



## Strategic Connections: The New Face of Networking in a Collaborative World (UK Professional Business Management / Business)

By Anne Baber, Lynne Waymon, Andre Alphonso, Jim Wylde

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Today's organizations are collaborative. With old command-and-control methods replaced by openness and transparency, networking has become an essential professional skill--expected of everyone, at every level.

Unveiling eight indispensable competencies for the new Network-Oriented Workforce, *Strategic Connections* provides practical advice for building better, more productive business relationships. Readers will discover how to:

- Commit to a positive, proactive networking mindset
- Align networking activities with individual and organizational objectives
- Leverage their contacts by organizing them into strategic groups
- Earn trust--a prerequisite for collaboration
- Boost their social acumen and increase their likeability
- Master conversational skills and deepen interactions
- Employ storytelling to make communications memorable
- Use networking to deliver value to the company

Thanks to technology, new contacts are only a click away. But the level of connection and collaboration required for real success demands advanced face-to-face relationship-building skills. This book gives you the tools you need to meet goals, execute strategies, foster innovation, and make yourself invaluable to your organization.

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“For virtually all professionals, networking is fast becoming a fundamental competency. This is an exceptionally useful and practical guide based on research and experience.” --**Joyce Lain Kennedy**, *syndicated columnist*

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