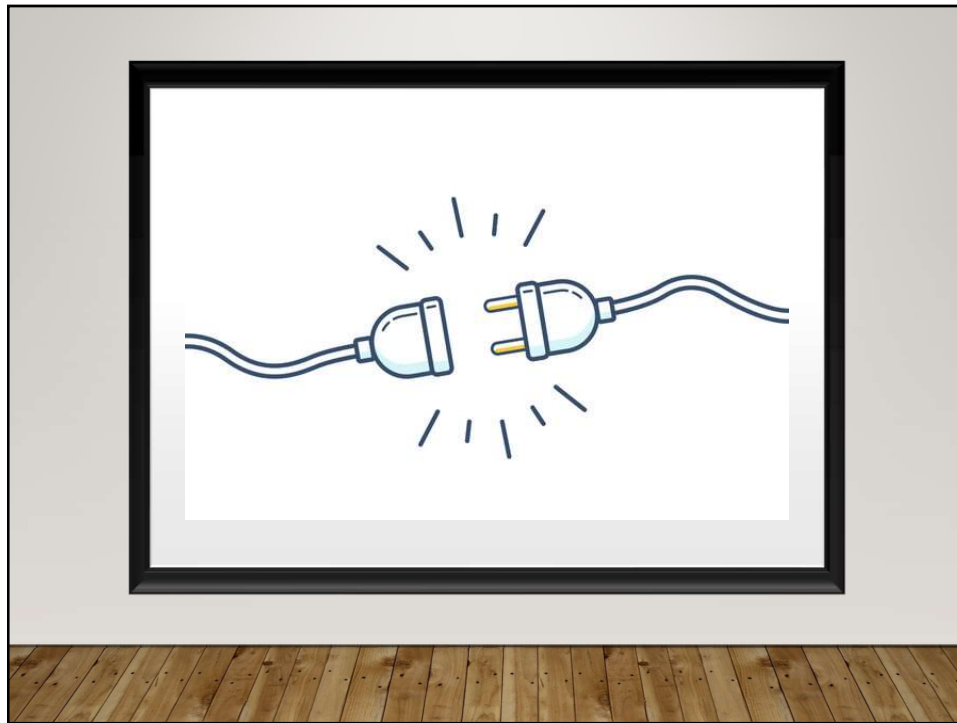
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KNOW (OR READ) YOUR AUDIENCE

People love to receive information in the way they give it or their preferred communication style.

Example: If you're trying to build rapport with someone who is more interested in getting the facts and being informed, there's a disconnect that leads to frustration and lack of results.

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MISMATCHES OF CHARISMA CAN EXPLAIN...

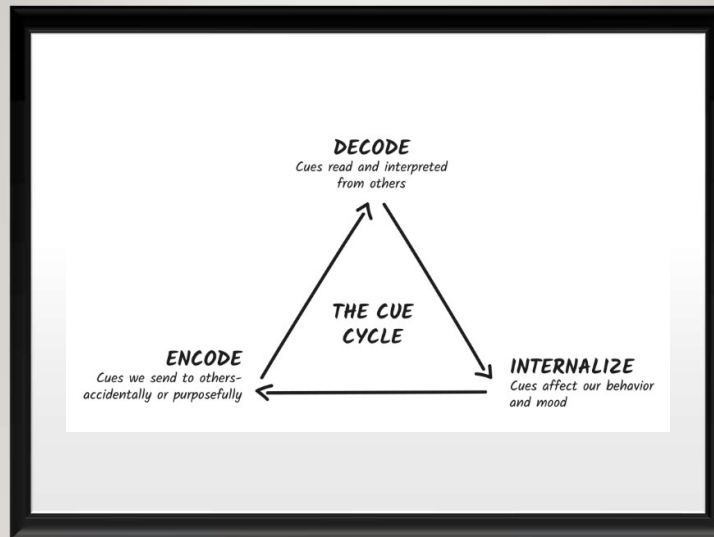
1. Why you can't click with your boss (or someone you're trying to network with.)
2. Why presentations or ideas sometimes don't land.
3. Why you've been passed over for a promotion or dismissed by a potential friend or mentor.
4. Why you sometimes feel awkward or disliked.

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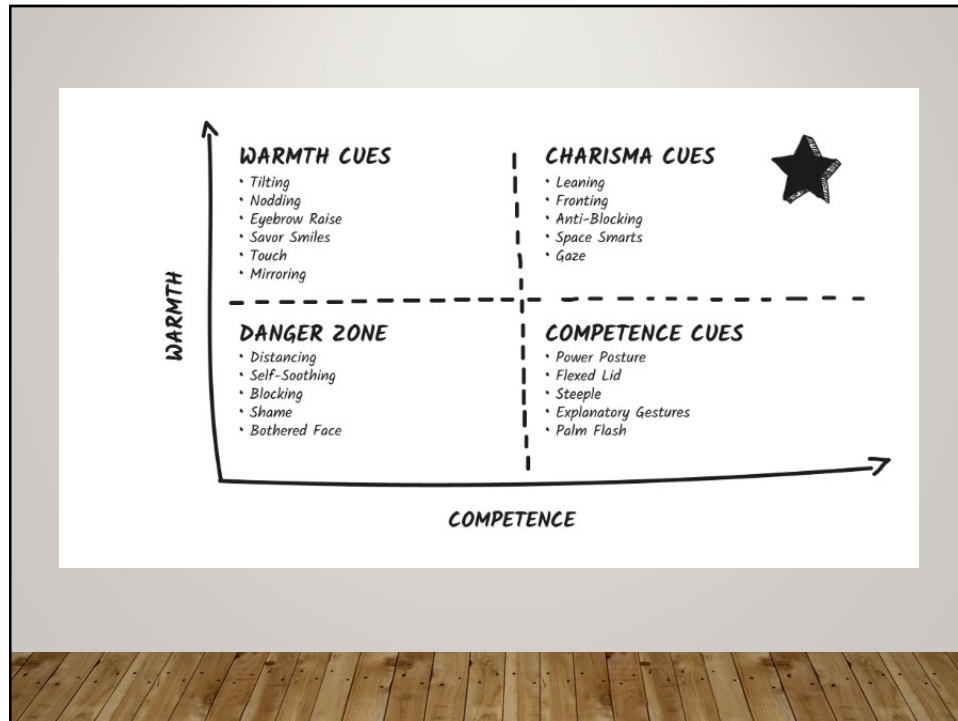
REAL LIFE EXAMPLE OF MISMATCH AND FAILURE TO “READ THE ROOM”



