

Most executives are only average at getting people's attention while networking.  
How do you improve?

## 1 EMOTIONAL CONNECTION

We make many decisions, including hiring ones, in large part based on emotion. The Limbic area of our brain (also called the middle brain) is our emotional center. Research has shown that it's hard for our Neocortex (which drives logical decision making) to override our Limbic / emotional brain.

So, have you woven emotion into your job search, particularly in networking and presenting yourself? Specifically, how well have you developed emotional hooks through these areas:

- Researching. Referencing. Presenting. Observing. Voice sound. Body Language. Interviewing.

## 2 MESSAGE (Clear, Concise, Compelling, Consistent)

Quoting Jerry McGuire, "Help me help you." Are you really helping your network to help you?

When asked, "What you do?", answer in 10 seconds or less. Examples include:

- "I specialize in working with .....(industry or customers?)..... by helping them .....(do what?)....."
- "I'm an expert in ..... (functional specialty?).....working in the .....(industry?)....."

When asked, "How can I help you?" answer in 20 seconds or less about your ideal next position.

- The Most helpful answer: Name your target companies and/or name of decision maker at companies.
- Another answer: Describe the Industry, Company Size, Title, & Geography of your ideal job.

Add the 4 "Cs" of Messaging into all presentation channels. Is your message consistent across all of them?

- Conversations.      Emails.      Resume.      LinkedIn Profile.      Business Card.

## 3 MENTAL ENERGY

What are you doing to build and then sustain mental energy throughout your job search?

- Goal:    Body Language is energetic      Voice is engaging      Attitude is positive

- $\underbrace{\text{Building Physical Energy}}_{\text{(Sleep, Exercise, Nutrition)}} (+) \underbrace{\text{Emotional Energy}}_{\text{(Giving, Forgiving, Learning)}} = \text{Increased Mental Energy}$

- Voice: Improve SVEET PEV – Speed, Volume, Emphasis, Enthusiasm, Tone, ... Pausing, Emotions, Variability.

## 4 FOLLOW UP

Few people do this well which means those that do will stand out and be remembered.

- What's your standard for following up? Is it --- Responsive? Clear? Personable? Concise? Helpful?
- If done well, your networks will remember you better and be more likely to help you when not asked.