

Purposeful Networking: Connections, Credibility and Professional Reach

Core skills developed



Decision making & judgement



Productivity & personal effectiveness



Leading self & others



Collaboration & teamwork



Effective communication



Adaptability & learning agility



Relationship & stakeholder management



Analytical thinking & problem solving



Emotional Intelligence (EQ)

Benefits

Turn brief introductions into lasting advocates

Professional opportunities often take shape through relationships long before they appear in formal processes. Networking today depends on clarity, credibility and consistency rather than chance encounters or surface visibility. This course develops practical networking skills that support meaningful professional relationships across meetings, events and ongoing interactions. Participants focus on presenting a credible professional identity, starting conversations with intent and maintaining contact in ways that feel appropriate and sustainable.

The course covers both internal and external networks so relationships remain relevant as priorities shift. The result is stronger professional reach, trusted connections and networks that support influence and continued opportunity over time.



Course participants will project stronger professional credibility, have clearer visibility and greater confidence in their professional standing.



Stakeholders will gain access to trusted professional networks with expanded reach and clearer expectations for engagement.



Your organisation will have a stronger professional reputation, wider external reach and more consistent relationship continuity.

Modules

Understanding your current network

1

- Mapping existing professional relationships to understand where connections already exist
- Recognising where additional or stronger relationships would support current work priorities

Competency: Map existing professional relationships to understand connection patterns and coverage.

Strategic preparation for engagement

2

- Designing relevant opening points that establish professional intent
- Structuring specific questions to guide meaningful interactions during meetings

Competency: Prepare targeted engagement plans that establish professional credibility during first encounters.

Professional interaction and rapport

3

- Navigating conversations with clear transitions and appropriate exits
- Presenting a consistent professional identity when meeting new contacts

Competency: Manage interactions with social precision to build immediate rapport and trust.

Network continuity and influence

4

- Maintaining regular contact with key stakeholders to sustain professional visibility
- Sharing relevant insights across digital platforms to reinforce professional standing

Competency: Sustain long term professional relationships to ensure ongoing visibility and influence.

Outcomes

- ★ Develop a balanced, mutually beneficial network of contacts through a strategic and sustained approach to networking
- ★ Build rapport and stronger connections through a credible, confident and authentic networking style
- ★ Grow your personal brand and raise your profile with your network through impactful in-person and online communication