BRITISH COUNCIL

ProfessionalSkills

Networking and Relationship Building Skills

Can your team members effectively build and maintain strong relationships? Or is it difficult for them to create a supportive professional network? How well can they communicate with different stakeholders to enhance rapport?

This effective course increases your teams' skills in connecting authentically with their network, deepening professional relationships. They will know how to share ideas, exchange beneficial information and create mutual business opportunities. As their networking confidence increases, they will boost your organisation's ability to build strong relationships with your key stakeholders.

Objectives	Benefits
• Develop a balanced, mutually beneficial network of contacts through a strategic and sustained approach to networking	• Participants will broaden and deepen their networks, raise their profiles and strengthen their professional image
• Build rapport and stronger connections through a credible, confident and authentic networking style	• Stakeholders will be motivated to engage, connect and create mutually beneficial outcomes
• Grow your personal brand and raise your profile with your network through impactful in-person and online communication	• Your organisation will project a professional image and gain access to information, resources and business opportunities through its employees' networks

- Establishing level course: build strong foundations
- No experience needed
- Minimum intermediate (B1) level English

Networking and Relationship Building Skills - Course outline

Module	Competency
Networking and relationship-building essentials • Using a networking map to understand your networking needs • Examining your existing network	• Use a network map to identify your networking needs and manage and increase your contacts
Preparing to network • Planning icebreakers • Positioning your work and something you can offer • Planning strategic questions	• Plan effectively to engage new and existing contacts in a meaningful and memorable way
The networking event • Striking up, continuing and ending the conversation • Dealing with nerves • Using networking etiquette	• Participate confidently and effectively in networking conversations to make a positive and lasting impression
Relationship-building • Connecting with your contacts • Using social media to grow your network and personal brand • Building lasting relationships	• Use a range of strategies and digital tools to develop and maintain relationships and networks