

NETWORKING'S

BIGGEST LIE

Learn the Truth to Building a
Massive Network Now



by Randy Brown

Networking's Biggest Lie

EXPLODE Your NETWORK with the Truth

Ebook



- **Randy Brown**

- <http://randybrown.coach>
- Elite Coach Mentoring for Aspiring College Coaches.

- *Author, Rebound Forward*

- **Speaker**

- Elite Coach Mentoring--Mentor for worldwide basketball coaches
- Networking & Adversity expert
- Former NCAA college basketball coach, 20 years
- Live in Ames, Iowa



• **Ebook Table of Contents**

- Do you know anyone with a Truck?
- What is networking?
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- The Truth of Networking, 4 Parts
- Young Professionals meeting experienced people in their profession – The Final Four
- Plant the seed – The Future of your Network
- RESULTS of Truth Networking-My mentoring group
- TEN Tools for you to grow your network exponentially!

Do You Know Anyone with a Truck?

and could you borrow it for the weekend.....

Those who have effective networks always know who has a truck!



- **What is Networking?**
- The exchange of information or services among individuals, groups, or institutions. The cultivation of productive relationships for employment or business.
- Merriam-Webster

- Reach your career goal faster and secure better jobs through relationships, leverage, creativeness, and working degrees of connection.
- Randy Brown

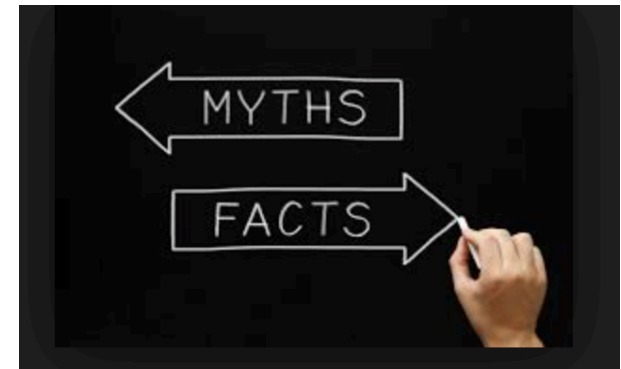
NET - WORK



**WORK
WORK
WORK
WORK
WORK**

Misconceptions of Networking

- Hand out business cards
- The two minute conversation
- One and done mentality
- It's easy
- Building network size
- I'll contact him IF I need him
- I'm a good interviewer
- I'm sure she'll remember me
- **IF YOU BELIEVE IN ANY OF THESE, YOU ARE JUST DELAYING YOUR ABILITY TO BUILD A POWERFUL NETWORK!**



Networking's Biggest Lie

It's not WHAT you know,
it's WHO you know



Now do this.....

