

An aerial photograph of a group of people standing on a light-colored, geometric-patterned floor. Thin, dark lines connect the people, forming a network. The people are small in the frame, emphasizing the connections between them.

Connecting *with* OTHERS

Understanding the Priceless Value of Networking

A close-up photograph of three hands of different skin tones (dark brown, light brown, and white) clasped together in a supportive grip. The hands are wearing dark-colored sleeves.

Olumuyiwa A. Oludayo, Ph.D.

Table of Contents

Foreword

Chapter 1: Understanding the Power of Networking

Chapter 2: 26 Perspectives of Effective Networking

Chapter 3: Making Networking Successful

Chapter 4: Becoming Sought After

Chapter 5: Positioning for Relevance

Chapter 6: Knowing What You Are Worth

Foreword

Knowing how to communicate ideas and achieve purposes is a skill that must be acquired intentionally. We all need to know how to win with people. We need to know that people are the most dynamic of all resources at our disposal for attaining success.

People are resource creators; they know how to bring things to being. People are resource innovators; they have the capacity to improve the functionality of other critical success ingredients. People are resource deploying factors; they know how to utilize other resources to derive maximum value.

It is therefore important to know how to connect with these people by engaging proven principles of networking. In this piece, I share a few ideas on the subject of networking and how you can derive value from them.

Enjoy your reading time.

Olumuyiwa Oludayo, Ph.D.

🐦 📷 @muyiwaoludayo

CHAPTER 1

Understanding the Power of Networking

The subject of Networking has become very germane to our quests to excel in our endeavours and to maximise the opportunities that life may present to us. It is however clear that we all can do more if we leverage on the strengths and competences of others. We can achieve more if we all make inputs into one another's pursuits.

The worth of your network is determined by your inquiries within the network.

- Dr. Olumuyiwa Oludayo

Basis for Networking

I suppose that networking is essential for three major reasons namely:

1. To reduce the effect of one's deficiencies and weaknesses in achieving a goal.
2. To maximise the strengths and competences of others in realising a worthy target.
3. To make the most of your resources while leveraging on the resources of others.

These three reasons lie on the competence and ability of the individual to achieving worthy feats. Networking therefore becomes very important to the extent that everyone brings what he has to the table so that it can benefit others towards achieving their personal or shared aspirations.

***You may never know what you have if you don't
ask those you know.***

- Dr. Olumuyiwa Oludayo

Top Considerations for Effective Networking

1. ALWAYS MAKE INQUIRIES. Making the most of your network is a responsibility that requires commitment from every participant. No matter how connected you are to those that can make things happen for you, if you don't ask questions, your desires will remain a mere wish. The worth of your network is determined by your inquiries within the network. People never know what they have access to until they ask those that they have access to. There may be so many opportunities that arise from sharing ideas and conversations with people.

***Many people suffer because they don't know
what their network can offer.***

- Dr. Olumuyiwa Oludayo

2. DON'T LOOK FAR AWAY TO BEGIN. The strength of your network is that it begins with those that are closest to you. Forming a worthy network is like going from the known to the unknown. You may never know what you have if you don't ask those you know. The people you know may not have so much to show but they may possess valid information that will connect you to the things you have since longed for.

***Networking helps you to reduce the effect of your
deficiencies and weaknesses in achieving a goal.***

- Dr. Olumuyiwa Oludayo

3. MINIMISE LOSSES, MAXIMISE GAINS.

Your network allows you to get more from what you have than you would have gotten if you never interacted with others. Many people suffer because they don't know what their network can offer. There are losses that can be avoided if you relate well within the circles you find yourself.

CHAPTER 2

26 Perspectives of Effective Networking

In this chapter, I have outlined perspectives of a networking relationship, I hope it adds value to you and provides a guide as to what to look forward to when you find yourself in settings that promise value for your time, energy and resources.

Your strength is a combination of your capacity and those with whom you pursue shared interests and goals together. Knowing the diverse dimensions of networking helps you to maximise these strengths.

1. Your network is a relationship between people with whom you are interconnected.
2. Your network is a relationship between people with whom you are interrelated.
3. Your network is a group of people linked by common and shared interests.
4. Your network is a relationship between people who provide support for one another.

