

# Great Speaking is Critical to Great Networking



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# *Three of the Most Successful Networkers in History*

- *Queen Elizabeth I*



- *George Washington*

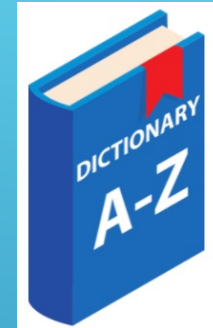


- *Dr. Martin Luther King*



# What is Networking?

- Dictionary.com - a supportive system of sharing information and services among individuals and groups having a common interest
- Washington Networking Group - helping WNG members advance their business and professional objectives by convening networking events, educational forums and career development opportunities.
- Frank's Definition - Connecting with, helping, and receiving help from like-minded people



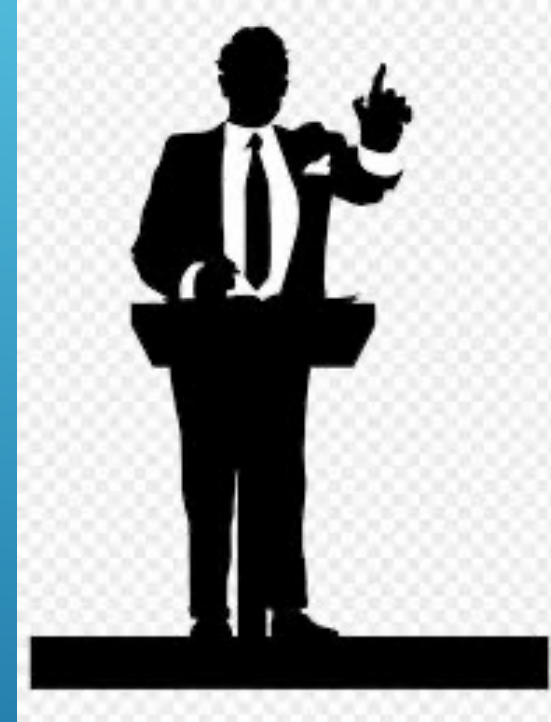
# Why is Networking Important?

- Zig Ziglar – “You Can Have Everything In Life You Want, If You Will Just Help Enough Other People Get What They Want.”
- Denis Waitley in The Double Win – “Real winners know that we get ahead, not just by looking out for Number One and working against others, but working with them.”
- Cavett Robert, founder of the National Speakers Association – “Don't worry about how we divide up the pie, there is enough for everybody. Let's just make a bigger pie!”



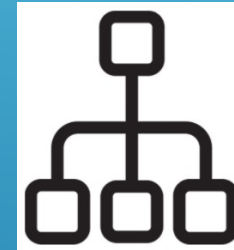
# *Public Speaking Best Practices*

- *Audience-centered*
- *Structured presentation*
- *Call to Action*



# *Applying Public Speaking Best Practices*

- *Be other-person centric*
- *Structure your networking conversation*
- *Ensure you include a Call to Action*



# *Audience-Centered --> Other Person Centric*

- *New people you meet are the most interesting*
- *Concentrate on the other person, not yourself*
- *Ask open-ended questions*



# *Audience-Centered --> Other Person Centric cont'd*

- *Know some of the same people*
- *Other things in common*
- *Other person will eventually want to talk about you*



*Being other person-centered is  
necessary, but not sufficient*

# *Breakout 1*



*What are Some of the Ways You Can Be Other Person-Centric in Your Networking Conversations?*



# *Structured Presentation --> Structured Networking Questions*

- *Structured networking questions are efficient & effective*
- *"Winging it"*
  - *Forget the most important question*
  - *Missing opportunities with disjointed questions*
  - *Straying into non-relevant subjects*



# *Structured Presentation --> Structured Networking Questions cont'd*

- *Use the “Rule of Three”*
  - Easier for you to remember three points
  - Easier for the other person to remember three points
  - Easily translates to Call to Action



