

Netweaving: Building a Servant Leader's Network

John Casey & Associates, LLC



Netweaving – a results based definition...

Netweaving – "Good things happen when good people. . .MAKE things happen."

Netweaving is a form of networking which focuses on serving OTHERS FIRST, rather than traditional "What's In It For Me" which aims at leveraging one's circle of friends, business associates and centers of influence to generate jobs for oneself.

As people who have been "**Netweaving**" will tell you, benefits of **Netweaving** are many times greater than those of networking. Although benefits which come to **Netweavers** sometimes take months to materialize, and often are 3 or 4 persons removed from initial **Netweaving**, results are often surprising, spectacular and life-altering.

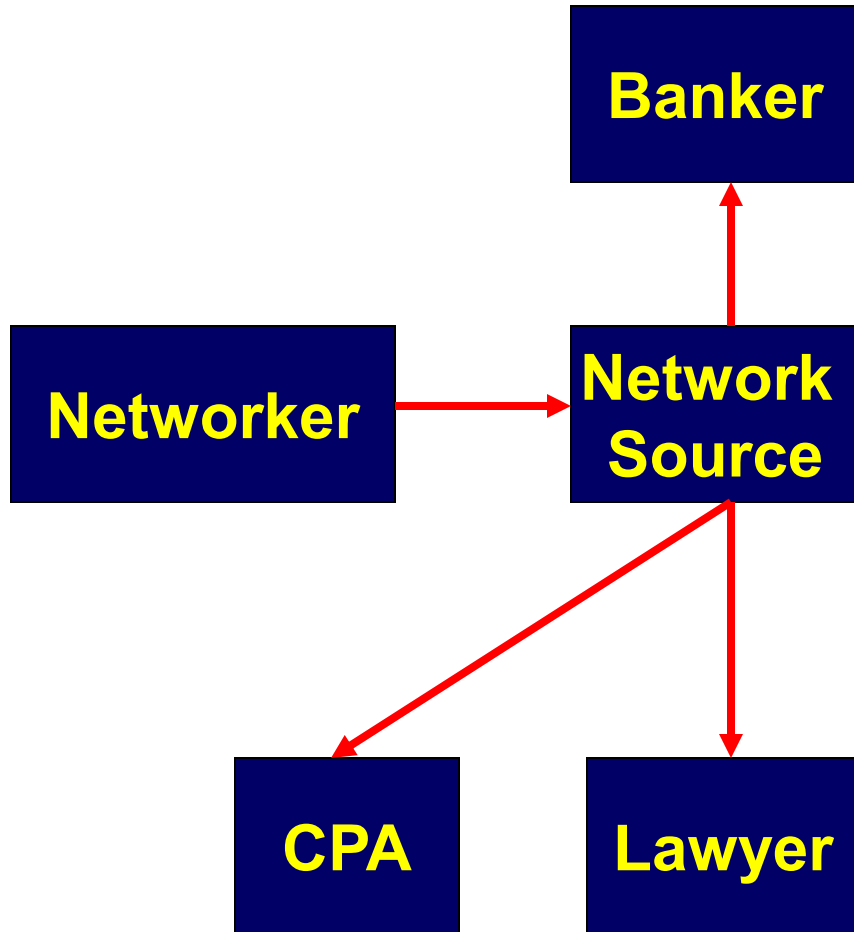
Netweaving is a sales technique and you are the sale...

“Sharing ideas, skills, experiences and relationships without expecting anything in return.” Presenting Yourself as:

- **Caring**
- **Giving not Taking**
- **Relationship focused**
- **Trustworthy**
- **Team Player**
- **Long-term**
- **Selfless**

