

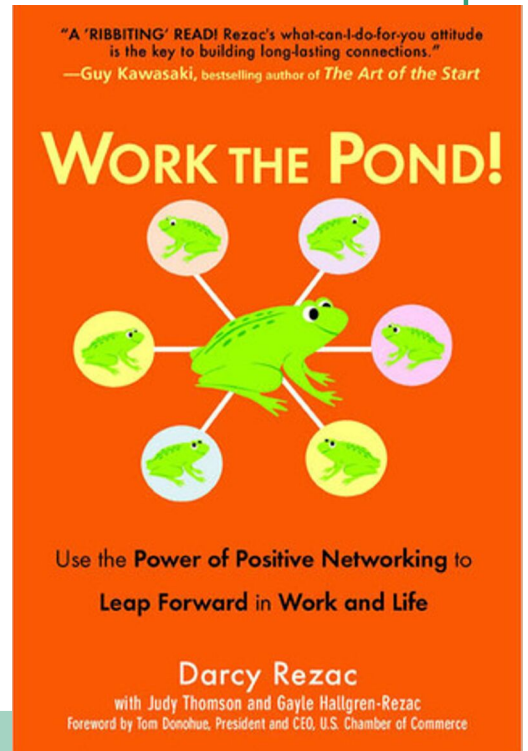
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# WORK THE POND!

DARCY REZAC

## ABSTRACT

This is NOT a book about getting leads, referrals and contacts-traditional hard-sales networking. **WORK THE POND!** is a book about building better, long-lasting relationships by becoming a positive networker. This simple but powerful "what can I do for you" philosophy is in stark contrast to transactional networking. Networking expert Darcy Rezac has helped thousands avoid the "toads" and make the right connections-in business and in life with his trademarked 7-step process. The steps are explained using an easy-to-remember acronym, N.E.T.W.O.R.K, with a chapter devoted to each letter.



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## ABOUT THE AUTHOR

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<http://shepalearning.com/about-the-speakers/darcy-rezac/>



Darcy, who co-authored *Work the Pond! Use the Power of Positive Networking* with Judy Thomson and Gayle Hallgren-Rezac, has spent many years perfecting his skills in the networking world.

For twenty-four years he led The Vancouver Board of Trade, an internationally recognized business association where “connecting for good” was the ethos. Helping to build engaged and engaging leaders has been Darcy’s passion. He is an interesting and charming speaker on the topics of engaged leadership, how to build a dynamic and diverse network, and of course, how to perfect the skills of Positive Networking. He is also a member of the World Economic Forum’s Davos Circle and is recognized as a “world-renowned networking expert.”

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## CHAPTER 1: FROGS, PRINCES & TOADS

- **What is a frog?**

In networking, "frog" means the people you meet. You need a lot of frogs to consist your network pond, and to turn some of those fellow frogs into business contacts of princely proportions.

- **What is the frog chain?**

We all start out as frogs, but we can move up the frog chain by learning and practice.

- **Treat everyone like royalty.**

The frog chain is best used for self-assessment, but do not rush to categorize contacts by it. Remember, one person's frog may be another's prince.

- **Kiss more frogs**

The more frogs you kiss, the more chance you may find princes or princesses.

THE FIRST SECRET OF POSITIVE NETWORKING:  
"YOU HAVE TO KISS A LOT OF FROGS TO FIND A PRINCE."

## CHAPTER 2: POSITIVE NETWORKING

- **Discovering what you can do for someone else.** It is a process of learning about people. It may help you making a real connection and building your reputation.

- **The small-worlds phenomenon is real.** An opportunity to reach someone halfway around the world is less than six handshakes from you. It means if we want to participate in the power of networks, we have to go out and connect the dots for ourselves.

- **Good things happen to good networkers.** A good networker is not only a participant but also a contributor. Good things always happen when you participant in your community and volunteer our time and energy.

- **Your network is always keep on.** Struggling to make contacts and connects when all we need to do is tap into our network.

- **Network shepa.** It is an awareness of the value of building and maintaining social networks can keep your network charged.

THE SECOND SECRET OF POSITIVE NETWORKING:  
DISCOVERING WHAT YOU CAN DO FOR SOMEONE ELSE.



## CHAPTER 3: NEVER LEAVE HOME WITHOUT THEM – YOUR BUSINESS CARD

Why we need bring  
our business card all  
the time?



