

**American Management Association's
Building a Powerful Network: How Leaders Get Buy-in, Alignment and
Commitment**

Learning Objectives

- Align Networking Opportunities with Your Business Growth
- Gain Access to Valuable Resources That Include Information, Expertise, and Support from Colleagues and Professionals in Your Field
- Utilize Effective In-Person and Virtual Networking Strategies
- Develop Skills for Building Partnerships, Cooperation, and Consensus for Moving Your Initiatives Forward
- Understand Why Networking Internally and Externally Will Benefit You and Your Role
- Align Your Self-Representation to Develop a Confident, Authentic Presence Based on Your Style
- Strengthen Your Thinking and Boost Personal and Professional Growth by Cultivating a Diverse Brain Trust; Benefit from Fresh Perspectives, Enriched Goals, and Valuable Feedback to Help You Achieve Your Objectives

Intentional “You”

- Explore the Importance of Networking to You and Your Role
- Assess Why You Want to Employ Networking
- Develop Contacts into Connections
- Promote Intentional Self-Representation and Reputation

Resume and Bio

- Use Your Resume to Inspire New Directions
- Design Your Resume to Suit Your Desired Goal
- Create a Bio Highlighting Your Skills and Successes
- Develop a Short Bio to Be Used as an Introduction

Digital Networking

- Align Digital Platforms to Audiences and Desired Results
- Decide Which Digital Platforms Suit Your Needs
- Develop and Expand Your Online Social Capital
- Create More Effective Networking Emails

Inside Your Internal Network

- Align Networking Opportunities with Your Career Growth
- Construct an Intentional Approach to Advance Access to Valuable Resources That Include Information, Expertise, and Support from Colleagues and Professionals in Your Field
- Develop Skills for Building Cooperation and Consensus for Moving Your Initiatives Forward

Connecting with Impact

- Utilize Effective In-Person and Virtual Networking Strategies
- Develop Skills for Building Synergistic Partnerships
- Strengthen Your Thinking and Boost Personal and Professional Growth by Cultivating a Diverse Brain Trust