

# TiPS Times

## TRUSTED PROFESSIONAL SERVICE PROVIDERS



### Weekly Strategies for NETWORKING WITH SUCCESS

WEEK 19

#### TAKE THE STAGE

Another way to network and promote yourself as a business professional is to make presentations to local groups. Making group presentations can be an excellent way to build your celebrity effect and inspire others to want to know you. These presentations don't even need to be about your business per se. It could be a presentation on almost any topic that you have developed expertise on as a result of being in the business or it could be about a life experience that can benefit others. All you need to do is develop a presentation that other people will find interesting and that you are passionate about. Caution, if you cannot be completely enthusiastic about the subject of your presentation, look for another topic until you find one you feel comfortable talking about with conviction and passion. Also if you are going to be presenting yourself as an authority on a subject make sure you've done your homework to truly be an expert. Since most speaking venues will provide time for a short question and answer session directly following your presentation, you want to be able to answer almost any question that may be asked. Your ability to effectively handle questions is crucial to maintaining your credibility.

Once you have decided on an interesting topic, consider creating both a short presentation (10-15 minutes) and a longer version of your presentation (30 minutes) to make the same topic appropriate for different venues. Be sure to invest time on writing your own introduction and always make arrangements to have someone from the group professionally introduce you. Design your introduction to last no longer than 60 seconds otherwise it may lose your audience's attention before you even get started. Make it easy for someone who has never met you before to read and deliver your introduction to the rest of their group. This will set the stage for your presentation and increase the positive impact of your first impression. Although your introduction is not actually part of your main presentation, it needs to tell the group who you are and what makes you an expert on the topic you are about to present. The main objectives of a well designed introduction should be to pique the interest of your audience and motivate them to listen to your presentation. When designing your presentation, create handouts for your audience to provide pertinent information on your topic that is interesting enough for them to keep for further reference. Also make sure your handouts prominently display your name and contact information. Using PowerPoint slides can also be a great way to keep your presentation on track, but don't put all of your information on the slides, just use bullet points. You want them to focus on you and your message, not reading your slides word for word. You may even want to use a whiteboard or flipchart to emphasize key points within your presentation and/or add to your overall impact. The key is to find a way to make your presentation both valuable and memorable.

By the end of your presentation you want the audience to have the desire to get to know you even better. Let them know that you will be available at the end of the meeting and that they are welcome to call you with any additional questions in the future. Your mission is to be perceived as authoritative, but approachable at the same time. You certainly don't want people to think you are too busy or not interested in talking with them on a one on one basis. Make absolutely sure you get a complete list of attendees with their contact information to enable you to be proactive after your presentation. This is your opportunity to get to know them and explore the possibility of building a networking relationship. By presenting to their group, you have successfully opened the door for future dialogue and created an opportunity for follow up. So take the stage, build your celebrity effect and network with success.

**The TiPS Program is a professional referral service based on a shared commitment to service excellence and championed by business professionals who are members of local networking groups called TiPS Program Chapters. The TiPS Program and the TiPS Program Chapters are supported by the TiPS Network Organization which was founded on the core values of integrity, commitment, fairness, credibility & opportunity.**

**Contact your local TiPS Program Chapter Leader for more details on the TiPS Program and how you can truly achieve networking success.**