### • Three tests before you print your cards

**Business care eye test:** Make your card readable, especially in the low light receptions or dinners.

**Field of nowhere test:** Ensure people can use card scanners and organize their business cards in their computer databases.

**When in Rome test:** Fit your cards into local style.

**Tips: if you are doing business with a foreign language, a two-sided card is a good idea.**

### • How to carry your cards

1. Carry a minimum of SEVEN cards with you at all time.
2. Stash your cards everywhere (home, office, car, pocket and bags).
3. If you will be on a business trip, separate your boxes of cards into different luggage in case your luggage lost or delayed.
4. Keep a copy of digital file for your business card on your computer, so that you can available to print when you need more cards.

### • Who need Business cards or Personal cards?

#### 1. If you are a job seeker, you really need a business card.

Describe your title in a more specific word. Write your connect information obviously to make people easier to get in touch with you.

#### 2. Make a personal card for meeting new people and developing new relationships.

The personal card is just a simple card with your name and contact information. You can design it to show your personality characteristics. It is not serious as the business card, you can even put some pictures on it to give others a deep impression. If you are a person retired at home and want to make more friends, personal cards can be really helpful.



THE THIRD SECRET OF POSITIVE NETWORKING:

"INTRODUCE YOURSELF BY NAME, ALWAYS CARRY BUSINESS CARDS AND GIVE THEM OUT.  
MAKE IT A HABIT."



## How to show your respect for the conversation?



### • Establish eye contact

#### 1. Establish eye contact and smile.

Making and keeping eye contact is the first step to establishing a strong connect with another person. While a smile can open the door to friendly communication. If you look people with a friendly manner and smile, it shows you are interested in them.

#### 2. Be focused.

While talking with your conversation mate, make sure you give them one hundred percent attention and positive response. This is a key point to show your respect for this conversation.

### • Extend your hand

#### 1. Check your hands and practice with more confident

Handshake is also a necessary step for people when building a network. Before you shake hands with others, make sure your hands are clean and dry. The more practice can help you a lot if you are always nervous while shaking hands. The more networking you do, the more comfortable you become.

#### 2. Do Roman's do

Different place has different culture, some places greeting with handshake while some places use kissing or hug. The suggestion here is do Roman's do, especially when you are networking in a cross-cultural environment. You should follow the local culture even if you are not feeling very comfortable. If you are not sure the local manner, some web sites may help you or you can ask your local friends directly.

## CHAPTER 4: THE FOUR E'S – ESTABLISH EXTEND EXCHANGE ENGAGE

### • Exchange business card

#### 1. How to exchange your cards:

Be the catalyst, give out the card firstly and don't forget anyone in your group. Exchange cards respectfully, but don't be shy to ask for a card if people forget to give you.

#### 2. How to keep your business card:

Use a cardholder to keep your cards clean. It is better to put your cards in a convenient side pocket to take out your card immediately. Moreover, you can use one pocket storage your own cards and use the other on for collecting others' cards in order to hand out the correct cards of yours.

#### 3. How to take part in the exchange section:

If you are a participant, remember to keep the cultural awareness. Respect the local culture and your conversation mate's culture background. If you are a host of the event, encourage people to exchange their cards.

THE FORTH SECRET OF POSITIVE NETWORKING:  
"TREAT EVERYONE AS EQUALS. IT IS THE 5TH "E" OF YOUR  
SOCIAL TECHNIQUE."



• **Engage in conversation**

Engage the conversation means to keep the conversation going. It involves asking questions, being interested and staying focused. Here are some tips for this section:

**1. Name calling**

Call people by their names is the easiest way to start a conversation, because it can help all participants remember person's name and create a positive, friendly atmosphere.

**2. 21-seconds tribal introduction**

To prepare a 21-seconds tribal introduction about yourself, your work and success is a good chance to give people a deep impression.

**3. 45-minutes reading everyday**

Insisting on 45-minutes reading everyday make you catch the step of world. Reading wide range of newspaper and get more information of your community can not only make you knowledgeable but also support more topics for your conversations.

**4. Be careful these points**

Politics, religion, kids and some intimate details are pretty privacy topics. The author suggested you avoid these points unless both of you have the similar views.

**5. Pay 100% attention in conversation**

Ask questions based on their business card if they give you. Be a good listener require you ask good questions and then listen quietly to their stories. It is impolite to look all around when others speak.

