



*Dr. Michele Gunderson's*

## Seven Principles of Networking Magic

- 1. CREATE CONNECTION:** what do you have in common?
- 2. LISTEN:** listen first before speaking; listen for opportunities to connect and serve
- 3. UPLIFT:** empathize and uplift (positive conversation)
- 4. SERVE:** connect them with resources, people, ideas; be genuinely interested in their welfare; be known as the go-to person who helps others (without giving away the store!) (eg. Thomas Tadlock)
- 5. LONG GAME:** be in it for the long game
- 6. CREATE GAP/CURIOSITY:** where can you leave a space so they enter into a conversation about your work? Why would THEY care? (eg "I teach about love")
- 7. GO SLOWLY TO GO QUICKLY:** let it go and don't be in a rush. Trust that the magic happens. The conversation will naturally turn to you.