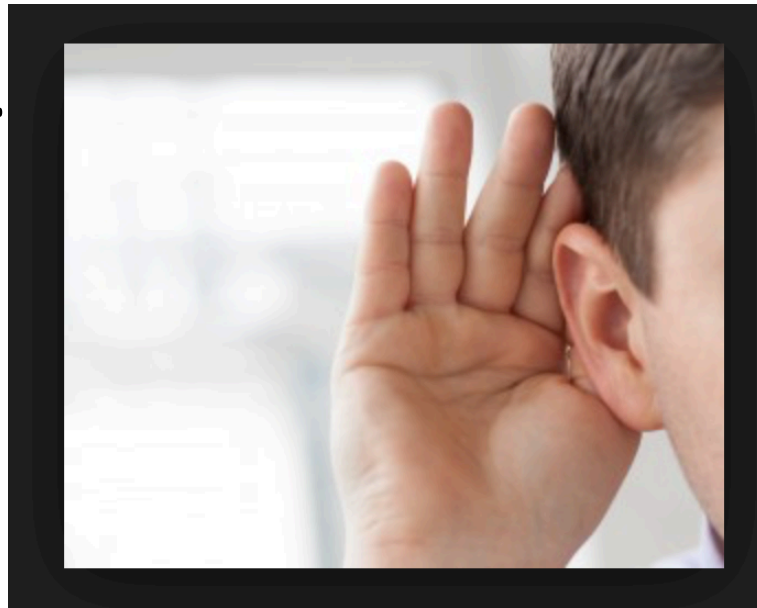


The Truth - #1

It's not WHAT you know

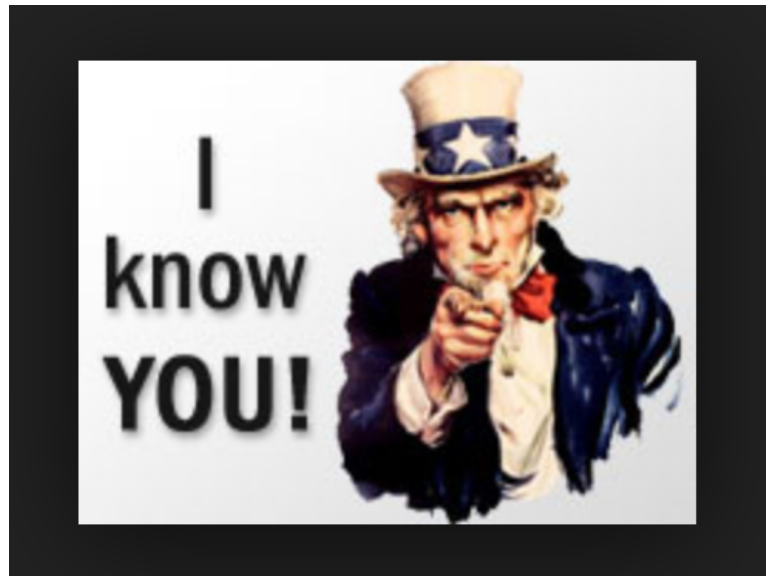
It's not WHO you know

It's.....



It's

WHO KNOWS YOU



- **“Who Knows You” Exercise:**
LIST the influential people you know

- 1.

- 2.

- 3.

- 4.

- 5.

- 6.

-

- What is your TOTAL? _____

- **LIST the influential people who know YOU**

- 1.

- 2.

- 3.

- 4.....

- What is your TOTAL? _____

- **RESULTS**

- TOTAL # YOU know: _____

- TOTAL # know YOU _____

- RATIO: _____

- GOAL: 20%

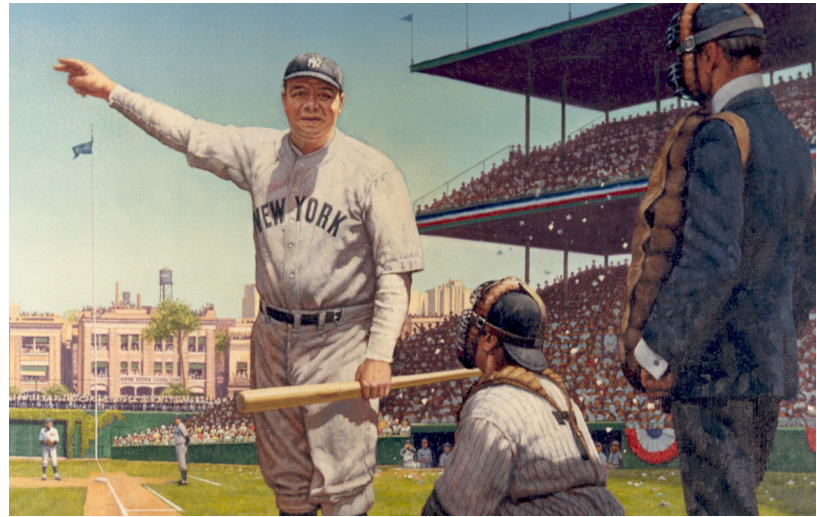
• The Truth - #2

- Drive depth in your network as you build volume.
 - DEPTH is the golden key!
 - Less is MORE
 - Focus on the Quality of the Relationship



- All relationships start on the surface—Your challenge is to nurture them into strong, supportive, caring relationships. Those are the people who will help you the most.
- Players/Employees don't care how much you know (respect) until they know how much you care!

The Truth - #3



- The Goal.....is Babe Ruth
 - Secure one Babe Ruth and you have what almost no one else has!
 - “The Called Shot” -Babe Ruth pointed to right field bleachers and hit a home run in the exact spot.
 - He can get it done for YOU!
 - **Fortunately**, I had two Babe Ruth’s; Tim Floyd and Kevin O’Neill. Many time they called with opportunities for me to consider, not the other way around. Because of them I never formally interviewed for a job.

