Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

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***Welcome to another issue of* Communicate and Network Your Way to Success. *My mission is to help you build more social capital. Contact me for keynotes/workshops/in-house training/coaching in vital networking and communication skills or if you would like to reproduce any part of this newsletter. Enter* lillianspeaks@duoforce.com *or unmark as spam in your database to ensure you receive this newsletter. Read it at* http://www.duoforce.com/ldb/direct3-newsletter.htm.**

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Could You Have Done as Well as my Client?

Six months ago, an out-of-town client called to ask my input. She was in a meeting with the president of an association where she was chairing the annual gala as a volunteer. Also there were several committee members and an outside consultant hired by the organization.

She noticed immediately that the consultant was sitting in the most powerful position at the rectangular table. Also, that when she or others asked questions, the consultant and the president often started to answer even before the asker was finished, with the consultant speaking over the president. When the president did speak, he often put his hand to his mouth/chin area to accompany his remarks. When others spoke, particularly the consultant, the president would rub his neck. Quite a few times, she saw him aimlessly rearranging the papers in front of him

The consultant, on the other hand, was leaning into the conversation and had his hands on the table, often palms up.

She had hired me to coach her in people-reading skills a year ago as she was impressed by how I had "called" several things that had happed at her company … after observing the players at different events. It was a skill she wanted to hone.

Her simple question to me was, "Do you agree that the president is losing his power and may even be on his way out? This is the second meeting where basically the same pattern has been replayed."

"Yes," I answered, "based on your description." Her comeback, "Could we spend an hour discussing what I can do before it happens? It's important that the gala goes off without a hitch." We did.

A month ago, I got another phone call. The president had been let go, and the consultant was temporarily running the association. My client had "read" a situation and reacted to it before it happened. The gala is on track; in fact, she has amassed record-setting sponsorship.

How good are your "reading skills?" Are you at the college level or still in second or third grade? This economy particularly demands that you use the 90/10 rule … 90 percent of a message is communicated through the visual and vocal ingredients; 10 percent (or less) is through the words.

You say you know that rule? That's highly likely. However … can you execute? Are you astute enough that you identify the messages and adjust in the moment or at least shortly thereafter?

Test Your Knowledge

Here are several questions based on the scenario I just described. There may be more than one correct answer. (Visit http://www.duoforce.com/ldb/direct3-newsletter.htm to see how well did.)

1. The most powerful position at a rectangular table is the
    a. Head of the table.
    b. Middle of the longer side, facing the door.
    c. Middle of the longer side with your back to the door.
2. Those in power or who think they are
    a. Let others provide the answers.
    b. Speaker louder than others and persevere.
    c. Try not to interrupt others.
3. When you cover your mouth or chin with your hand while speaking, you
    a. May be stifling a cough.
    b. May be lying.
    c. Feel insecure and vulnerable.
4. Rubbing your neck while speaking with someone else indicates you think
    a. The person is a pain in the neck.
    b. You are eager to hear what the other person has to say.
    c. You'd rather be somewhere else.
5. Aimlessly rearranging your materials on the table can mean
    a. You are fidgety, nervous or uncomfortable.
    b. You are well organized.
6. Having palms up means
    a. You are trying to hide something.
    b. You are uncomfortable.
    c. You are being honest with people.

Want to Learn More?

You have several options!

- Take my online course, "What You Say Before You Speak." Click on the icon in the lower right-hand side at www.duoforce.com. Call me about bulk prices for your staff.
- Contact me about one-on-one coaching.
- Bring me onsite to train you and your staff.
- Engage me to speak at your conference or meetings.

Lillian to Participate in Networking Masters TeleSummit

I've been chosen to join a virtual who's who of worldwide networking experts to share advice on how to grow your business and fine-tune your careers during the current economic turndown. David Frey, organizer of the week-long event (March 9-13, 2009), said, "Never before have so many networking experts been assembled at one time for just one purpose to show you how to generate more referrals through the awesome power of networking." Visit http://www.NetworkingTelesummit.com/nt/LillianBjorseth.html to view the impressive line up and to join the event. Be sure to listen from 1:30 – 2:30 pm March 11 to hear yours truly share her networking counsel.

