




Lesson 3 – Networking – Part I and II

1. Draw your **Network**  (in whatever way is practical for you, see the video)

Summary of this lesson:

Networking and what does it actually mean?

Network = a system for communication for sharing information, to connect and to build synergies.

Examples:

- computer network
- a social network
- a business network
- your personal network.

To make the impact of the single object, or person, more impressive, significant and effective

We continuously communicate within networks, and it is all about building and maintaining relationships

We have: **personal relationships** and **business relationships**.

Network = A full ocean that becomes more enjoyable if you know how to surf or swim.

Communicate with **awareness** and **intention**

- What to whom you communicate
- Why and for what purpose
- Intention because of a certain result or reaction

The wider your network > the more potential you have > your chances to find opportunities will grow.

or

a small network > but a very effective one > few people with big reach

How does it work? A very important rule is:

Be interested before being interesting.

Communicate with **awareness** and **intention**

Act from a human point of departure, and you are in the sharing mode, everything will unfold naturally.

Consider everyone you meet as a potential member of your network

Network members have different hats, examples:

- Friends
- Relatives
- Business connections
- Acquaintances
- People you know from your gym/sports club
- The insurance company
- Voluntary organisation
- Service Club

Start to Network **during your studies**.

Between 18 and 32 you actually develop the strongest relations ships that last the longest in your life.

Don't stick to the musician world only. Be open, and change your brain to be aware that everybody you meet could become a connection.

Also, people that you don't feel comfortable with at first glance could become an acquaintance, or someone really interesting for the future of your career.

You never know how a person will develop as a potential member of society!

Video links

Networking today has become more important than ever, says Peter Hinssen (An entrepreneur, writer and business school lecturer, Peter Hinssen advises organizations on the society-wide impact of networked digital technologies. A partner at disruptive innovation consultancy nexxworks, he is the author of 'The New Normal' and 'The Network Always Wins.')

<https://www.youtube.com/watch?v=zntukv0Mvpl> (from 8'50)

Successful Networking - the ultimate guide | Christopher Barrat | TEDxAmRingSalon

<https://www.youtube.com/watch?v=r-iC4DUDCU>

8 tips when meeting new people:

<https://www.youtube.com/watch?v=xkqd6T399tQ&t=306s>

Notice in this article point 5 "social skills"

<http://www.thestradd.com/5-things-you-need-to-succeed-as-a-musician/>

Self-management course©Cicerone Music and Art – Irma de Jong