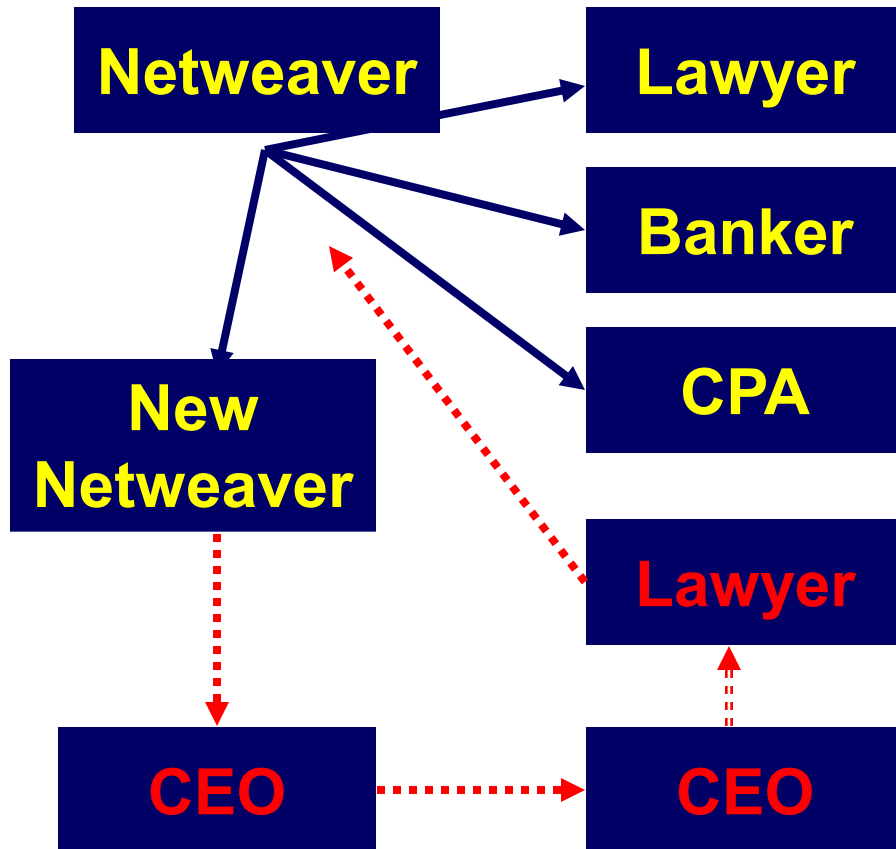


NETWORKING is transactional not relational (the Taker's approach)...



- Networker asks for referrals or information to get help
- Network Source makes connections with his network to help Networker
- Issues:
 - Referrals are cool
 - No bridges of trust
 - “Taker” position
 - No reason for ongoing activities
 - “Netweary” Sources
 - Strong Relationships Hidden from Networker

NETWEAVING builds relationships by making connections to benefit others (the Giver's approach)...



- Netweavers seek ways to help network contacts
- Build trust by giving first
- Looking for win – win referrals with other relationships
- Starts with offer to help and listening to needs and value proposition of new contacts
- Long term relationship
- No quid pro quo
- Returns come several degrees of separation later, indirectly

Some Netweaving do's and don'ts...

- Offer to help first.
- Start with asking about your contact's needs and value propositions
- Only talk about you after you know them and only when asked (If they don't ask, they are not a Netweaver)
- Just offering to help as you build your career, indicates a desire for a long-term relationship
- Always follow up with some useful information
- Take time to get to know them before making a referral
- Quality over quantity
- Always respect your contact
- Be humble and thankful
- **Never make a referral without permission of both parties**
- **Never say anything negative about anyone**



The Career Building Network

Start with your Market Profile...

Profiles:	A	B	C
Title	CFO/COO	CFO	VP Finance
Industry	Telecomm	Telecomm	Telecomm
Company Size	\$500MM	\$100MM	\$500MM
Location	DFW	DFW	DFW
Ownership	Public	Family	Public
Culture*** (50%)	Servant Led	Entrepreneurs	Accountability
Transition	Mature	Growth	Turnaround
Other			
Targets:	Companies/Execs	Companies/Execs	Companies/Execs
Referrals to Targets:	Service Providers	Service Providers	Service Providers



Netweave with Biographies not Resumes

Resumes

- Historical
- Chronological
- Hard to read
- Extraneous information
- Unanswered questions
- Why not

