



# Reinvention Group LLC

## WORKSHOP

Networking 2.0 – Turning “Awkward” into “Awesome”

# Workshop Introduction

Everyone knows that the key to getting a new job or launching a new business is: *network!*

As a verb, “network” is a call-to-action, and a “must-do” activity for anyone seeking to change their career. But as a noun, our “network” is our most valuable career asset. However, we don’t always know how to nurture, develop or maintain it.

And most of us hate, just *hate* to network. Networking probably comes in second to public speaking as the most dreaded business activity we have to endure in our careers.

We all know that business connections are good for our career growth, but we find making these connections awkward and uncomfortable. And there’s really not much of a roadmap, other than the knee-jerk exhortation of “just get out there and do it!”.

What if you could develop a better approach to networking, replacing the discomfort with purpose, and the random sense of disconnection with a common-sense framework to put everything in context? What if you could walk into a conference, reception, or networking event and know exactly what to do? What if you knew how to take maximum advantage of the contacts you already have, and how to pursue new contacts to best support your career goals.

That would go a long way towards increasing your confidence, and dispelling your typical excuses such as “I’m an introvert,” or “I never know what to say.”

# Workshop Content

In this workshop you will learn how to  
update your

Philosophy  
Strategy, and  
Tactics

around successful networking – both for  
your day-to-day lead and contact tracking,  
as well as for your off-site encounters.

# Module 1

## Philosophy: Your Contact List is Not a Network

This might seem contradictory, but a list of names is not an organized framework that furthers your goals. You need to systematize that list and parse it into functional categories so you can prioritize your time, and know which contacts are going to be most useful to you right now.



# Module 2

## Strategy: Always Be Giving

Your network is not an ATM machine.

Just because you add contacts doesn't necessarily mean you get to withdraw benefits. It is a two-way street. In order to get people to help you, you are first going to have to help them.

In fact, if you reframe your entire attitude towards networking as **being of service to others** (and only incidentally receiving value in return), you will see your results soar (as strange as that may sound...)

# Module 3

## Tactics: Think Like a Marketer

Successful networking is not about you. It's about the **value** that you provide. People actually don't have to like you to want to do business with you (although it's always a good idea to be an open, friendly, engaging and genuine person...).

Your networking efforts are about presenting a value proposition to potential contacts. In order to do that, you have to be prepared – online and in person – to find prospects who are experiencing the very specific business “pain” you remedy, and have very **specific solutions** to offer them.

*This is not about “selling!”* This is not about trying to push something onto an unwilling buyer. It's about presenting what you do with **authenticity** and **enthusiasm**, and being a **magnet** who naturally attracts the right prospects to you.

# Workshop Format

Each module will be presented with **slides** to underscore key techniques, and **worksheets** that participants can use to plan and chart their own ideas, and progress during the session. Each module will conclude with a **Q&A/group discussion**, and a suggested list of **follow-up steps** that participants can use to apply their learning to their own careers.

Among other takeaways, participants in this workshop will be able to:

- Optimize and activate their contact list into a **Career Relationship Funnel**,
- Know how to easily introduce themselves to new prospects,
- Avoid awkward and unnecessary business card exchanges,
- Easily and effectively prepare for networking events,
- Use thought leadership to build domain expertise and social proof, and
- Increase the number of qualified leads interested in engaging and following up.

The workshop is ideally presented as a **morning** or **afternoon** session, but can be summarized and delivered as a **one-hour** process overview. It can also be **customized** to include client-specific content or references.

# Workshop Facilitator

**John Tarnoff** is a reinvention career coach who works with older professionals pivoting to second-act careers beyond traditional retirement. At a time of both increased economic uncertainty, greater longevity, and a desire for greater meaning and purpose in later life, John's Boomer Reinvention® program helps people synthesize, reinvent and re-purpose the unique experiences, skills, and talents they have accumulated over decades in the workplace.

John reinvented his own career after 35 years in Hollywood, where he worked as a senior executive and producer for top entertainment companies including **DreamWorks Animation**, **Warner Bros.**, **Columbia**, **MGM**, and **Village-Roadshow**- and as the founder of a tech startup during the 1990s tech bubble. When his career hit a wall at age 50, he went back to school, earned a Master's degree in spiritual psychology, and pivoted to a career focused on education and training. In addition to his coaching, speaking and writing on second-act careers, John co-runs the Entertainment Management master's degree program for **Carnegie Mellon University**, based in Los Angeles. He is the author of the book *Boomer Reinvention: How to Create Your Dream Career Over 50*.

John holds a BA *magna cum laude* from **Amherst College**, and a MA in spiritual psychology from the **University of Santa Monica**.

# Contact

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