The Truth - #4

People don't get jobs...People get people jobs



Young Professionals getting Experience —At the Final Four



“The Card Shake”



Introduce themselves to big-name coaches and offer their card. In their eyes, they have met these coaches and think of them as friends.

At the Final Four

In hotels, on the street, at restaurants and bars, at coaching clinics, practices, or at the airport, there are many opportunities to meet coaches from around the country.



What's Did You Accomplished at Final Four?

Nothing or.... SEED Planting

Building the future of your network



The Most Important STEP

- After planting seeds, the real work is ahead because.....

The Fortune is in the
Follow Up!

• Plant the seed

- Handshake, meeting, phone call, hand written note, people keep hearing your name.....repeat, repeat, repeat.
- Be open & creative with antennas up: Meet people at farmer's market, concert, bar, restaurant, game, opera, bingo, grocery store, walking down street
- Be proactive—if you know a person of influence will be at conference, set up in advance a time to say hello or FIND THEM.

• Cultivate the seed

- Water
- Weed
- Sunshine
- Fertilizer
- Pray



• Harvest the crop----year after year after year!

Always have your antennas up!

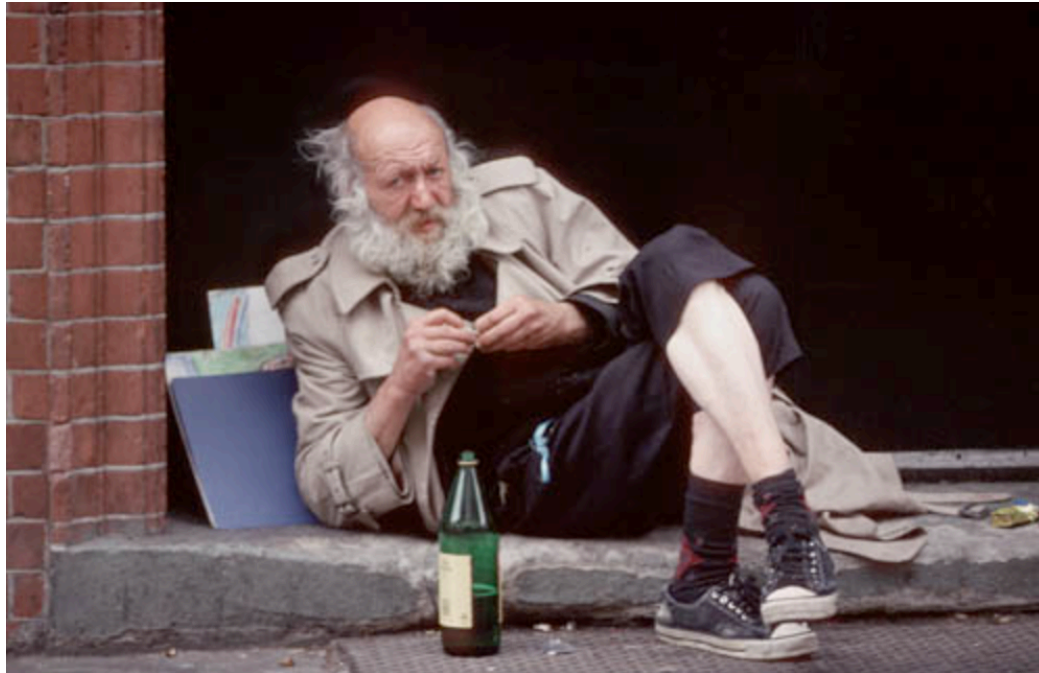
- You need to be aware no matter what setting you are in;
- Grocery store
- Airport
- Church
- Socializing
- Golf Course
- Conferences
- Think like this: everyday there are opportunities to meet someone who can help me, or knows lots of people who can help me!

- Which NETWORK will enhance career success?



Networking is like shaving.....

If you don't do it EVERY DAY you look like a BUM!