5. Your network is a group of people where you can draw strength to make up for your weakness.
6. Your network is a platform where you share beneficial information amongst people.
7. Your network is a platform where there is an exchange of meaningful services amongst people within a group.
8. Your network is a group of people that may be individually unconnected to one another but all contributing to causes that you promote.
9. Your network represents people that you are in partnership with to deliver on mutual goals and aspirations.
10. Your network is an alliance of people who pursue common objectives even from diverse perspectives.
11. Your network is an association of people that offer value to the extent of your inquiries within the network.

12. Your network is a point of collaboration between people who possess strengths and weakness in different measures.
13. Your network represents all your affiliations poised to enable you realize your vision through the instrument of contribution.
14. Your network refers to the links you can progressively match and trace towards a worthy ideal.
15. Your network is a platform of cooperation where efforts are combined to produce noble things in products and services.
16. Your network is a relationship with people with whom you share affinity with by virtue of the qualities they possess.
17. Your network joins people to targets that they desire but are unable to reach because of obvious limitations and constraints.

18. Your network is a path to conveying and sharing valuable information between individuals who are positioned differently in diverse sectors of the economy and at different layers.
19. Your network is a place of identification of opportunities.
20. Your network is the point of recognition of possibilities.
21. Your network is the point of introduction to collaborators that are passionate about your goals and aspirations.
22. Your network is the point of creating ventures and frameworks to maximize opportunities within a society.
23. Your network is a platform that fosters interaction on matters of mutual importance and value to the participants.
24. Your network is a platform for boosting your prospects to achieving your personal and

professional goals.

25. Your network is a platform for advocacy and giving prominence to issues worthy of affecting the dignity of humanity.

26. Your network is the platform for the aggregation of support for worthy causes.

These perspectives are by no means an exhaustive list but they provide an insight into what networking is and what can be accomplished if engaged properly.

CHAPTER 3

Making Networking Successful

Your network is the strength in your relationships to realise goals. It is a process of consistently seeking to add value to one another while leveraging on the strengths of others where you are weak. Your network is as strong as the possibilities they can make happen.

The value of your network is dependent on what they can make happen when goals are clearly communicated. The worth of any networking relationship is in the results it secures. Every person within a networking relationship has some value to share. The value may not always be apparent but when competences and resources are mined, the value you possess will become visible.

7 Focal Points in Networking

1. **GIVE.** The activities in a networking relationship rely heavily of what is been given by the parties in the relationship. Here, giving is not the same as sharing. Giving here connotes transferring ownership. In a networking relationship, the centre

of interests is in the opportunities you allow others experience that possibly costs you a bit. In a networking relationship, you should be willing to permit others within your sphere of influence to grow and take their chances. If your goal is to maximise the worth of your network, then you must be prepared to be liberal in providing others with that which increases their chances of excelling in their pursuits.

No one has ever become poor by giving.

— *Anne Frank*

- 2. SUPPORT.** Many a time we find out that the people we relate with have multiple roles and obligations that they do not have the capacity to fulfil all by themselves. Your quest in making the most of such a relationship is to lend a helping hand. Ask yourself, "what can I do to bear part of this weight?" Look for areas where you can assist others to achieve their goals. Your support can come in form of giving financial assistance. It can even come by helping them do some portion of the work they need to do in

order to realise their goals. Every effort needs support to achieve a desired result. You are adding value to a relationship when you aid someone in achieving his dreams.

You can do anything as long as you have the passion, the drive, the focus, and the support. - Sabrina Bryan

3. **ADVOCATE.** There's someone within your network that can become an achiever if you will care to back him up and make a case for his proposals. Can you be the voice that speaks on behalf of another in order to promote their cause. In a networking relationship, value is added when you find a worthy cause to champion on behalf of someone else. You become a sponsor of objectives that resonates with you, an apostle of causes that promotes human dignity. As an advocate, you become the spokesperson for people, organizations and institutions. Being an advocate shows that you are ready to take up a cause on behalf of another. It suggests that you are ready to walk in the shoes of

another in order to experience the joy of success together.

The weapon of the advocate is the sword of the soldier, not the dagger of the assassin.