# *Three Magic Questions*

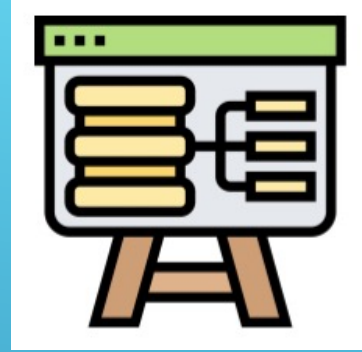
- *What line of work are you in?*
- *How did you get into that line of work?*
- *How can I help you reach your goals?*



*Asking structured questions is also necessary, but also not sufficient*



## *Breakout 2*



*What are Some Ways You Can Structure Your the Networking Conversations to Make Them More Efficient and Effective?*



# *Call to Action → Plans to Help Each Other*

- *Plans to help each other that are Specific, Measurable, Attainable, Relevant, and Time-bounded*
- *In other words, SMART Plans*

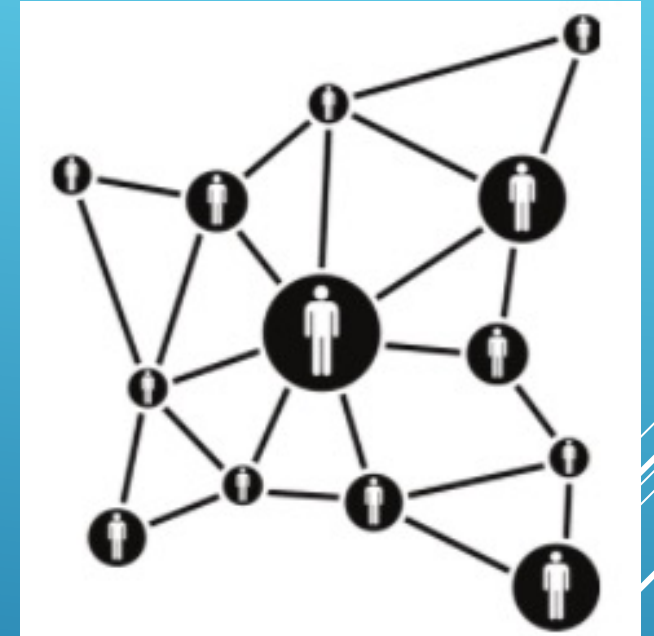
# *Call to Action → Call to Action for Both of You*

- *What some of the best speakers leave out of their presentations*
- *Call to Action is the result of your networking conversation*
- *Be SMART about it - Specific, Measurable, Attainable, Relevant, Time-Bounded*
- *Examples*
  - *Sending an e-mail introduction tomorrow*
  - *Reviewing a presentation in the next week*
  - *Invitation to a leadership breakfast*



# *Public Speaking Best Practices → Networking Best Practices*

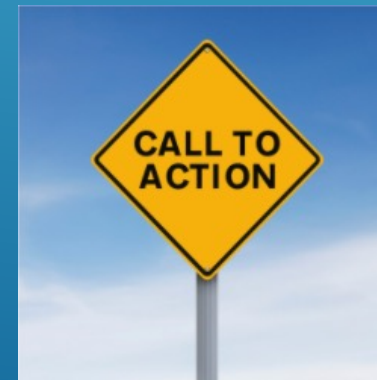
- *Audience-centered →  
Other Person-Centric*
- *Structured presentation →  
Structured Networking Questions*
- *Call to Action →  
SMART Networking Goals*



## *Breakout 3*



*What are some examples of Calls to Action you can establish in your networking conversations?*



# Key Takeaways

- *Public speaking best practices are directly applicable to networking*
  - *Focus on the other person*
  - *Structure your networking questions for efficiency and effectiveness*
  - *Set SMART networking goals collaboratively*



# *Your Call to Action, in the Next Week*

- *Take an intense interest in all others you talk to*
- *Have structured questions ready to ask*
- *In future networking conversations establish SMART plans to benefit from each other*

