

**Women in Leadership**  
**May 25, 2007 Seminar Highlights**

**Featuring Robert Littell, Chief Netweaver**



Ideal qualities of the most successful professionals:

- Ethics – “Walk the talk”
- Communications skills
- Informed – about products and services and other companies (competitors)
- Creative, resourceful & constantly growing
- Cool under pressure – “unflappable”
- High service orientation & desire to help others
- Extensive network of quality contacts
- Exceptional relationship builder

Netweaving = Golden rule + Paying it forward

Netweaving has morphed since the inception.

Helps tear down silos and walls.

Has been applied in business, church, Chamber of Commerce, nonprofits, schools (most recently in the elementary grades), MBA forums, international forums etc.

Netweaving helps individuals and companies create “win-win” scenarios. It’s one way to find synergy between different personality types.

Exercise: In small groups, each person think of and share the name of someone in their life who has had a profound effect / impact. Secondly, share a business concept or business experience that has had a significant impact.

Personal experience: from Marketing VP to mailroom of insurance company. Wanted to understand every level of the organization, how it contributed to the bottom-line and to issuing insurance policies. Learned about everybody’s job and built relationships. Tremendous experience.

“365 day softball team” – means getting to know people as individuals. It’s how barriers are removed, work gets done more efficiently.

Netweaving = mindset shift from self to others; what's in it for me to how can I help you; typically represents more mature perspective

Netweaving not against or attack on traditional networking. Need both but there are 2 major weaknesses in networking alone:

- Superficiality (vs establishing trust)
- Follow-up (time related / quick response; quality and creativity of contact)

What are YOU doing that would make people go WOW? (goal should be to become more remarkable, to stand out)

Train yourself to ask: Is there someone I know who would benefit from knowing this person? Could this person provide unique knowledge or expertise? Is this person someone to add to my trusted resource list?

Three Netweaving Skill Sets:

- How to be a better connector
- How to position yourself as a no-string referral source
- How to identify “best of kind” resource network / trusted resource network

Consider yourself in the “executive search business” when you're around other people.

How relationships are formed in Netweaving:

- First overcoming initial awkwardness when you first meet someone
- Initiative and courage leads to meaningful and inspiring dialogue (deeper dive in the conversation from the trivial; different perspective)
- You connect
- Appreciation and acceptance
- You bond
- Mutual trust

Netweaving “5 Step Program” (check out [www.netweaving.com](http://www.netweaving.com); take quiz etc.)

Harvard Business Review article / 2003: A meaningful contact / connection: How likely is it that you would recommend this person / company to a friend? A true test!!

What makes someone “referable?”

- “Go to” person (shares info, has expertise)
- Provides outstanding service
- Sends articles (identify points that really stand out / resonate)
- Make other referrals

Business schools don't teach Netweaving Skills!

- Connectors (“sneezers” who spread connections)
- Mavens (knowledgeable, subject matter experts)
- Salesmen (communicators, convey sense of urgency)

It’s great to be seen as competent....better yet, as remarkable.

Creativity Workshop: Tipping point / Brain Stimulators

Do an exercise where the only thing you can do is ask questions. No solutions or discussion of what will or won’t work. Just what, why, what if, How, etc etc.

Focus on the most unique thing you / your company does / has done.

Conclusion: Single act of netweaving....ripple effect...gets bigger....sunami effect  
Example of elementary school where Bob Littell talked about netweaving by having children introduce themselves. Initially they were self conscious etc. Then he had them bring one or more friends up with them and introduce each other and then introduce each other to someone they didn’t know, etc etc.

At the end, the children had mastered the art of introducing each other and were excited about meeting new kids they didn’t know. Bob received letters written by the kids telling them how much they learned that day. Other elementary schools are now interested in the concept.

Blood donation: the ultimate “pay it forward” idea. Giving blood helps people you’ll never know. And those who benefit – or their families and friends - give to help people they’ll never know. And so on and so on.

Go to [www.netweaving.com](http://www.netweaving.com) and learn more!!!!!! Take the quiz to test your own skills.