- Alexander Cockburn

- 4. RECOMMEND.** We live in times of overwhelming complexity, accelerated change and tremendous competition. There are many opportunities that we can take advantage of but there are many contenders. Being a value adding networker will require that you endorse another person as suitable for executing opportunities they are seeking to maximise. Your recommendation is based on your personal experience of the person's competence to deliver value as proposed. Your recommendation is an act of approval that you can vouch for someone to produce results and deliver value. Your decision to recommend someone may demand writing letters of reference or putting a call through to a decision maker. Making recommendations is a platform of contribution

towards the success of a person with whom you have a relationship.

*The hardest thing is writing a
recommendation for someone we know.*
- Kin Hubbard

- 5. SHARE.** Every quest for success will always require gaining access to opportunities. However, not everyone has the privilege of accessing such opportunities even though they possess the competence or the wherewithal to maximise it. A value adding activity in a networking relationship is enabling access for others. To share is to make known to others what they are ignorant of but need to excel in their work. To share is to expose someone to points of advantage that they can exploit to increase their chances of success. Sharing is allowing others to be a part of what they were not originally billed to benefit from. Sharing is making sure someone experiences circumstances that have the power to contribute meaningfully to the causes they are promoting.

*Love only grows by sharing.
You can only have more for yourself
by giving it away to others.
- Brian Tracy*

- 6. IMPROVE.** Success is an ongoing realisation of ideal causes that ultimately promote the dignity of humanity. Success is a never-ending journey because it always reveals what new thing can be done or what areas of service can be made better or what things should be halted. One point of interest in a networking relationship is to seek ways where you can enhance the value of another. Many people have potentials that need to be refined in order to be fit for the marketplace. Your role as a value adding networker is to enhance the value of those potentials. Look within your relationships and identify those you can improve their competences so that their odds of success can be beneficially altered. There are friends that possess crude talent and all they need is someone to help them refine it and they will be better.

*There is always space for improvement,
no matter how long you've
been in the business.
- Oscar De La Hoya*

7. **OPTIMISE.** There are three main ingredients for realising your aspirations. These ingredients include plans or purposes, resources and opportunities. In a networking relationship, there's no one that will reject the offer to make the best use of the resources at their disposal. You will be adding tremendous value to others when you can show them how to derive greater benefits from their resources. You should always ask yourself how you can aid efficiency of resources for others. Focus on how you can show them how to maximise the competences of the people that work with or for them. Show them how they can leverage on technology for speedy and accurate results. You will be loved and much sought after if you can show others how to make the best use of their scarce financial resources. One other focal point in a

networking relationship is showing people how to make the best use of situations and circumstances. Success or failure is an event that if not well managed can lead to losses.

***Real rich people know how to bring in more money with the same amount of effort.
It's a matter of efficiency.
- Suh Yoon Lee***

Close Out

Let these 7 areas of interest guide your networking relationships. It will allow you add value and receive same in measures that are beyond what your personal efforts can appropriate.

CHAPTER 4

Becoming Sought After

One wonders why certain persons get all the attention in the midst of others. There seems to be a crop of people who enjoy the favours of individuals who are in dire need of certain things. This chapter tries to identify the traits of a person that is sought after. It seeks to show what truly drives other individuals to pursue certain people for their time and attention.

What People Look Out For In Others

1. A person that is sought-after is one that is **IN GREAT DEMAND** largely because his qualities are high and rare. If you must be desired, then you must *exhibit uncommon traits of excellence*.
2. A person that is sought-after is **A SOLUTION CENTRE**. If you must be desired, you must be dubbed as **a giver of hope to the dim aspirations of others**.

3. A person that is sought-after is **A RALLYING POINT** where all interrelated and interdependent parts form a connection that aid advancement. If you must be desired, you must *possess the capacity to bring and hold people together to pursue a common cause.*
4. A person that is sought-after has demonstrated **CAPACITY TO TACKLE ISSUES** that have significant impact on others. If you must be desired, you must make determined efforts to *address issues with the sole aim of bringing it to a beneficial end.*
5. A person that is sought-after is one who has **BUILT A REPUTATION FOR OVERCOMING INCREDIBLE ODDS IN LIFE.** If you must be desired, you *must have an antecedence for resilience.*
6. A person that is sought-after is known to be **CONCERNED ABOUT THE WELFARE OF OTHERS.** If you must be desired, you must be ready to *show affection to the needs of others.*

7. A person that is sought-after is one who rated as **A BUILDER OF OTHERS**. If you must be desired, you need to *show competence in creating things that will enhance the output of others*.
8. A person that is sought-after is one **CHARACTERISED WITH RESCUING INDIVIDUALS AND NATIONS FROM REPROACH**. If you must be desired, you must be *capable of delivering people from imminent danger*.

