BEYOND THE TRADITIONAL UNDERSTANDING COMMUNICATIONS AND NETWORKING IN TODAY’S WORLD

Evolving Philanthropy. Recharge. Reboot. Re-envision. FUNDRAISING CONFERENCE @ THE BANFF CENTRE

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Twitter
#banffcompass
#sponsorshipreality
Overview of Networking

We are interacting with people constantly – it is our job.

Whether it be with volunteers, donors, staff, suppliers etc.... we are interacting and need to network successfully.

The world has changed... but have we adapted to the change correctly?
Overview of Networking

We are building our brand (our organization and our own personal brands) when we network.

Essential to do to right
SUCCESSFUL PEOPLE

- Have a sense of gratitude
- Give other people credit for their victories
- Read everyday
- Talk about ideas
- Share information and data
- Exude joy
- Embrace change
- Keep a “to-do/project” list
- Operate from a transformational perspective

UNSUCCESSFUL PEOPLE

- Compliment
- Forgive others
- Accept responsibility for their failures
- Keep a journal
- Operate from a transactional perspective
- Talk about ideas
- Operate from a transformational perspective
- Keep a “to-be” list
- Set goals and develop life plans
- Continuously learn

- Have a sense of entitlement
- Take all the credit for their victories
- Watch TV everyday
- Fear change
- Fly by their seat of their pants
- Operate from a transactional perspective
- Talk about people
- Hoard information and data
- Exude anger

- Criticize
- Hold a grudge
- Blame others for their failures
- Say they keep a journal but really don’t
- Think they know it all
- Secretly hope others fail
- Don’t know what they want to be
- Never set goals

www.partnershipgroup.ca
Your Brand

✓ How can you grow your personal brand so your organization can benefit
✓ All about you and your personal brand
✓ What are you doing to enhance that personal brand?
1. Look at some of the traditional networking

2. Review some of the modern day social networking
3. Review how we can enhance these and make them work together
4. My Goals:
   - to go away with more confidence in face to face and behind the stroke of a key
   - To go away with tools to deliver you better outcomes
vintage social networking

- foursquare
- Instagram
- Imgur
- WordPress
- Twitter
- Facebook
- LinkedIn
- Pinterest
- YouTube
- reddit
- Skype
- Tumblr
SOCIAL MEDIA EXPLAINED WITH COFFEE

I Like Coffee

Here is a collection of pictures & recipes of coffee drinks.

I am drinking #Coffee

Watch me as I drink coffee.

I am a Google employee who drinks coffee

Here is where I drink coffee. I come here a lot, I am the Mayor.

I am good at drinking coffee

Here is a vintage picture of me drinking coffee.
TYPES OF NETWORKING

There is more than one way and one place to network.

- FORMAL NETWORKING (CONFERENCES, MEETINGS, ETC.)
- INFORMAL NETWORKING (SOCIAL SITUATIONS)
- SOCIAL MEDIA NETWORKING (LINKEDIN, TWITTER, ETC.)
Traditional Networking

- Cocktail parties, galas and events
- Letter correspondence
- Newsletters
- Coffee and lunches
- Personal visits
- Other events like Chamber, Banff Compass, AFP International Conference, Monthly AFP Luncheons / Coffee
New Age Networking

Twitter

Instagram

Pinterest

LinkedIn

tumblr

Facebook

YouTube
Traditional Networking

The key elements to success in traditional networking

• Share with the group some goals you might have at a networking event or online

• Why do you got to events we just talked about or engage in online networking?
Traditional Networking

The key elements to success in traditional networking

• Determine what our goals and objectives are before you attend:
  • To meet new people
  • To re-unite with existing relationships
  • To promote an event
  • To be recognized
PREPARING YOUR INTRODUCTION

SOME KEY GUIDELINES FOR YOUR “ELEVATOR PITCH”.

• Keep it simple, clear and concise.
• Stand out from the crowd by highlighting unique competitive differences.
• Put yourself in the listeners’ shoes and account for their needs.
• Adapt your speech to the place and audience.
• Be ready to answer tough questions by identifying potential objections.
PREPARING YOUR INTRODUCTION

THE ABILITY TO PRESENT YOURSELF AND YOUR BUSINESS CLEARLY AND SUCCINCTLY IS ESSENTIAL IN NETWORKING.

- Prepare an “elevator pitch” of your business in advance.
- Practice on friends and family and use their feedback to adjust your speech.
- Test it on someone who does not know your business to ensure they understand.
So tell me:

Do you have trouble reaching out at networking events... sort of shy... don’t want to engage?
Traditional Networking

The key elements to success in traditional networking

• For those who have trouble “reaching out” at events...
  • At functions, stand by the food or bar and offer help
  • Go with a friend and ask them to introduce you... introduce yourself when your partner doesn’t
  • Ask for business cards, never hand them out unless asked
Traditional Networking

The key elements to success in traditional networking

• Listen, don’t talk
• Avoid the questions like
  ➢ “where are you from”
  ➢ “where do you work”
HOW TO START A CONVERSATION

What projects are you working on right now?

