

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/303153131>

# TRANSFORMATIVE LEADERSHIP AND ENTREPRENEURSHIP TRAINING FOR WOMEN IN THE BANKING INDUSTRY

**Presentation** · October 2015

DOI: 10.13140/RG.2.1.1364.8249

---

READS

5

**1 author:**



**Maina Mwangi**

Kenyatta University

**50** PUBLICATIONS **198** CITATIONS

SEE PROFILE



# Networking Skills

TRANSFORMATIVE LEADERSHIP AND ENTREPRENEURSHIP TRAINING FOR  
WOMEN IN THE BANKING INDUSTRY  
9<sup>TH</sup> OCTOBER 2015

Dr. Maina Mwangi, Directorate of Grant Writing and Management &  
School of Agriculture, Kenyatta University, [maina.mwangi@ku.ac.ke](mailto:maina.mwangi@ku.ac.ke)

# Introduction

- ▶ Networking - important in careers and business .
- ▶ Networking - connect to other like-minded to achieve goals / objective more effectively.
- ▶ The goals may be similar or different,
- ▶ A network has
  - ▶ a set of participants,
  - ▶ particular characteristics
  - ▶ goals.
- ▶ Networking should be understood and managed carefully to attain maximum benefits.

# Benefits of networks

- ▶ Networks help one to go further on the same resources.
  - ▶ if you want to go fast walk alone, if you want to go far, walk with others.
- ▶ Networks can help to increase individual and/or institutional visibility.
- ▶ Benefits can be gained through group strength.
  - ▶ Pool resources
  - ▶ better bidding and increases competitiveness
  - ▶ diversity of skill, knowledge, capacity.
- ▶ Increase awareness and access to more opportunities
  - ▶ references, recommendations,
  - ▶ greater diversity of sources from individuals and organizations.

# Some types & characters of networks

<b>Open</b> : No particular requirements for entry	<b>Closed</b> : usually require specific capacity to join.
<b>Informal</b> : entry and exit may not be noticed. Personal initiative important.	<b>Formal</b> : entry is recognized with registration, rules are elaborate, violations have sanctions, etc. Goals well defined.
<b>Short term</b> : are temporary and likely to end / terminate once purpose has been achieved. Often personalised.	<b>Long term</b> : sustained over time and serve various purposes. Often institutionalized.
<b>Overt</b> : their existence and purposes known.	<b>Covert</b> : existence not known publicly. Usually very powerful.
<b>Horizontal</b> : Usually between peers, actors are at the same level. Usually easier to establish, but less gain. Easier to maintain.	<b>Vertical</b> : normally those below try to link to those above to access higher level gains. Harder to establish but usually great gain. Maintained through patronage.

# Initiating a networking action

- ▶ Have a strategy to initiate contact
- ▶ Have the right tools: business cards, fliers, products book, etc
- ▶ Select your targets carefully
  - ▶ Be informed, know people/ organizations , goals, challenges and their interests
- ▶ Make yourself noticeable
  - ▶ Know what you have and show it
  - ▶ Strategic positioning (as the solution)
  - ▶ Let others know your capacity and interests
  - ▶ Project great capacity
  - ▶ Attract others by what you can do / offer
- ▶ Extend an offer ( a bait)
  - ▶ need not be monetary
  - ▶ Demonstrate the benefits
- Turn up where networking happens
  - ▶ Forums, online, meetings
- ▶ Project confidence, be self-assured
- ▶ Be persistent

# Response to a networking opportunity

- ▶ Respond promptly when approached
- ▶ Select your links carefully
  - ▶ Consider reputation risks
  - ▶ Know people/ organizations, their capacity, interests, values, etc
  - ▶ Be informed
- ▶ Offer something in return
  - ▶ need not be monetary
  - ▶ Offer commensurate to your capacity
  - ▶ Propose some new ideas, possibilities
- ▶ Calculate your response to make you noticeable amongst other respondents:
  - ▶ be sure you have something to show
  - ▶ Polish your profile
  - ▶ Project your strengths
  - ▶ Cover your weaknesses
- ▶ **Let others know your capacity and interests**
- ▶ Consolidate networks by your actions (your performance, delivery , reputation, ..)



## ..in networking

- ▶ Be focused
- ▶ Be courteous and respectful
- ▶ Retain your independence
- ▶ Know the purpose of the networking you are joining
- ▶ Know the rules
- ▶ Maximize your gains
- ▶ Nurture your networks, invest time, energy, resources
- ▶ Be an active participant
- ▶ Give and take
- ▶ Be wise:
  - ▶ Some members in your network can be linked,  
▶ some might be competitors, never mix.

# Business card

- ▶ Your business card is important in networking
- ▶ Design it well,
- ▶ Balance the content
- ▶ Include critical details
- ▶ Minimise non-essential details
- ▶ Do not be pompous

**A good networker  
has two ears  
and one mouth  
and should use them both  
proportionately.**

**-Dr. Ivan Misner**

Trust is essential to networking relationships: Trust has no boundaries; Trust resonates; Trust feels good; Trust is the bridge between differences; Trust is always dependable; Friends trust friends.

meetville.com

Lee Gorman

**RESPECT FOR PEOPLE IS  
THE CORNERSTONE OF  
COMMUNICATION AND  
NETWORKING.**

**SUSAN ROANE**

QuotePixel.com



## ....in networking

- ▶ Do not lose sight of your goals
- ▶ Do not overestimate your influence and value
- ▶ You must not appear self-seeking
- ▶ Do not miss in action at critical moments
- ▶ Do not betray the confidence of others.
- ▶ Never be arrogant, dismissive, etc
- ▶ Do not fail to respond

*Thank You..*

