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Are You Ready To Build Your Dream?

**READING GUIDE FOR BUILD YOUR DREAM NETWORK: FORGING
POWERFUL RELATIONSHIPS IN A HYPER-CONNECTED WORLD BY J.
KELLY HOEY**

Thank you! for making the smart decision to invest in building your relationships by picking up a copy of my book. Before diving into the content, I'd like you to think about how you discovered *Build Your Dream Network*. Was it as a result of -

- a book review
- a magazine article
- the recommendation of a friend
- being attracted to the book cover, or
- a tweet or perhaps, scrolling through Instagram?

Which source, connection or network brought it to your attention? What is the reason (or maybe you have more than one reason) you were drawn to the topic of networking and building networks?

Did reading *Build Your Dream Network* help you address networking doubts or challenges you were facing?

Before reading *Build Your Dream Network* how did you feel about “networking”? Be honest (and yes, vulgar language is permitted here).

Early on in the book (page 3 to be precise) I share that “*people in my network opened doors at critical junctures in my career because I'd already established relationships with them*”.

1. Are you giving people reasons to want to help you?
2. Are you connecting with others based the stuff you do over and over again in a way that they could be mobilized to help you (now and in the future)?

In *Build Your Dream Network* I encourage you (and sometimes hit you over the head multiple times) to discard outdated notions about networking, instead inviting you to think about building networks. What did you think was involved with networking? Was that POV (point-of-view) limiting your course for success?

Flip to page 7 of book

- Your email signature line
- A text or
- The last invoice you sent out

Did you ever imagine that all the activities listed there could be ways to build relationships?
Easier than working a room full of strangers, right?

Let's face it, some of my suggestions listed on page 7 appear (at first glance) to be rather trivial – but take a moment to dive deeper. Just imagine that you've been harassed at work all day (endless requests, colleagues out sick, missed your bus...), then right at the point when your day is truly awful someone sends a politely-written note or says a few kind words? I don't know about you, but I would definitely remember that person!

A tiny point of contact (kindness! consideration! generosity!) can make a world of difference in your relationship with someone else.

What's the one small networking change you've
made recently (or could make)?

One of my Kelly'isms is "*Stop Committing Random Acts Of Networking*". The worst random act of networking for me is signing up for some event purely on the basis of a free evening. When I do this, I regret the decision the second I see the event pop-up in my calendar. Why? Because other than "I'm available then" I have not given any thought to my RSVP.

WHAT ARE YOUR RANDOM ACTS OF NETWORKING?

Net + Working. For me, the real work to be put into networking is in considering the right way to connect with a particular person (or group of people). It is definitely not the “work” that comes to mind for most people (such as the effort involved in striking up small talk with a stranger or hustling from party to event when there is a traffic jam – yes I’m tugging on your networking misconceptions here!).

- What are the ways you’ll consider (re)working your network building activities?
- What is the work of “networking” you should stop doing as it is not aiding your efforts to build a strong net of relationships?

On page 58 of Build Your Dream Network, I outline my ‘problem solving approach’ to asking for help and connecting with my network. As I share in the subchapter “The Goal Comes First” I believe there are connection-based solutions for pretty much every challenge we face.

- Think about any challenges you are currently facing (it could be the reason why you first picked up my book).
- How can you apply my problem-solving approach to go about finding better solutions (and forming stronger relationships)?



Build Your Dream Network encourages you to cultivate awareness of the information flows and sources of influence within the networks you rely on and turn to. Give some thought (again) to all the ways you're networking now.

- What sources are influencing your choices and decisions (whether it relates to the job you're in or the career you plan to pursue or your latest business idea)?
- Is there any possibility you are overlooking anyone? Or any group of people?
- Is there any chance you are limiting your options for a range of insights or ways to help?

On page 41 I ask the question: ***does your current network support your ambitions?*** Have you ever thought to ask yourself that? I didn't until I was in a career jam!

Take a look at your existing network and answer the question - now:

does your current network support your ambitions?

It feels (at least overwhelmingly to me) that we're pushed and pulled in multiple directions more than ever before. Endless demands on our time and endless ways to occupy our time (according to Quora, in 2016 Meetup had over 262,275 groups in 178 countries – Meetup's website now provides real-time information on the numbers of groups meeting at that very moment – it makes me dizzy to look at it!).

- A. Review your calendar for the past week, month or year. Your choice. What were you signing up for?
- B. Jump to page 29 of *Build Your Dream Network* – The Why Filter. Did you create a “why” filter to help you make wiser decisions and say YES more enthusiastically?
- C. How have you shifted your networking actions?

As an early reader told me after thinking about how she could be more intentional when making networking choices: “people remember how we say Yes and contribute.” Are you saying YES not only to the right things, but also yes in how you show-up, interact and participate?