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CHARISMA CUES

1. Lean Like a Leader
2. Open Body, Open Mind
3. Front Forward – The 3 T's
4. Be Smart with Space
 1. Intimate – 0 to 18 inches
 2. Personal – 1.5 to 4 feet
 3. Social – 4-7 feet
 4. Public – 7+ feet

* On video calls – stay around 2 feet away from the camera so your head, shoulders and some hand gestures are visible.

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DIALING UP WARMTH

- Time your tilts.
- Nod to Know
- Eyebrows raise
- A touch of trust
- Savor smiles



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DIALING UP WARMTH

- Mirroring Makes you Magnetic
 - Increases your ability in negotiations
 - Gives a favorable impression (even on a subconscious level)
 - Helps you emotionally sync up with someone by enabling your empathy.

CAUTION

Don't mirror negative body language – that only highlights it!

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DIALING UP COMPETENCE

1. **Powerful Posture**
2. **All Seeing, All Knowing**
3. **Smart People Steeple**
4. **Excel at Explaining**
5. **Palm Power**



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POWER CUES

Blend both competence cues and warmth cues:

- ✓ **Dynamic hand and body gestures**
- ✓ **Erect posture**
- ✓ **Maintain eye contact**
- ✓ **More open body language and no blocking behavior**
- ✓ **Nod more**
- ✓ **Emotionally expressive**
- ✓ **Understand the cues, when and how to use them**

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SOUND POWERFUL (AND CHARISMATIC)

Your Vocal Power

1. **Make a memorable vocal first impression.**
2. **Sound friendly.**
3. **Sound interesting.**
4. **Sound encouraging and inviting.**
5. **Channel your charisma.**

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LAST, BUT NOT LEAST 😊

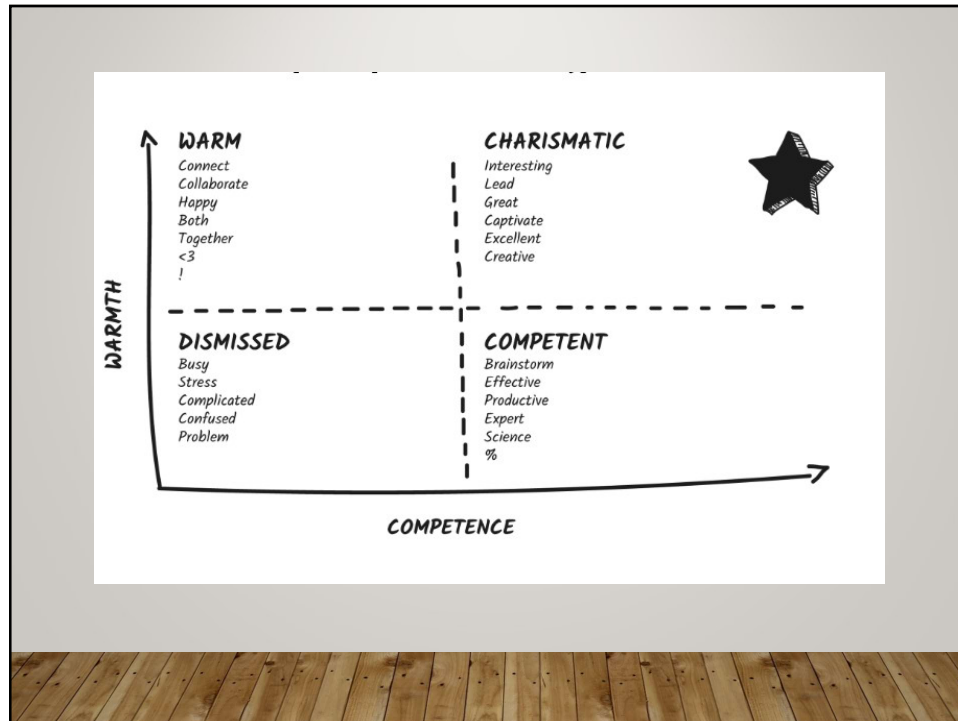
Communicate with Charisma

Make sure your emails communicate the right balance of warmth and competence.

- *Connect, collaborate, happy, both and together*
- *Brainstorm, effective, productive, and science*

Confident – Great - Creative

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LAST, BUT NOT LEAST 😊

Communicate with Charisma

- **Women are seen higher in warmth, so we have to make sure we signal competence in our communication.**
- **Men are typically seen higher in competence, so they need to signal more warmth.**

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IN CONCLUSION...


- 1. Expect the Best**
- 2. Don't fake it.**
- 3. Use the Rule of Three**

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QUESTIONS



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THANK YOU!

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