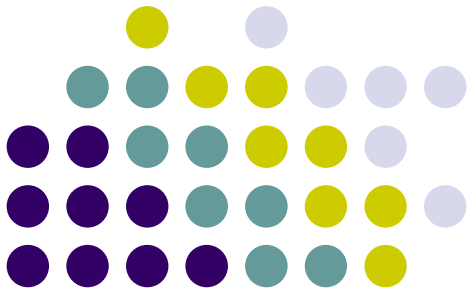


# Networking Smart

**Nandan Nilekani**

President, CEO & Managing Director  
Infosys Technologies Limited



# Networking is...

- Renewing past associations
- Creating new associations
- Giving to others – Adding value
- Making a small world smaller.

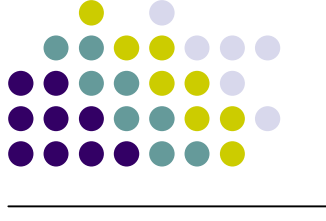


# Networking is not just..

- Selling
- Getting something for yourself
- Collecting business cards
- Using people strictly for your gain
- Coercing or manipulating someone to do what you want
- Putting friends, neighbors or associates on the spot
- Badgering people about your business



# Why Network



- Approximately 70% of all jobs are found through Networking
- A referral generates 80 % more results than a cold call
- Most people you meet have at least 250 contacts
- Anyone you might want to contact is 4 or 5 people away.

# Some Fears ...



“ I can’t stand rejection”

“If they support me, what will they expect from me”

“I don’t want to look like I don’t know what I am doing”

“I don’t have time to Network”

“If it means having to be pushy & aggressive , I can’t do it”

“Networking seems impersonal, forced & cold”

“I don’t want to be one of those people who is always out to get something for himself”

# Skills of networking

- Have Clear Aims & Objectives
- Know the best places to network
- Know how to engage people
- Learn to recognize opportunities
- Know how to disengage with people
- Know how to keep in touch
- Know what they want from each encounter

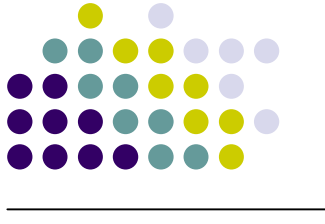


# The Networking Model



# Maintaining Networks

- Assess your network periodically
- Develop systems to organize information for accessibility
- Keep the contact alive
  - Take care of the people in your network – every person in the network is important
  - Give People What They Want – Add value
- Strategize ways to get name re-call
  - Add value
  - Name dropping





# Nurturing Networks

- Multiply Networks
  - Don't be concerned only with your interests
  - Add value at every interaction
  - Establish linkages
- Form relationships
  - Show you care about people
  - Show appreciation
  - Share credit
  - Don't expect others to provide for you



# Leveraging Networks

- Use networks to grow networks
- Be comfortable with interdependence
- Never hesitate to ask for resources/favor
- Exercise prudence in deciding who to leverage



# So What is Networking all About?

- Networking is a learnable skill
- Networking needs practice
- Networking is hard-work – content based
- Networking is preparation-based
- Networking needs dedication
- Networking is all about adding value
- Networking is key to survival