## CHAPTER 5: TRAVEL IN PAIRS

• **Importance of a tag-teammate**

When you travel in pairs, you could get a sense of support and security. It can make you not going alone, and you can remind each other to make your conversation more comprehensive. A tag-teammate can sing your praises much better than you can. It is hard for you to launch into a story about yourself.

• **Your kids could be a good choice of teammate**

Bring your children to the adult work environment and teach them how to do the network can give them a great advantage in their life. The same time, you will also get a helpful teammate.



• **How to cooperate in event**

When you are difficult to attract others' attention, tag-teammate is a useful resource to shift the topic to you. You can introduce each other and give your teammate a chance to develop a tribal introduction.

Use each other's name in conversation to let everyone remind it. You can sit in one table but remember don't nest to each other. It is better to put two seats between each other, because each of you will receive two resources. Moreover, keep an eye on each other and come to the rescue if one is trapped or left alone.

Network not means to attend the event and enjoy snakes or drinks; you should go into it to find your princes and princesses. **The steps of building your circles in the pond is acquaintances, extended contacts and close contacts.** Acquaintances can be a bridge bring you to the rest of the world, and then you could extend your circle to get more resources. Finally, you should close your circle to several people whom you can speak "short-hand", they are your real princes and princesses.

**Be confident.** Don't be afraid to join a group or talk to a wallflower. Take on a host mentality, invite the new comers to introduce themselves. Try to start your own group in front of the room and meet some people you already know each other can help you get done a lot work in a short time.



**Avoid too much multi-tasking.** Networking and eating are mutually exclusive activities, don't expect you can do it at the same time.

**Don't judge a book by its cover.** Working the pond including many forms, parties, fancy galas and charity events are all good chance for networking.

**Big sweat management.** Look around for the best opportunities. Join a friendly pond among like-minded frogs. Go to an event armed with enthusiasm.

**Your time is valuable.** Make sure you are in the quality ponds and using your time efficiently.

## CHAPTER 6: WORKING THE POND-POSITIVELY

What did your  
conectcts gain  
from meeting  
you?



**Be realistic.** Building network need to take time, one event does not a net work making.

**Set a goal for yourself to exchange 7 cards at each event.** It will keep you circulating, not stuck in the mind.

**Go out of your comfort zone.** Before you enter a room, take a deep breath and look around. Find a perfect opportunity, walk over, extend your hand, introduce yourself and give out your card. It becomes enjoyable as you get caught up in the rhythm. You will find it is enjoyable while building your network.





How to catch opportunities?

# CHAPTER 7: OPPORTUNITY IS EVERYWHERE

• Where is possible opportunity?

1. **Local chambers and boards of trade:** just attend and show up your business card.
2. **Large international organizations:** meeting new people in your area around world.
3. **Become an associate membership:** link to your industry.
4. **Volunteer activities:** to do something of your passion and meeting interesting people.
5. **Free speech opportunities:** giving a speech or writing an article can help you become better known for the right reasons.
6. **Airplanes:** talk with your seatmate during your flight is a good time to socialize.
7. **Mistakes:** some misunderstandings may give you opportunities to know a new friend. Turn mistakes into networking opportunities.

THE FIFTH SECRET OF POSITIVE NETWORKING:  
"GIVE EVERYONE THE PASSWORD TO THE NETWORK: PERMISSION (BE OPEN TO NEW PEOPLE AND LET THEM INTO YOUR NETWORK)".

• Create opportunities by yourself:

1. Purchase some tickets or a table in a networking event: allow you invite the people you interested in.
2. Create a networking event by yourself: mix people together in interesting venue could become catalysts of exchange ideas.

**Tips:**

- Create a reason for people to attend your event.
- Send out invitations to tell people this is a networking event and remind them to bring business card.
- Prepare name-tags for each participant.
- Create a contact list of attendees with their approval, and send out after the event.



• How to do in a networking event?

1. **If you are a manager,** encourage your employees attend networking event; **if you are an employee,** buy your own ticket to go.

2. **Open your mind.**

Don't assess a networking event's worthiness based on the CEO quotient. Don't assume that the guest of honor does not want to meet you.

3. **Be bold and take risks.**

If there is someone you want to meet, don't be afraid to simply introduce yourself. Sit with them and begin a conversation if possible.

