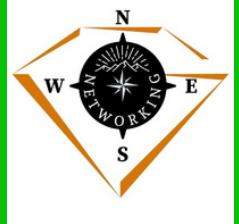




A NEW TAKE ON NETWORKING

Presented by Jamie "The Scholar" Schultz & Tom Gosche



The Six Networking Personas- (Exaggerated—but accurate)

THE SALESMAN (PUSHY)



- Aggressive, transactional
"Let me tell you what I do..."
- My Game Plan:



THE RIVER (GO WITH THE FLOW)

- Easygoing, non-committal
"Yeah, let's connect sometime..."
- My Game Plan:



THE WALLFLOWER (QUIET OBSERVER)



- Passive, cautious
Strong listener but doesn't engage
- "Maybe we'll talk again soon..."
- My Game Plan:



THE HUMAN SQUIRREL (DISTRACTED)

- Rushed, unfocused
"Gotta run..."
- My Game Plan:



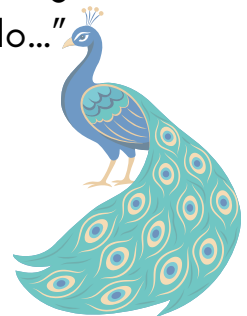
THE GENUINE STRATEGIST (THE GOAL)

- Intentional + relational
- "I'd love to learn more about what you do..."
- Strength: Builds real connections + results
- **This is the model**



THE HUMAN PEACOCK (TALKS TOO MUCH)

- Dominates conversation- Egotistical
"I can show you what I do..."
- My Game Plan:





ABOUT THE PRESENTERS

Jamie Schultz - Tom Gosche



Jamie brings a practical and engaging approach to networking, leadership and Strategic Planning. Her focus is helping professionals connect more effectively and authentically to create and sustain meaningful relationships.

Tom helps turn networking into a repeatable system for referrals, relationships, and revenue. Through his Navigator framework, he focuses on clarity, consistency, and measurable results—not just showing up to events.

The Foundation of Effective Networking

SET CLEAR ACTIVITY GOALS

- Growth
- Helping Others
- Visibility
- Credability

MIX UP YOUR MESSAGE/ APPROACH

- Client stories
- Questions
- Hooks
- Analogies
- Problem/
 - Solution
- Bold Claim
- Question

COMMUNICATE YOUR BRAND CLEARLY YOUR REFERRAL SCRIPT

- What do you do?
- Whom do you work with?
- What should people listen for?

"I am a _____. I specialize in _____.
They've helped businesses by _____."

WHERE YOU NETWORK MATTERS

- Chambers → Visibility
- Networking Groups → Consistency
- Professional Orgs → Credibility
- Power Partners → Revenue

DIFFERENTIATE YOURSELF

- What makes you different?
- What do you do better?
- Why do people remember you?

ASK BETTER QUESTIONS

- What is a memorable compliment, and why did it mean so much to you?
- What are you most proud of from the past couple months (personally or professionally)?
- Who or what is your go to when you're making hard choices?