Your Responsibility to be Sought After

1. Possess **RARE QUALITIES**: Be a person of visible and noticeable exceptional standards.
2. Develop the reputation of a **SOLUTION CENTRE**. Be a giver of hope to the dim aspirations of other people.
3. Review your **PUBLIC IMAGE**. You should only join conversations where you want your voice to be heard.

4. Be **RELATIONAL**. You must maximise human contacts. Have a positive attitude towards meeting people.
5. **PUBLISH**. The more of you that you share, the better visibility you gain. Write reviews on topical issues. Do videos on value adding issues.

Close Out

Those who are sought-after strive to add value to the people and environment they find themselves in. They don't mind their family background, previous negative experiences, opinions of others, the rejection and neglect of others.

CHAPTER 5

Positioning for Relevance

The title of this chapter reinforces a great perspective towards success in life: **look within**. A cursory look at it suggests that your goal to succeed largely depends on your ability to make yourself visible to those who deserve the value of your competence. No matter how excellent you are, once you are hidden from those that value you, you will never get invited to the table rather you will be an item on the menu.

There comes a time when you need to offer your competence to others simply because they don't know what you are capable of doing. In this fast-paced world, learning to know the best way to make yourself visible has become very important.

Positioning yourself begins with a good understanding of the viewpoints that depicts the worth of self-advancement.

“The worth of your work is unknown if it remains a best kept secret.”

1. See Yourself as a PRODUCT. The art of positioning yourself for relevance presupposes that you consider yourself as a needed product that has qualities and solutions needed by a specific market. You need to hold the strong viewpoint that you are capable of satisfying peoples wants and needs.

As a product, you possess virtues and qualities that meets the needs of a specific audience. You are not a wandering generality rather you are a meaningful specific. You need to hold the viewpoint that you are capable of satisfying people's needs.

The art of positioning yourself for relevance is largely about seeing yourself as a needed product.

2. Discover your POTENTIALS. It is not enough to know that you are needed in the marketplace, you must be able to identify the setof competences that differentiates youfrom others. You need to reveal your uniqueness. Take an inventory of capacity by utilising personality tests and profiling. They reveal a great deal of your abilities that are even hidden to you.

3. Articulate your PROFESSION. We live in a world of multiple competences. These competences draw on our credentials, personality traits, acquired skills, information at our disposal, experiences in previous engagements and our natural endowments. In the midst of these however is that line of work that makes you passionate and enthusiastic all day long. The marketplace requires a professional, who has committed himself to a specific cause for which he has received training and can offer value. You must be able to identify your **Significant Circles Of Professional Engagements (S.C.O.P.E.)**. Examples abound of men and women who have defined their engagements e.g. John C. Maxwell literally speaks on key subjects such as Relationships, Equipping, Attitude, Leadership, Mentoring, and Success.

4. PROMOTE Your Capabilities. The art of positioning yourself for relevance is simply about promoting your multiple competences and its relevance to a targeted audience, individual or corporate organization. You need to make yourself visible and famous. No matter what you can offer if you are unknown, you will never be engaged.

Positioning yourself for relevance is about taking responsibility for promoting your competences.

5. Develop a Personal PHILOSOPHY. Dr. David Oyedepo once said, *“if you live your life to chance you don't stand a chance.”* You need a set of guiding principles that will influence your behaviour in all and any circumstance. You must develop a belief system that forms the basis of your decisions, associations and actions. Be careful however not to be constrained by these principles. Always allow your philosophy to evolve based on profound thoughts and ideas that are superior to what you used to hold in high esteem. By all means do not give in to moral relativism and situational ethics.

6. Enter into the right PARTNERSHIP. Jim Rohn posited thus; *“Don't join an easy crowd, you won't grow. Go where the expectations and demands to perform are high.”* You need to forge a connection of cooperation that leads to the realization of your vision. Your network reduces your waiting time. Your network guarantees you speed in the pursuit of your dreams. That's why if it takes you too long to get what you want; your network is poor. It is

important to note that the worth of your network is determined by your enquiries within the network. You may never know what you have until you ask those you know. Many people suffer because they don't know what their network can offer.

