

PERSONAL BRAND – NETWORKING SKILLS



The AW&E Networking Skills program involves a 90-minute engaging and interactive workshop that provides your athletes with the skills to:

- Define and build their personal brand through networking
- Discover their own individual purpose for networking and the outcomes they are trying to achieve
- Develop a strong plan and a 5-step personal networking strategy that will lead to success
- Develop a deeper understanding of the skills of networking in preparation for all engagements pre, during and post benchmark events
- Build strong personal skills and confidence in networking and attending events

The workshop is best followed by an opportunity for the athletes to put their skills into practice. This could be achieved through an existing event that provides opportunities for networking, or by creating a networking skills practice event using local community contacts.

The content of the program includes:

Preparation & Mindset <ul style="list-style-type: none">- Why am I attending this event?- Who will be there?- What messages do I need to share (from AIS or from event organiser etc)?- What outcomes do I want from networking?	Authenticity <ul style="list-style-type: none">- Being genuine and genuinely interested in others- What is my individual purpose for networking?- Who is my authentic self and what/how much am I willing to share with others?- What do I stand for and what messages do I want to be known for?	Having an Elevator Pitch <ul style="list-style-type: none">- Letting people get to know you – sharing your authentic self and your messages- Injecting your personality into your interactions
Asking great questions <ul style="list-style-type: none">- “F.O.R.M” – Family, Occupation, Recreation, Message	Being Memorable <ul style="list-style-type: none">- What do you want to be known for and remembered for?- Following up	

The program requires a minimum attendance of 10 family or friends of categorised athletes. It is the responsibility of the AW&E Manager to provide a venue and any necessary catering.

For more information about this program or other resources available to enhance athletes' personal development contact Evelyn Le Pavoux on **0466 856 684** or Evelyn.LePavoux@sportaus.gov.au.