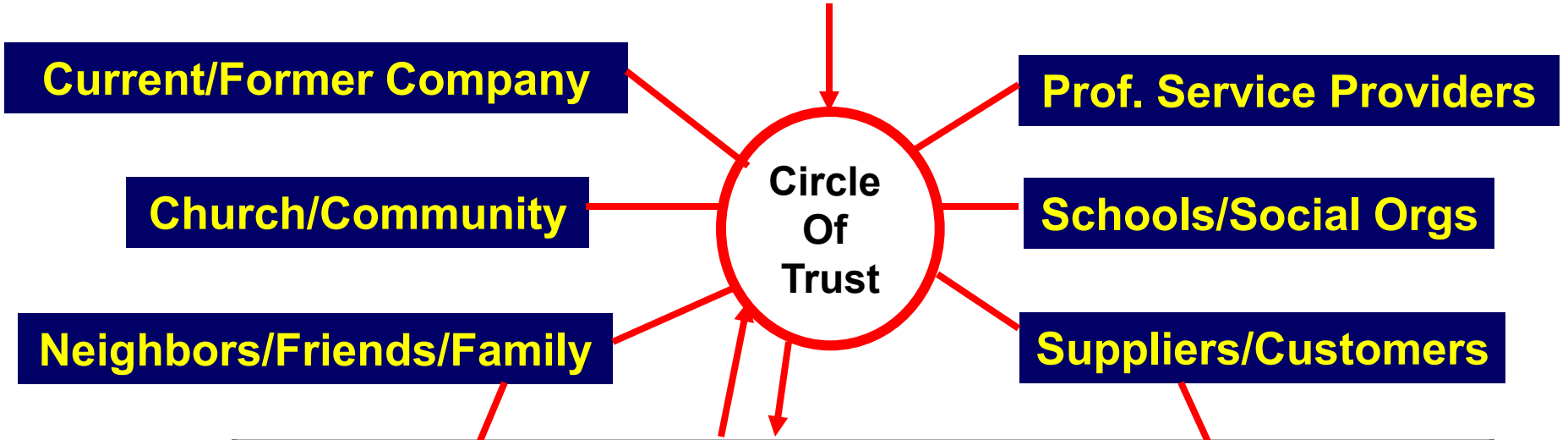
Biography

- Professional photo
- Use graphic design
- Competencies
- Objectives
- Hows and Whys (Values and Principles)
- Value prop: “John is the only... Looking for...”
- Contact Information



Use Referrals to start Netweaving relationships...

Netweaver's Market Profile and Biography



Career Advisors (Industry, Transition or Culture)			
Bankers	Lawyers	Peers***	Search
James Jones			
			William Keys
	Billy Smith		

“Best of Class” Netweaving with new referral source...