7. Design a PROCESS. The Holy Bible says a couple of things about having a profitable system or strategy that gets results for you. The first is that "... before every man there lies a wide and pleasant road that seems right but ends in death" (Pro. 14:12 TLB). The second is "The toil of a fool so wearies him that he does not even know how to go to a city." (Eccl. 10:15 NASB). You need to have a plan of action towards success in life. You must not approach anything worthwhile on common sense. Have blueprint, programme, approach, and procedure to get the results you desire. Be deliberate and intentional about how you want to attain enviable heights in your career. Designing a process will require goal setting, task listing, prioritising activities, maximising mobilised resources and taking actions for the results you desire. You need to set up a system that connects activities together with the view to maximising what each part can do to bring about the desired end result.

Project yourself and protect your capability to deliver value.

8. PERSUADE Your Market. In positioning yourself for relevance you want to convince others that you are capable of the offers they have made or capable of fulfilling the offer that you have made. The art of positioning yourself for relevance demands that you take deliberate steps to win someone over who probably didn't have so much information about you prior to your engagement with him. It is all about reasoning someone into engaging you.

Positioning yourself for relevance demands that you finding way to persuade others that you can deliver results.

9. POSITION Yourself. In positioning yourself for relevance, you take the position of both a buyer and a seller. As a buyer, you want to convince yourself that you are fit for the opportunities that beckon on you. As a seller, you want to position yourself where you can be easily reached and accessed to offer your services.

Positioning yourself for relevance places the duty of positioning on you. You must be strategic about where you go and are found.

10. Identify and stick to your PRIORITIES. The time, energy and resources at your disposal are limited and with use they get depleted if not well invested. You need to be able to determine what is important to you. Don't invest your resources in things you cannot investigate. Get your preferences sorted out in terms of the value they contribute to your dreams and aspirations.

11. Influence PERCEPTION. The art of positioning yourself for relevance is about influencing the perception of others about you and what you can bring to the table. Ultimately, positioning yourself for relevance hinges on your ability to influence the perception of others to make decisions that favour your quest for significance.

Positioning yourself for relevance requires that you wield your capacity to have an effect on other people's character, development, or behaviour.

12. Demonstrate PASSION. Jim Rohn said “Motivation is what gets you started. Habit is what keeps you going.” A passionate person is one who is able to stay motivated through thick and thin to achieve what he has envisaged as a worthy ideal. If you are not emotional about the envisioned success, you will deprive yourself of the energy required for the pursuit of your goals.

Close Out

No one lights a candle and puts it under a bushel. Competences are not to be hidden. They possess powers for business engagements as well as support for other peoples' personal, corporate or institutional goals.

Your quest for success has been built on the need for acceptance by prospective partners. Ensure that you engage well so as to attract support for the things you want to see happen in your life. Positioning yourself will demand that you give visibility to your capacity in order to maximise every opportunity.

Be a V.A.P (Value Adding Personality) and not just a V.I.P. (Very Important Personality)

CHAPTER 6

Knowing What You Are Worth

Management guru, Peter Drucker has asserted that we live in an era of Accelerated Change, Overwhelming Complexity and Tremendous Competition. Many individuals and corporations are struggling to earn what is commensurate to their perceived value.

This chapter advocates the need to know why positioning yourself for relevance makes you appealing to other people while deepening your worthiness.

You need to see yourself as a needed **PRODUCT**. You must take responsibility for **PROMOTING** your competences. Find ways to **PERSUADE** others that you can deliver results. You have the duty of properly **POSITIONING** yourself and craft. You must be strategic about where you go and are found. Engage your ability to influence the **PERCEPTION** of others to make decisions that supports your quest for significance.

Why Do You Need To Sell Yourself?

1. To gain ACCEPTANCE. By this I mean influencing other individual to consent to your offer of service based on your competence. It is convincing them to undertake receive and utilise the things you are making available to them. A few ways to ensure you gain acceptance will include identifying shared values with your target audience or market as well as demonstrating small feats of early success in the tasks committed to you.

