

Effective Networking Strategies

Vanessa Ferlaino's Human Approach for Intentional Leaders



As an award-winning author, host, producer, speaker, and activist, I know that effective networking is crucial to building a business and standout brand – especially when it comes to partnerships and collaborations. The key is authenticity and being consistent with that authenticity. In other words, being human in our connections.

BUILDING THE NETWORK: INTERESTS > INDUSTRY

Always follow your interests even if it's different from your industry; there are many opportunities for cross-collaboration that can arise and often these opportunities can be more valuable to your target audiences/customers and even more lucrative. Start with friends and family networks, and then search through industry associations and groups to find events and people that you are interested in learning more about.

MAINTAIN THE NETWORK: ORGANIC OPPORTUNITIES

Keep your network updated with news that will interest them (ex. industry news) and news about yourself, too. This can be updates and even event invitations, and of course referrals. Updates can lead to collaborations and partnerships through organic shared thoughts, especially for the long-term as goals, visions, and strategies can be divulged truthfully.

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BEFORE YOU START!

Before networking, I encourage people to, at minimum, have a website and some sort of social media presence (1-2 platforms if you're just starting out). Then, move onto the next steps.

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"When we focus on our interests, we set an intention to learn more rather than to 'make a sale', which not only takes the pressure off, but allows opportunities to unfold organically."
- Vanessa Ferlaino

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CONNECTING: AUTHENTIC DIALOGUE

On the initial contact, whether at an event or online, always start with why you're interested in them. Perhaps it's a viewpoint they recently shared, or something that jumped out about them. As humans we tend to relate to each other through our values, beliefs, philosophies, etc. so again, when we follow our interests, we open authentic dialogue.

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About Vanessa: Vanessa Ferlaino is the multi-award-winning author of "Human," speaker, host/producer of The Human Challenge, and founder/activist of The Being Human Foundation. After a decade in tech as an award-corporate innovator and executive at a gene therapy company, she turned to meditation to bring her into her activism and social goodness work. Meditate with her on the Insight Timer app.