Process

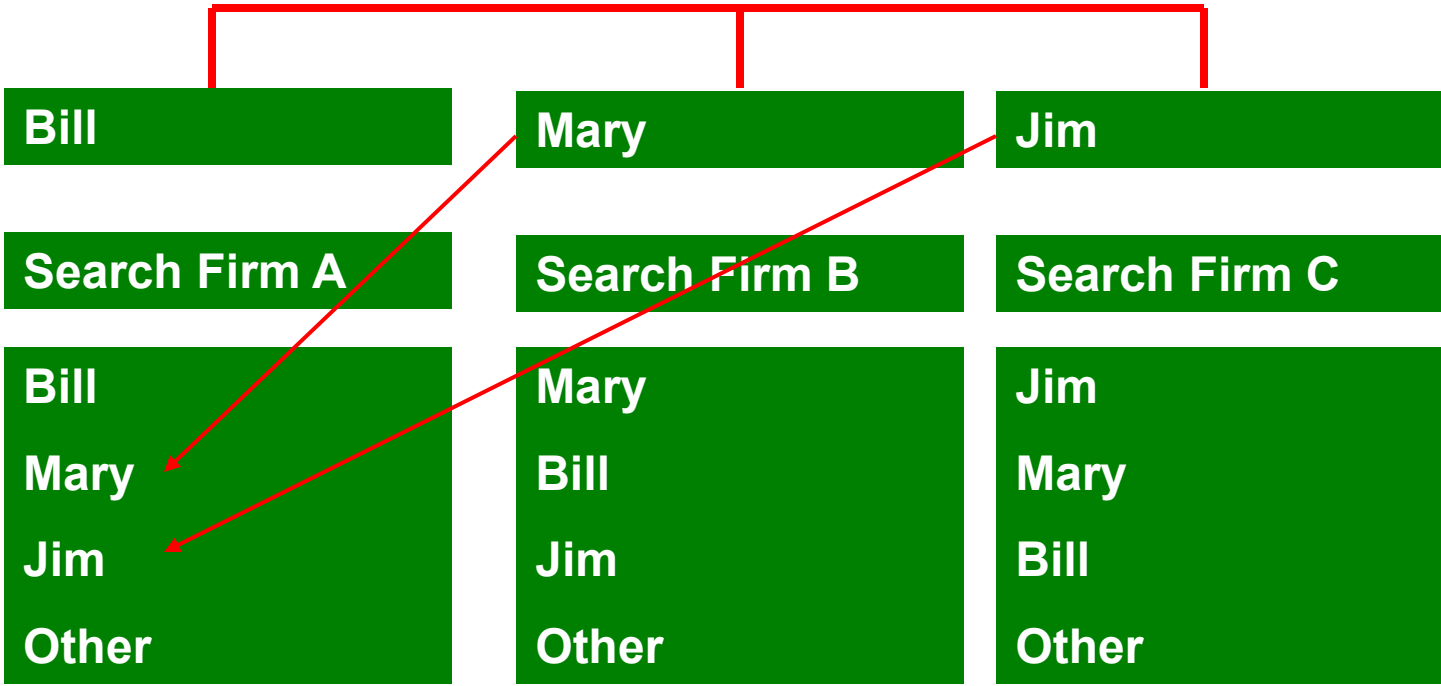
- **Get warm referral from Circle of Trust or another Advisor**
- **Or make cold call, explaining alignment of interests**
- **Focus entire first meeting on them, interests and needs**
- **Follow up email with bio and market profile**
- **Handwritten thank you note**

Rationale

- **Sell yourself in first meeting by staying focused on new contact**
- **“Sink time” for contact to think about your unusual approach and begin to trust**
- **Soft sell follow on with thank you email including bio and market profile**



Hot lead sharing to find jobs and clients...



Process:

Find two lead sharing partners who have similar skills and experiences

Share leads, making warm referrals for your partners

Rationale:

You compete only with yourself
 You beat yourself with “fit”
 Click factor is subconscious connection with hiring authority
 Click factor or chemistry is always deciding factor

No More Interviews...

Interviews

- Candidate focused
- Past achievements
- Resume review “Gotcha”
- Untrained Interviewers
 - Technical skills
 - Behavioral interviewer
- Elimination Process “Why Not”
- Your ego (nervous)