Now keep in mind, how you choose NOT to show up matters as much as how you do show up. Jump ahead to pages 104-105 where I share my personal experience with a global business-networking group.

“Joining is voluntary and so is choosing how you will participate. Daily, on multiple platforms and in many networking ventures, you get to make the same choice.”

- Are there ways you could be engaging more deeply with a group or committee you’re already signed up for?
- What questions should you be asking before you sign-up or commit your time?
- Timing is everything! And with limited time, a realistic No is far better than an ineffective yes. What should you say No to?
- Did reading *Build Your Dream Network* make you think about how you’re spending your valuable time (plus ways to spend it more valuably)?

The old-way of “network” thinking clings to hierarchy and titles – and compartmentalizes networks (friends versus work colleagues, family not business leads, the boss not your peers etc.).

1. Do these distinctions even matter any more?
2. Is there even the slightest possibility that a personal relationship in your life (hair dresser, summer intern, librarian) may be the key to opening up a new door for you?

The P’s of success networking are People, People, People! Plus Persistence, Planning and Politeness. On page 221 I say:

“A swipe may get you a date, but building real relationships is a lifelong investment in other people.”

Time well-spent investing in other people is never wasted. How can you insert more of this high quality time into your schedule?

NOW that you've finished reading *Build Your Dream Network* you've discovered that it is so much more than a just book on "networking" – it's your guide to getting things done.

Great things can be accomplished when you mentor, collaborate, lead, manage – the list of ways you can engage with others in non-schmoozy non-transactional non-working the room ways are virtually endless.

WHAT NEW NETWORKING ACTIVITIES ARE YOU WILLING TO TAKE ON?

Look ahead to your future. Are you actively creating it or anticipating possibilities for it? You may not know precisely what it is you're seeking to do next however, building networks enables you to take control over that uncertainty on the foggy path to potential.

What are some ways you could assert control of your career or business future starting today?


Connections from the past may hold the key to your future.


- Are there "old" relationships you've overlooked or brushed aside?
- What can you do to reignite the connection?


New ideas (or new careers or sales leads for that matter) don't come to life in a vacuum. To have the slightest chance for improvement or growth, ideas need to connect to a community.


BUILD YOUR DREAM
Weekly Checklist


PICK 3


☐ Connection 


☐ Share and Update 


☐ React! Comment! 

☐ Update website 

☐ Short content 

☐ 2 in-person connections 

☐ Record a new voicemail message 

☐ Join a club, group or meet-up 

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1. What ideas – be it a business or promotion or skill you want to learn – are you keeping to yourself?

2. How will you strive to improve your connections starting today?

3. Are there three things you can commit to doing this week

A final *Build Your Dream Network* thought to chew on: *Recognize that your next great opportunity may arrive at any time, from anyone, located anywhere.*

When I moved to New York City in 1998 I had a handful (5 maybe 6 at most) people I could turn to for support, guidance and advice. Now, twenty years later, well, you’re holding my book and seeing a very different picture of my story. Building networks “Kelly’s way” may appear harder than the “10 things to network better” advice out there – but I can assure you, building long-term relationships is a lot more gratifying (and fun!). A focus on making meaningful connections is not simply the advice I dish out - I follow it too!

My NETWORKED CAREER



Doing the
Right Career
Things:

- ☐ Long Hours
- ☐ Networking with Clients
- ☐ Internal Committees
- ☐ Attending Conferences
- ☐ Warm Introductions
- ☐ Establishing Expertise
- ☐ Office Parties
- ☐ Sending Holiday Cards
- ☐ Doing Good Work



:CONNECTING: targeted introductions, informational interviews
 ESTABLISHING EXPERTISE
 EMAILS ☒ raising visibility
 EFFORT ☒ external committees
 EXPANDED NETWORK
 DISCOVERING SKILLS = AND =
 EXPLORING INTERESTS
 connecting FOLLOW UP!!
 PLANNING CONFERENCES
 PERSISTENCE
 MENTORING



JOIN • CONTRIBUTE
 MENTOR • SHOW-UP
 HIRE • VOLUNTEER
 GUIDE • WRITE • ASK



Do you have a networked success story that has come about from using the roadmap outlined in the book? I'd love to hear how you've put *Build Your Dream Network* into regular, daily practice.

Stay connected,

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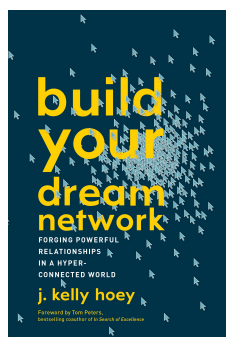
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P.S. In the spirit of networking generosity, share your thoughts on #BYDN with other readers by writing a reader review on Goodreads or Amazon!



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