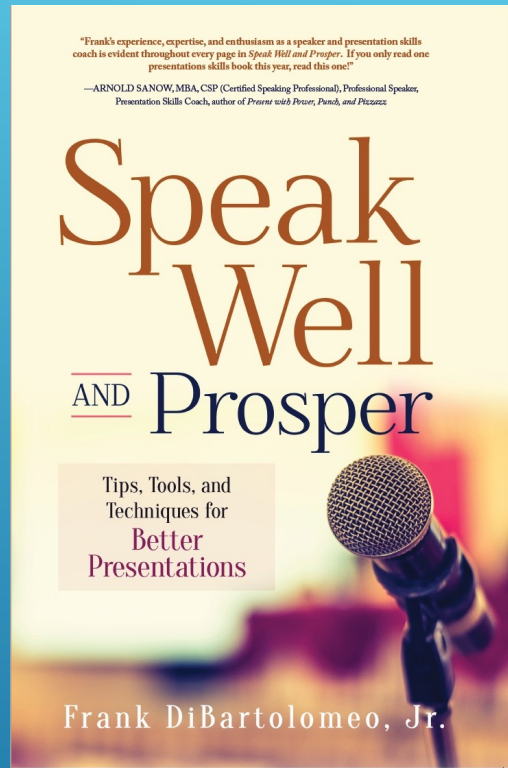


# Great Networking Books

- *How to Win Friends and Influence People*, by Dale Carnegie
- *Networking Like a Pro*, by Ivan Misner
- *Influence: The Psychology of Persuasion*, by Robert Cialdini
- *Dig Your Well Before You are Thirsty*, by Harvey Mackay
- *Don't Eat Alone*, by Keith Ferrazzi
- *The Double Win*, by Dr. Denis Waitley



# Frank DiBartolomeo's Books



**“Speak Well and Prosper: Tips, Tools, and Techniques for Better Presentations”**

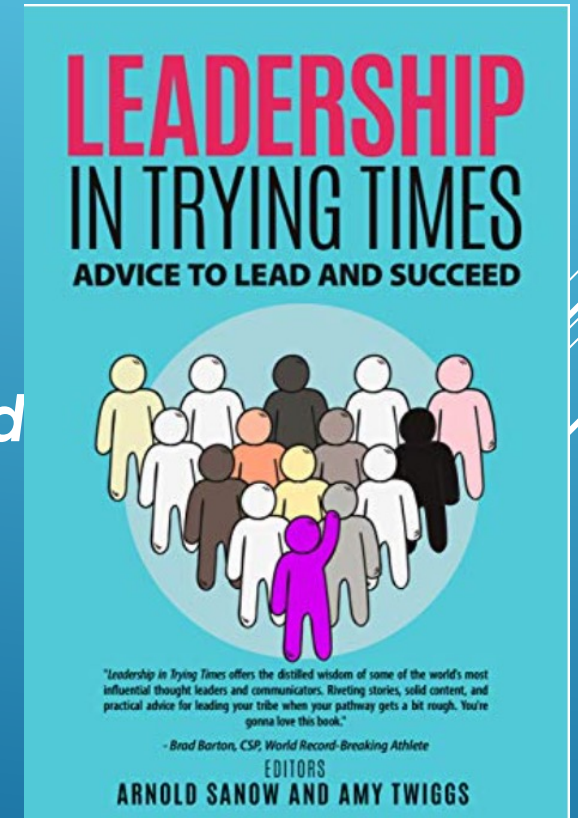
**Launched January 30, 2021**

**BONUS – Everyone in attendance will receive a FREE PDF copy of my book and will be added to my weekly newsletter. You can unsubscribe to the newsletter at any time.**

Both books available from **Amazon, Barnes and Noble, and Books-A-Million**

**“Leadership in Trying Times: Advice to Lead and Succeed”**

**Chapter 10 – Great Speaking is Critical to Great Leadership in a Crisis**





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# Another Great Networker from History



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# Questions

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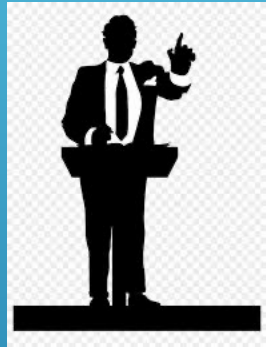
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