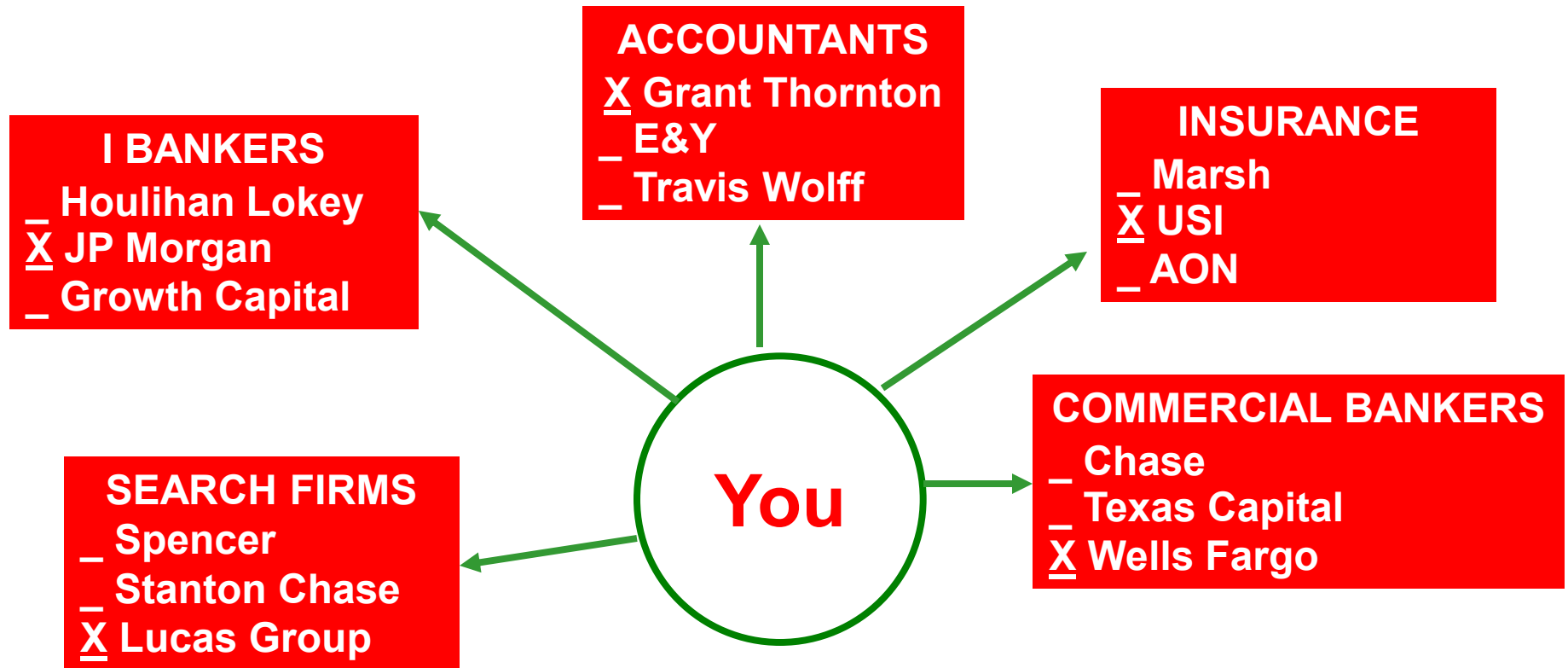
Discovery

- Company Focused
- Future Needs
- Problems, Opportunities and Solutions for:
 - Industry
 - Company
 - Interviewer
 - Position
- Hired because you ask great questions
- Requires deep research
- Their ego (positive)

[Ask The Headhunter.com](http://AskTheHeadhunter.com)



“You are the Star” netweaving (CFO example)...



- Select top three service providers
- Interview to determine value proposition
- Select best and inform winner

- Educates you in issues/solutions
- Q&A for Discovery Meeting
- Builds a sales team for you



A Fun Bibliography...

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- **Power NetWeaving, Bob Littell**
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- **Cracking the Code, Dean Lindsay**
- **The Referral of a Lifetime, Tim Templeton**
- **The Frog and the Prince, Darcy Rezac**
- **Make Your Contacts Count, Anne Barber**
- **Nonstop Networking, Andrea Nierenberg**
- **Power Networking, Donna Fisher**
- **Networking Magic, Rick Frishman**
- **Networking Survival Guide, Diane Darling**
- **Spin Selling, Neil Rackham**
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Servant Leadership underlies Netweaving...

- **Pay it forward**
- **Sincere interest in needs of others, professional and personal**
- **Sincere interest in value propositions of others**
- **Building relationships by sharing relationships, knowledge and skills without expectation of returns**
- **Joy in seeing others succeed and helping them realize their life goals**
- **Help comes to you**



A final note: Netweaving is a way of life...



Servant Leadership



Servant Leadership Defined...

“The servant-leader is servant first... the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead.

He or she is sharply different from the person who is leader first, perhaps because of the need to assuage an unusual power drive or to acquire material possessions. For such individuals it will be a later choice to serve – after leadership is established.

The difference manifests itself in the care taken by the servant-first to make sure that other people’s highest priority needs are being served.

The best test is: do those served grow as persons; do they, while being served, become healthier, wiser, freer, more autonomous, more likely themselves to become servants? And, what is the effect on the least privileged in society; will they benefit, or, at least, will they not be further deprived?”

Taken from the *Servant As Leader*, Robert Greenleaf in 1970.

