Networking’s Biggest Lie

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Today’s Presentation

• Do you know anyone with a Truck?

• What is networking?

• Misconceptions

• Networking’s Biggest Lie

• The Truth of networking, parts 1-5

• One to Million exercise

• RESULTS of Truth Networking-My mentoring group—Success Stories

• TEN Tools for you to grow your network exponentially!
Do You Know Anyone with a Truck?
What is Networking?

• The exchange of information or services among individuals, groups, or institutions. The cultivation of productive relationships for employment or business.
  • Merriam-Webster

• Reach your career goal faster and secure better jobs through relationships, leverage, creativeness, and working degrees of connection.
  • Randy Brown
Misconceptions of Networking

• Hand out business cards
• The two minute conversation
• One and done mentality
• It’s easy
• Building network size
• I’ll contact him IF I need him
• I’m a good interviewer
• I’m sure she’ll remember me
Networking’s Biggest Lie

It’s not **WHAT** you know, it’s **WHO** you know
Now do this
The Truth, Part 1

It’s not WHAT you know

It’s not WHO you know

It’s ..................................
It’s.........
WHO KNOWS YOU
“Who Knows You” Exercise: LIST the influential people you know

• 1.
• 2.
• 3.
• 4.
• 5.
• 6.
• ............................................

• What is your TOTAL?________________
LIST the influential people who know YOU

1.
2.
3.
4.

• What is your TOTAL?__________________________
RESULTS

• TOTAL # YOU know:____________________

• TOTAL # know YOU________________________

• RATIO:________________________

• GOAL: 10%
The Truth, Part 2

• Drive depth in your network as you build volume.
  • DEPTH is the golden key!
  • Less is MORE

• How?
  • Focus on the Quality of the Relationship

• 1,000 contacts ------
  • 30 have depth, 970 are “surface relationships”

  vs

• 1,000 contacts ------
  • 218 have depth, 782 are “surface relationships”

  All relationships start on the surface—your challenge is to nurture them into strong, supportive, caring relationships. Those are the people who will help you the most.

• Basketball—Players don’t care how much you know (respect) until they know how much you care!
The Truth, Part 3

• The Goal.....

  • Babe Ruth
    • Secure one Babe Ruth and you have what almost no one else has!
    • “The Called Shot”-Babe Ruth pointed to right field bleachers and hit a home run in the exact spot.
    • He can get it done for YOU!
The Truth, Part 4

People don’t get jobs…

People get people jobs….
Illustration: Elite Coach Mentoring

“I provide guidance, experience, support, and networking expertise to aspiring college basketball coaches.”

• Examine their current network
• Write out on paper
• Learn the degrees of connection
• Teach strategies to starting and growing relationships in coaching world
• Adopt the Truth, Dump the Lie
• Work, Work, Work......be Creative......Work, Work...
Young Coaches at the Final Four
“The Card Shake”
What’s Did You Accomplished at Final Four?

Nothing or…. A potential **SEED** has been planted
America Needs Farmers & Networkers

- Plant the seed
  - Handshake, meeting, phone call, hand written note, people keep hearing your name.........repeat, repeat, repeat.
  - Be open & creative with antennas up: Meet people at farmer’s market, concert, bar, restaurant, game, opera, bingo, grocery store, walking down street
  - Be proactive—if you know a person of influence will be at conference, set up in advance a time to say hello or FIND THEM.

- Cultivate the seed
  - Water
  - Weed
  - Sunshine
  - Fertilizer
  - Pray

- Harvest the crop----year after year after year!

- EVERY DAY!
Networking is like shaving......
If you don’t do it EVERY DAY you look like a BUM!
One to Million Exercise

1 Degree -- a contact you have quality, deep relationship with
2 Degree -- a contact your 1 degree contact has
3 Degree – a contact your 2 degree contact has

Now, theoretically, I am connected to everyone in basketball!

--Start with yourself - COACH
--Identify five “1 degree” contacts (total 5)
--Identify ten of their contacts (total 55)
--Identify 100 of their contacts (total 5550)
--Identify 100 of their contacts (total 555,000)
1983—Pleasant Valley HS
JV coach, Varsity assistant
A Branch of the Coaching Tree

Coach John Wooden's influence continues today. The men listed in this diagram—all NCAA Division I Men's Basketball coaches—stem from Coach Wooden's branch.
Connection to Tom Thibodeau

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Awesome Power of Networking

NBA--Chicago Bulls, Dallas Mavericks, Phoenix Suns, Milwaukee Bucks, Sacramento Kings