Awesome Power of Networking

57

Division 1

38

Division 2- Junior College

6

NBA

NBA--Chicago Bulls, Dallas Mavericks, Phoenix Suns, Milwaukee Bucks, Sacramento Kings

- Peter Crawford, Augustana University, SD to Dallas Mavericks
- Peter Herman, Winona State to University of Nevada
- Brian Koller, Indiana State GA to Asst at Centenary University
- Ryan McIntyre, West Virginia GA to Video Coor, South Carolina, Austin Peay
- Khristopher Williams, Fast Track, DOBO Longwood Univ.
- Nate Loenser, Windy City Bulls, NBDL
- Janet Butler, University of Nevada
- Ryan Glenney, Assistant Coach, Dallas Baptist University
- Marcus Smith, Mansfield University, OH, Akron University

- DaMon Perry, GA, University of Washington
- Tyler Erwin, University of Nebraska-Omaha
- Brooks McKowen, Head Coach, Upper Iowa University
- Brandon Rosenthal, St. Edwards, TX, UC-Santa Barbara, Houston Rockets
 - Phoenix Suns G-League assistant coach
- Vic Sfera, University of Virginia
- Jimmie Oakmann, Boston University
- Joey Puleo, Sunrise Academy, KS
- Blake Peterson, Bemidji State, MN
- Julia Allender, Women's BB, Sacramento Community College, CA
- Franklin Featherstone Emory & Henry College, VA
- Joel Machota, University of Detroit Mercy, DOBO
- Jon Mason, Howard University Women's Basketball, Asst Coach
- Brian Osterman, Associate Head Coach, Kansas State University
- HEROLD EXCELLENT, Durham College, Ottawa, CA
- Lucas Shapiro, GA, DePaul University
- Max Pendery, Cincinnati Christian College, OH
- Ryan Flack, Marshalltown Comm. College, IA
- Dustin Johnson, Quakerdale Prep, IA
- Ido Singer, Fisher College, MA
- Grant Peterson, UNI Manager, Assistant Coach, Truman State
- Nate Philippe, Head Coach, University of Quebec, Canada, Regis
- Colin Schneider, UWGB to Sacramento Kings
- Dominique Wilford, Commissioner, WMLBA
- Mitch Smucker, DOBO, Dartmouth College

Rock n' Roll or College Coach?



Taylor Harris, Denver, CO

BEFORE

Rock Star---Love Me Destroyer

8 years across the globe

AFTER

Current Asst. Regis College Women's
Basketball Coach, Denver, CO

5th gr AAU, student assistant, Metro
State, MSU Assistant



Ryan McIntyre, Austin Peay Univ.

BEFORE—18 yr old high school senior in West Virginia

AFTER—24 yr old Full time assistant, Austin Peay University,
Clarksdale, TN



BRIAN HAGEN, ASST. GENERAL MANAGER, CHICAGO BULLS



- ▶ A product of Joyce, Iowa, Brian attended Iowa State University and served as senior manager for Tim Floyd and Larry Eustachy.
- ▶ His relationship with Floyd allowed him to become the Director of Camps for the Chicago Bulls while Floyd was the Bulls head coach. He was an assistant at Texas-Corpus Christi for two years before joining Floyd with the New Orleans Hornets as a scout.
- ▶ Brian's relationship with Bulls GM Gar Forman, former ISU assistant coach under Tim Floyd, paved the way to return to the Bulls as a scout, and was later named as the Assistant General Manager.
- ▶ *"As a young guy just getting into the profession, I wanted to get to the Final Four but couldn't afford it. RB calls me the day before he was leaving and said he had enough miles to buy me a ticket and put my in his hotel room. That story sums up his commitment to helping others in the coaching world and is something I'll never forget. I 100% encourage you to join Elite Coach Mentoring."*

• Tools to Grow your Network Exponentially with Depth

- Adopt the Truth, Dump the Lie
- Learn to be a “Master Hand Writer”
- Creativity is a must—One HW note = 5 impressions
- Creativity—sending a handwritten note in a refrigerator box
- Remove “naysayers” from your life
- Every person is a potential contact or Babe Ruth.
 - “Mailroom to Board Room—Where will THEY be in 3, 5, 10 years?”
- The fortune is in the follow up– 49 cent Career Changer!
- Quality of person is first, the rest will follow
- Every day is an opportunity to build your network in size, depth, and get closer to your Babe Ruth

Shake Hands & See a THOUSAND people

.....because you don't know who knows them,
but they do!

"that was a Career Handshake" 1985



Randy Brown

Keynote Speaker



Rebound Forward-Rebound from Life's Most Devastating Losses and Stay in the Game

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RandyBrown.coach



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