Greater Chicago Networking Extravaganza Bigger and Better!

The new Greater Chicago Networking Extravaganza (GCNE) website is almost done! Those in the Chicagoland area will soon be receiving event and registration information. We're delighted that we already have 10 sponsors … and would be delighted to add you to the mix! Stay tuned at www.greaterchicagonetworking.com (it will take you to our current site, too) to see the 4/c full-page ad that one of our sponsors, *Soho Magazine*, will be running in its March and April editions. The GCNE is the premiere Chicago-area networking event, bringing together the business community for an incredible evening of mixing, mingling, education and fun!

Free Conference for DuPage Minority/Women-owned Businesses

Are you a woman and/or minority interested in starting/growing your business in DuPage County? Then plan to attend the **free** daylong DuPage County Minority Entrepreneur Conference March 19, 2009 at the Northern Illinois University campus in Naperville. And, if it's building social capital you want to know more about, attend my session from 9:15 – 10:30 am! Visit http://www.dcmec.org/ for details.

Others Promote Us

Thanks to my colleague, Jerilyn Willin, for her review of the new third edition of *Breakthrough Networking: Building Relationships That Last* in her February 2009 newsletter. Jerilyn, who has reviewed earlier editions several times at area libraries, said, "Networking is a critical career skill and if you grimace at the thought (as I used to), this is a book to read and then put on your 'keeper' shelf for reference."

Thanks to nojobjitters.com for featuring me as one of its contributing coaches and authors in the Feb. 6, 2009 newsletter. Century 2l featured "Build a New Kind of Wealth – Social Capital" in its Feb. 25, 2009 newsletter to its worldwide network. The March 2009 edition of *ILLINOIS REALTOR®* interviewed me for "Something Old, Something New: Building Referral Networks in Person and Online." You can read all of them at http://www.duoforce.com/ldb/media.htm.

Ask the Networking Authority

***Do you have questions about networking protocol or how to network strategically*? Email them to me at *lillianspeaks@duoforce.com*, and I'll answer as many as I can in this newsletter. Put "question for newsletter" in the subject line.**

Help, please! I have joined the growing number of people in transition, and I want to network the right way. Is it proper to hand out my resume or handbill at networking events?
Thanks in Tampa.

No, it is not. Your handbills are perfect for your job clubs. Resumes are correct to send to prospective employers. Business cards are the accepted item for in-person general networking events. Order a supply immediately. It should include your name, address (optional), email address, phone numbers and area(s) of expertise. You can also use the back of the card to describe the position(s) you are seeking. Call people you met at events and ask for permission to send your resume. It gives you the perfect opportunity for follow up, and you'll find them much more receptive to your materials by email. Most people don't have room to "store" your resume or handbill at events. Men have inside jacket pockets (if they are wearing a suit; however, they can only hold so many). Women's suits do not have inside pockets, and most women do not carry large handbags to such events. Your hands should be free to shake with others and carry the occasional food or beverage you might choose to have.

About Lillian Bjorseth

Lillian Bjorseth helps you build a new kind of wealth - social capital - by improving your networking, business development and communication skills. She's a Lisle IL–based much sought-after speaker, trainer, coach, prolific author and certified, award-winning DISC trainer. lillianspeaks@duoforce.com, 630-983-5308, www.duoforce.com.

Did you know …

- When you rearrange the letters in "the eyes," you get "They see."
- When you rearrange the letters in "snooze alarms," you get "Alas, no more Zs!"

… until next time

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To unsubscribe from this newsletter and all information regarding Lillian's events, send an email to lillianspeaks@duoforce.com with the subject "unsubscribe." It is our ongoing commitment to communicate and network only with those who want to hear from us.