- Greg McDermott, Head Coach Creighton University
- Nate Loenser, Chicago Bulls
- Ben Jacobson, Head Coach University of Northern Iowa
- Greg Lansing, Head Coach Indiana State University
- Jeff Rutter, Miami of Ohio
- Brandon Nicol, Trinity College
- Jermaine Henderson, Kansas State University
- Denny Kuiper, University of Texas
- Peter Herman, Winona State to University of Nevada
- Brian Koller, Indiana State GA to Asst at Centenary University
- Ryan McIntyre, West Virginia GA to Video Coor, South Carolina, Austin Peay
- Khrisopher Williams, Fast Track, DOBO Longwood Univ.
- Peter Crawford, Augustana University, SD to Dallas Mavericks
• Tyler Erwin, University of Nebraska-Omaha
• Janet Butler, University of Nevada
• Ryan Glenney, Assistant Coach, Dallas Baptist University
• Marcus Smith, Mansfield University, OH, Akron University
• Brooks McKowen, Head Coach, Upper Iowa University
• Brandon Rosenthal, St. Edwards, TX, UC-Santa Barbara,
  • Phoenix Suns G-League assistant coach
• Vic Sfera, University of Virginia/Liberty
• Jimmie Oakmann, Boston University
• Joey Puleo, Sunrise Academy, KS
• Blake Peterson, Bemidji State, MN
• Julia Allender, Women’s BB, Sacramento Community College, CA
• Franklin Featherstone Emory & Henry College, VA
• Joel Machota, University of Detroit Mercy, DOBO
• Jon Mason, Howard University Women’s Basketball, Asst Coach
• Brian Osterman, Associate Head Coach, Kansas State University
• Herold Excellent, Durham College, Ottawa, CA
• Lucas Shapiro, GA, DePaul University
- Max Pendery, Cincinnati Christian College, OH
- Ryan Flack, Marshalltown Comm. College, IA
- Ido Singer, Fisher College, MA
- Grant Peterson, UNI Manager, Assistant Coach, Truman State
- Nate Philippe, Head Coach, University of Toronto
- Colin Schneider, UWGB to Sacramento Kings
- Dominique Wilford, Commissioner, WMLBA
- Mitch Smucker, DOBO, Dartmouth College
- Collin Authier, Augustana College
- Nate Champion, Florida Southern
- Bob Gallagher, St. Bonaventure
- Jake Koch, University of Northern Iowa
Success Stories

• Taylor Harris---Denver, CO

• BEFORE
Love Me Destroyer
AFTER

Current Asst. Regis College Women’s Basketball Coach, Denver, CO

• Path--Rock Star, 5th gr AAU, back to School, student assistant, Metro State, Metro State Assistant.

Has had JOB OFFERS for the last four Years!

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Success Story

• Ryan McIntyre

BEFORE—18 yr old high school senior in West Virginia

AFTER—24 yr old Full time assistant, Austin Peay University, Clarksdale, TN

Final Four 2016
Univ. South Carolina
Success Story

• Brian Hagan

BEFORE—Student Manager, ISU Men’s Basketball
From Joyce, Iowa

AFTER--Assistant General Manager, Chicago Bulls

HAGEN NAMED ASSISTANT GENERAL MANAGER
Hagen spent the previous nine seasons with the New Orleans Hornets in a number of capacities with their Basketball Operations staff, most recently serving as the team’s Director of Player Personnel
Tools to Grow your Network Exponentially with Depth
The Truth, part 5

• Adopt the Truth, Dump the Lie
• Learn to be a “Master Hand Writer”
• Creativity is a must—One HW note = 5 impressions
• Creativity—sending a handwritten note in a refrigerator box
• Remove “naysayers” from your life
• Every person is a potential contact or Babe Ruth.
  • “Mailroom to Board Room—Where will THEY be in 3, 5, 10 years?
• You don’t know who they know, but they do
• The fortune is in the follow up—49 cent Career Changer!
• Persistence vs Ghost
• Quality of person is first, the rest will follow
• Every day is an opportunity to build your network in size, depth, and get closer to your Babe Ruth
The SECRET

The easiest, most powerful task can be.....

the most difficult skill to do consistently.....

If you do it if you are disciplined, committed, and truly want to skyrocket your career, you will.....................
Master the Art of the Handwritten Note!
• Handwritten Note Success --- P.B.A.A.5 Method

• **P** Have a **Purpose** for writing
• **B** Be **Brief** using 3-4 sentences
• **A** **Ask** for a short or one word answer
• **A** **Add-on** or “value add” with each note
• **5** Impressions—Your name is seen 5 times.

• Return address, Business card, Sign Note, Contact info on add-on, Sign add-on
Developing a Writing Schedule

- Keys to a good writing schedule:
  - All notes handwritten unless length is needed.
  - Emailing is for quick information only—use wisely but don’t fall into “email trap.” To set yourself apart you must be a prolific hand writer.

- 1. Write your goals down first—What do I want to accomplish with this writing plan?
- 2. Who do you want to write?
- 3. Why do you want to write them?
- 4. How often do you write?
- 5. Subject matter of notes.
- 6. What do you include with your note? (next page)
- 7. Size of paper/stationary & logo
- 8. Include business card; quote or play with your contact info included

Your Writing Schedule Progress
Writing Schedule, continued

- Add value to each note:
  - 1. Article of interest
  - 2. Leadership, Motivational piece
  - 3. Quotes
  - 4. Diagrammed set play or drill
  - 5. NBA special situations
  - 6. Article on recruits
The Fortune Is in the Follow Up

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Your Feedback

• What ONE thing will you take away from this presentation?

• Rate the presentation: 1-10

• Request Resources:
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  • Handwriting Webinar
  • How to use your references to get the job
  • REBOUND FORWARD— email me to purchase a copy, $20.