*"Aim high and don't sell yourself short.
Know that you're capable."
- Holly Holm*

2. To secure APPROVAL. You need to sell yourself in order to secure the favour and endorsement of those whose decisions and opinions can impact on your quest for engagement. Their commendation will largely depend on how you are able to let them see value in what you possess. In working towards getting the approval of significant influencers, you will however need to focus on personal development, demonstrate your capacity in areas that can be referenced and give up status symbols.

"Selling is essentially a transfer of feelings."

- Zig Ziglar

3. To attract SUPPORT. Those who sell themselves to others do so to attract support for the things they wish to accomplish. In positioning yourself for relevance to others, you want to try as much as possible to woo assistance where you have need. In positioning yourself for relevance, you are keen on getting those whom you can leverage on to realise your goals. You need those who can be burden bearers for the task ahead of you. In doing this therefore, you must position yourself as a rallying point for the solutions other people desire. You must also review your network to ensure that you are surrounded with people that can give value.

***A man's pride can be his downfall,
and he needs to learn when to turn
to others for support and guidance.***

- Bear Grylls

4. To gain VISIBILITY. The world we live in today is filled with so many competing options for the things you offer. Lack of visibility has been the reason for the failures of a few competent persons and corporations. You need to sell yourself in order to be recognisable. You need to be differentiated in the society. You want to be certain that your work is not mistaken with another person's work and your company is not misrepresented before your prospects. In order to put yourself in a position of prominence, you will need to publish the results of your efforts, exhibit a unique style in your delivery such that is attributable to you. You need to make the most of human contact and ensure you reach out. Those who gain visibility achieve it by leaning on successful brands or personalities in form of sponsorships and endorsements.

***"It is enjoyable to make things visible
which are invisible."***

- Eric Cantona

5. To maximise OPPORTUNITIES. Many a time people are unable to achieve their goals because they are unaware of the chances that make it possible. You need to sell yourself such that you can maximise the set of circumstances that enables your performance of defined tasks. In doing this, you will need to be deliberate in clarifying your intentions and making enquiries that elicit answers.

*"Success is where preparation and
opportunity meet."*

- Bobby Unser

Close Out

The worth of your work is unknown if it remains a best kept secret. You must find ways to project yourself as being capable of engagement to deliver value.



About The Author

Muyiwa is the Principal Consultant at Nathan Leadgate LLC where he champions the course of helping individuals and corporations across professional practice areas of People, Organization, Learning, and Strategy.

He is also a Research Fellow with the Chartered Institute of Personnel Management of Nigeria.

Muyiwa has held senior administrative roles in the Higher Education Sector of Nigeria when he served as Dean of Students at age 29 in Covenant University, became the Youngest University Registrar in Africa at age 32, a role he held for 4 years. He has also been the Director of the African Leadership Development Centre at Covenant University where he had the responsibility of designing and implementing Leadership development courses for internal and external audiences covering over 7000 participants weekly. This he did for 2 years between 2015 and 2017.

Muyiwa has got a Ph.D in Human Resource Management and expresses his thoughts in this field through conferences, workshops and seminars. He has been a facilitator for many professional and faith-based conferences.

Muyiwa has recently helped to directly influence over 500, 000 youths in finding their path in career through the N-Power Social Investment Programme of the Federal Government of Nigeria where he designed programmes across 6 thematic areas and produced 25 videos.

He is sharing thoughts on:

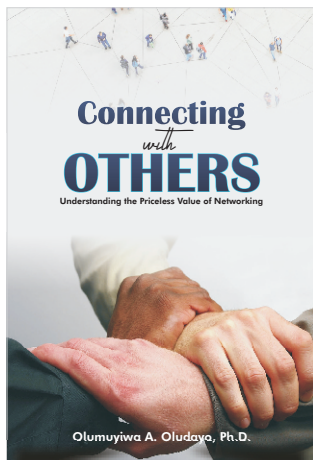
Twitter: using the **#MyMorningMuse** and **#MyEveningMuse** from

🐦 [@muyiwaoludayo handle.](#)

🌐 LinkedIn: over 120 articles

Muyiwa is happily married and blessed with children.

About the Book



Connecting with Others is a guide to identifying valued relationships. It reveals key insights on how to make the most of opportunities with people you meet often. It shares ideas on the pathways to successful networking. This little book contains powerful perspectives on engaging people in order to win together. This book shows you the importance of active engagement with other people that have the potential to be advocates for your cause. In this book, you will learn how to position yourself to be sought after.