4. **Spread out with your office mates.**

If you come to an event with a group of business associates, spread out to meet new people.

5. **Ask questions.**

- Sit in the front corner away from the podium;
- Try to be the first one of hands up;
- Introduce yourself and ask question in 28seconds;
- Speak clearly and loudly. If there's a microphone, wait for it;
- Ask a straightforward, one-part question with a hook;
- The question should be interested by all the audience;
- Write down your question and practice to read it before hands up;
- Introduce yourself, your company and your country if in an international event.

THE SIXTH SECRET OF POSITIVE NETWORKING:  
"LEARN THE POWER OF ASKING QUESTIONS AND USE IT.  
(STEPPING OUTSIDE YOUR COMFORT ZONE)."





1. The more network you do, the better you get at it; the better you are at it, the more positive the result.
2. Make positive networking part of your everyday routine and treat everyone as equals.
3. Attend just one networking event per week and meet 7 people per event, you will receive a pool of more than 300 contacts.
4. Start to build network as soon as possible. Keep this habit until even you retired.

**THE SEVENTH SECRET OF POSITIVE NETWORKING:  
"BE THERE AND KNOW SOMETHING. READ, LISTEN, SEEK  
OUT KNOWLEDGE AND SHARE IT."**



## CHAPTER 8 REPEAT, REPEAT, REPEAT



5. Positive networking is about exchange knowledge and information. Keep on wide range learning so that you can have something to talk in conversation.
6. Everyone has permission to network, try to be an active participant or active passenger.



7. Making new contacts and maintaining existing ones; have depth of contacts in your specialized pond, but also expend on building contacts in other ponds.

## CHAPTER 9: KEEP IT GOING



### • How to follow up:

-The useful way to develop and form relationships: find something you can do for someone others and do it;

-Be reliable: if you promise to do something, to do it right away;

-Carry a small notebook. Write date, event name and something about the person;

-Use card scanner or binder to organize the business card you received.

-Learn more about the other people:

1. Ask questions when exchange business cards
2. Find their information on websites
3. Talk your friends or associates the person you met

So that you can say something individual when you meet them next time.



### • Networking is a contact sport:

-Create some opportunity to meet again;

-Keep in touch by email and phone. Use gifts and notes appropriately;

-Use "permission-to-follow-up" holidays and events to restart the connection;

-Follow-up could help you build strong and deep bonds with people in your network;

-Not all follow-up is successful. If your horse is dead, dismount.



**How to find topics when you prepare to meet your "frogs" the second time?**

## CHAPTER 10 HAPPILY EVER AFTER



.....

This book suggested a great deal of points for positive networking. It described network like a pond while we are the frogs in it and gave a story for each beginning of the chapter, which exactly showed how important positive networking can be. I found many readers comment that this book is too easy or too detail. It seems the author was keeping repeat on how to use business card by examples. I admit this is an introduction level book, but it is really useful for people like me who knew nothing about how to build networks. This book was published in 2005. Almost fifteen years past, the suggestions are still helpful for people who are not naturals at networking.

However, some cultural conflicts also exist. For example, a Britain reader commented that it would come across as rather brash distributing or collecting business cards from others in a social occasion. The condition is similar in China as well. People may not like to go into a group and introduce themselves directly. It will be regarded as reckless if you suddenly talk with a group of strangers.

This chapter is a conclusion of this book. Its aims to tell audience the important of positive networking and emphasis the key points again.

For example:

- Before find a prince, you have to kiss a lot of frogs;
- Discovering something you can do for someone else is the process of create and sustain networks;
- Make a habit of always carry business cards, give them out and introduce your name;
- Treat everyone as equals can save you a lot of time to figure out who's who.
- Be open to new people and let them into your network.
- Stepping outside your comfort zone and try to ask questions in public.
- Be there and know something. Read, listen, seek out knowledge and share it.

The author also suggested us to follow the seven secrets and do it well, so that to become a prince or princess of networking.

## CRITICAL EVALUATION

Moreover, nowadays Chinese people more like to exchange WeChat account rather than a normal business card... In my opinion, the methods in this book are according the author's experience. It is difficult to considered different culture or individual characteristics comprehensively. The most important aim of this book is to express the concept of positive networking. Therefore, just stand up and start networking right now! Hope all of us can find our prince or princess of networking successfully!

