

SEMINAR NOTES

# SHAWNA SCHUH

---

## ***NETWORKING SKILLS THAT WORK***

In a world where people are constantly communicating electronically, face to face interaction can be a key strategy for success. Human beings have a primal need to connect with others, and the way you interact can easily make the difference between rich, long-term, rewarding relationships, or contacts that lead to nothing. In this high content, high energy seminar, you'll get the keys to unlock the treasure of creating powerful relationships – because people are the source of our greatest joys and triumphs! Effective face to face connecting and interacting can help you increase sales, gain a promotion, get hired, make more friends, and be a more effective leader.

Shawna Schuh is an expert in the networking skills arena. Since 1983, she has been training and motivating professionals to connect with their customers and prospects through powerful people skills. In addition to authoring two books, Shawna has written several articles, and is a frequent guest in the media. As an actor, she has appeared in over 150 television and radio commercials, plus seven feature films. Having earned the CSP designation from the National Speakers Association, Shawna Schuh is considered one of the top speakers in the world. Get ready to be thoroughly engaged as she teaches you how to be the most effective networker you can possibly be.

**How to Create  
Winning Interactions  
that Lead to  
Positive Results**



**Shawna Schuh**



# Networking Skills that Work

## Five Biggest Fears When Interacting With People

### 1. Being judged

We judge ourselves by what we feel capable of doing, while others judge us by what we have already done. ~Henry Wadsworth Longfellow

### 2. Being dismissed

A man cannot be comfortable without his own approval. ~Mark Twain

### 3. Appearing stupid

Intelligence is not to make no mistakes, but quickly to see how to make them good. ~Bertolt Brecht

### 4. Nothing to say, share, contribute

Silence is the safest course for any man to adopt who distrusts himself ~François de la Rochefoucauld

### 5. Ruining your reputation by words, actions or mishaps –

Character is much easier kept than recovered. ~Thomas Paine

“How well you do in presenting yourself and your ideas will determine how successful you are in both work and life.” ~Shawna Schuh

# Networking Skills that Work

## Win By Being Knowledgeable

### Challenge

What was the last book you read?

Class you took?

Do you have a coach?

What is your plan to improve?

### Action steps

1. Think: Time to learn about yourself; it is your most important work.
2. Read: Your business magazines, something outside your thinking, books, condensed books, and biographies.
3. Study: Your industry, experts inside and outside your field.
4. Classes and Coaching: Use both to help you see differently.

“Anyone who stops learning is old, whether this happens at twenty or eighty. Anyone who keeps on learning not only remains young, but becomes constantly more valuable regardless of physical capacity.” ~Harvey Ullman



# Networking Skills that Work

## Win by Being Engaged

1. Determine the intent or goal you have for any event (remember this is all about communication!)
  - Do you want to sell or serve?
  - Do you want to be heard or cooperate?
  - Do you want to give orders or have actions taken?
2. Ask yourself what assumptions this person may have. This will help you break down barriers.
3. Know the level of skill or expertise of who you are speaking with. This will help you plan your offer and make it something to benefit them.

Note: Most people focus on what they want to say and very little on what others want or need to hear.

4. Use the S.M.I.L.E. technique. Caring about people & liking them means making them smile!

**Show Magnetic Infectious Likeable Energy**

5. Bring your sense of humor!
  - Looking for the funny in situations helps you relax and break down barriers with others.
  - Sharing common dilemmas creates a sense of community.

"The barrier between success is not something which exists in the real world: it is composed purely and simply of doubts about ability." ~Franklin D. Roosevelt  
(American 32nd US President, 1882-1945)

# Networking Skills that Work

## Win at Intellect

**at·ten·tion** (ə-tĕn'shən) n.

1. Concentration of the mental powers upon an object; a close or careful observing or listening.
2. The ability or power to concentrate mentally.
3. Observant consideration; notice: Your suggestion has come to our attention.
4. Consideration or courtesy: attention to others' feelings.

### Actions Steps:

What we pay attention to...improves.

What we track...we can fix.

What we focus on...becomes our reality.

### Ways to show attention:

Ask caring questions

Actively listen

Remain silent

"In order to really enjoy a dog, one doesn't merely try to train him to be semi-human. The point of it is to open oneself to the possibility of becoming partly a dog." ~Edward Hoagland (b. 1932, author)

# Networking Skills that Work

## Win at conversation

“The great gift of human beings is that we have the power of empathy.”  
~Meryl Streep (American film actress, b.1949)

Empathy is more important than having something to say

### **em·pa·thy** (ĕm'pə-thē) n.

1. Identification with and understanding of another's situation, feelings, and motives.
2. The attribution of one's own feelings to an object

Shawna's definition: To put yourself in another person's place, even if you'd never be in that place.

### **Simple question: Do you care?**

There are many people we meet and can sell to who we don't like.  
How do you show sincerity, attention, active listening, and empathy?  
Do you care if they buy or not?

Most people have goodness and grace in them, but have turned out less than stellar from past experiences. You can contribute to that, or you can be the one who doesn't bite back!

“If you pick up a starving dog and make him prosperous, he will not bite you. This is the principal difference between a dog and man.”  
~Mark Twain



# Networking Skills that Work

## Win at reputation

**per-son-al-i-ty** (pûr'sə-năl'ī-tē)

Distinctive qualities of a person, especially those distinguishing personal characteristics that make one socially appealing.

## Character

"The true test of character is not how much we know how to do, but how we behave when we don't know what to do." ~John W. Holt, Jr.

## Humility

"Humility is the foundation of all the other virtues hence, in the soul in which this virtue does not exist there cannot be any other virtue except in mere appearance."  
~Saint Augustine

## Respect

"Men are respectable only as they respect." ~Ralph Waldo Emerson

**List four positive personality characteristics that are your strengths:**

---

---

**List two things you want to improve:**

---

---

**List one thing you want to be remembered for:**

---

"Our work is the presentation of our capabilities."  
~Edward Gibbon (English Historian, 1737-1794)



# Networking Skills that Work

## **What to do: Ideas To Connect**

- Creating a mastermind
- Finding an accountability partner
- Joining a community
- Hiring a coach

## **How to think: Ideas For Reflection**

- Is the world for you or against you?
- Is life hard or easy?
- Can you or cant' you?
- Do you give as well as you receive?

## **What To Say: Ideas For Engagement**

- Best phrases for inclusion
- How to ask superior questions
- The three phrases that earn you respect fast

## **How to Act: Ideas For Behavior**

- Body language blunders
- The 3 easy ways to increase your confidence physically
- The 3 appearance tips that will add to your credibility

## **What to Give: Ideas For Implementation**

- Give Your Attention
- Give Your Ideas
- Give Good Compliments
- Give Encouragement

“If you’re not focused on people—You don’t get the picture!”  
~Shawna Schuh, CSP