What is your biggest challenge these days?

What do you like most about what you do?

What type of client are you looking for?
HOW TO START A CONVERSATION

What business or industry are you in?

What do you enjoy most about it?

How did you get into it?

Who are you looking to connect with today?

Tell me about your ideal client and how I might recognize him/her.
Traditional Networking

The key elements to success in traditional networking

• Ask the questions like
  ➢ “what are you passionate about”
  ➢ “at this conference / event, who would you like to be most connected with?”
  ➢ “Do you have a goal or objective while here?”
Traditional Networking

The key elements to success in traditional networking

• I often try to determine “how can I help or assist this person?”
• What can I do to differentiate myself and make this person remember me?
No matter what job you have in life, your success will be determined 5% by your academic credentials, 15% by your professional experiences, and 80% by your communication skills.
Traditional Networking

The key elements to success in traditional networking

• At conferences – go to sessions and meet the speaker afterwards
• Research speakers and attendees prior
HOW TO END A CONVERSATION

I’ve kept you long enough. I’m sure there are others here you want to meet.

I don’t want to take up too much of your time. It was great to meet you.

Have you met...?

Who else have you met here tonight?

I’d like to continue this conversation. Why don’t we grab a coffee some time?
Traditional Networking

The key elements to success in traditional networking

• Differentiate yourself by something you wear or hand out and do it every conference you go to
Traditional Networking

The key elements to success in traditional networking

- At Banff Compass, reviewed the list determined who I wanted to meet
- When more than one from your organization is there... divide the list
- Search out people you know to build confidence
Traditional Networking

The key elements to success in traditional networking

• Skip a session or two and hang out at the break room area
Traditional Networking

The key elements to success in traditional networking

- Follow up with those cards you get within 3 days (24 hours if you can)
- Invite them to connect with you on social media
FOLLOWING UP

• If you don’t follow up, you might as well not have networked at all.

• Focus on what you can do for others.

• Be unique. Stand out from the crowd.

• Do what you said you would do.
Traditional Networking

The key elements to success in traditional networking

• Make notes in their file (social media or contacts) about what you learned from them and bring it up often when you connect
Traditional Networking

The key elements to success in traditional networking

• Send something to them you see online and in the paper etc.
• Continue to support them with knowledge and content

SALES STATISTICS

48% of sales people never follow up with a prospect
25% of sales people make a second contact and stop
12% of sales people only make three contacts and stop
Only 10% of sales people make more than three contacts
2% of sales are made on the first contact
3% of sales are made on the second contact
5% of sales are made on the third contact
10% of sales are made on the fourth contact
80% of sales are made on the fifth to twelfth contact
Traditional Networking

The key elements to success in traditional networking

• Where you can, send real letter thank you notes – real notes – Mitch Ravin, Adam Joyce, Laura Mikuska and a few others – **stick in my mind on this**
Traditional Networking

The key elements to success in traditional networking

• Differentiate yourself – Christmas cards or Strawberry shortcakes or Irish greetings
• Send your newsletters with a personal note to key people, donors or prospects
Traditional Networking

The key elements to success in traditional networking

- Coffee and lunches are good, quarterly or semi annually, same for visits
Traditional Networking

The key elements to success in traditional networking

• Join organizations like AFP and come to the coffee Klatch, luncheons and the events – may never take away something from the speaker, but meet a new person each time
Traditional Networking

The key elements to success in traditional networking

• Join the Chamber, Rotary and get active at events – don’t be a “knife and fork” person – Rotary Ribfests example or Solid State Geophysical example
Traditional Networking

The key elements to success in traditional networking

• You need to think differently than we have in the past with these traditional networking opportunities

• Plan, execute and follow up
New Age Networking

The key elements to success

• The traditional is very time consuming both for you and others
• But it pays off...
• What can you do to stay in touch outside these functions
New Age Networking

The key elements to success

• We are bombarded with messages today by voicemail, email, social media
• Both within and outside work hours
New Age Networking

• Still a strong networking medium
• But it needs to be personalized, group blasts are communications and part of marketing but not so much networking
• Personalized is key
New Age Networking

• Quick thank you, follow up, transferring information, stories and attachments of interest
• We know everyone is on email, still accounts for the best electronic communications
• You need to have a signature in your email
The Social Channels / Platforms

Twitter
Instagram
Google+
tumblr.
YouTube
Facebook
Pinterest

PARTNERSHIP GROUP
www.partnershipgroup.ca
More Personal - Social Networks

• More casual
• Be personal, tell life stories- it reveals who you are, your culture and your “fun” side
• But it still represents you and your personal brand
• Invite people to join you, follow up here if this is where they are
The Business Channel / Platform
LinkedIn

• This is the B2B networking
• Use it right
• No spam, no pitches
• Post information as it is available and applicable, you can send to individuals like email or share...
• Or post an article
LinkedIn

• **Trick:** if you read an article or post about someone else, rather than “like or comment” – you can open it and then post yourself – looks like you lead rather than followed
Brent Barootes

SiriusXM Canada to Broadcast 102nd Grey Cup

broadcastermagazine.com  ·  SiriusXM Canada today announced it will broadcast the 102nd Grey Cup live from Vancouver on November 30th, 2014 on Canada Talks channel. SiriusXM will also provide title sponsorship to the SiriusXM Grey Cup Kickoff...

Like · Comment · Share · 52m ago

Say congrats on the new job!

Jen Panteluk, MBA, CFRE
President & CEO
Junior Achievement of Northern Alberta & NWT (Edmonton)

Like (4) · Comment · 53m ago

Stephanie Lennox, Larry Mathieson and 2 others

Roger Downie

THOUGHT FOR TODAY: Goals are required before you meet your future, plan each win
That’s the Anonymous LinkedIn Member. They never introduce themselves, they just stand there and watch.
LinkedIn

• Use LinkedIn to meet people
• If you have no picture, no value
• People want to see who they are connecting with, a lot of people will not connect with people without a picture – that way if they meet them in public they can recognize them
• No your organizations logo won’t do – your picture or avatar
Professionals like you

1. Steve Bottoms
   President, Chief Catalyst at CMO Catalyst | Aslan Capital Corp

2. Kendall Titchener
   Social & digital media professional

3. Jackie McAtee
   Vice President, Brand and Customer Experience

4. Brent Barootes
   Author at Reality Check - Straight Talk About Sponsorship Marketing

Glenna Cross, ABC, MC
   President, Cross Wise Communications Ltd
Alison Pidchalny
Vice President, Development & Marketing at TELUS Spark
Calgary, Canada Area • Public Relations and Communications

Current: Vice President, Development & Marketing at TELUS Spark, the n... Lead a team of professionals who build the brand... organizations and philanthropists. As a member...

Sean Collins
Student Energy Co-Founder
Calgary, Canada Area • Nonprofit Organization Management

Current: Co-Founder at Student Energy
Student Energy is a global non-profit that is... sponsors and philanthropists to support our work...

Past: President and Owner at Two Step Inc.
Co-Chair at AccelerateAB
Chairman of the Board at JDC West

Michael Rae
Executive Director at Art Forum Gallery
Calgary, Canada Area • Internet

Current: Executive Director at Art Forum Gallery
Calgary, Canada Area • Internet

Derek MacDonald
LinkedIn

- Keep it updated
- You need to go on it daily, it is like email
- Invite with a specific message to connect with you
• How to meet people you don’t know
• What is better – huge numbers you don’t know or limited numbers?
LinkedIn

• Birthdays, new jobs, anniversary of jobs
• Differentiate yourself from others
• Build the well before you are thirsty
• I watch people go on LinkedIn when they leave a job or need a job – it is not just an employment medium, it is a networking medium
LinkedIn

- It is like the old days of “rolodex”
WHAT'S THE BIG CAMPAIGN IDEA?
WE'RE GOING DIGITAL
FACEBOOK
YOUTUBE
A MOBILE APP
PINTEREST
WHAT ARE WE GOING TO DO IN ALL THOSE CHANNELS?
I DUNNO, WE'LL FIGURE IT OUT LATER

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Trust is essential in networking

- 20% of Canadian consumers will not buy from a business they have not developed trust with.
- 33% of Canadian consumers will not buy from a company they have some reason to distrust.
- 40% are inclined to give a brand a 2nd chance.
- 20% will not give a 2nd chance.
• 84% of Canadians believe that demonstration of shared values with consumers is more genuine than the traditional charitable giving

• Stop drinking from the Big Data hose and start building relationships and trust
A very famous author once provided some advice on life … I think this truly applies to how we network as well.

5 Lessons in Life from Dr. Seuss

1. Today you are You, that is truer than true. There is no one alive who is Youer than You.

2. ‘Why fit in when you were born to stand out?’

3. You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose.

4. Be who you are and say what you feel, because those who mind don’t matter and those who matter don’t mind.

5. Today I shall behave, as if this is the day I will be remembered.
HOW DOES THIS AFFECT YOU & YOUR ORGANIZATION?

Three Key Elements

1. Every time you present yourself for networking (online or off) you are showcasing your personal brand and your organizations brand
HOW DOES THIS AFFECT YOU & YOUR ORGANIZATION?

Three Key Elements

2. Either push forward to do it right / professionally (plan for events, interact, be active in social media platforms or get off them) or don’t do it

3. Think about in every interaction "how can I help this other person"!

Also on:

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#SponsorshipReality
QUESTIONS?

Please visit our website for more information
Join me tonight at the Four Points of the Compass Dinner for Chat on Sponsorship / Networking/ Sales Cultures and More

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April 30, 2019

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Thank You

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