

# Networking and communication management



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# Introduction

In this module, we will explore the key concepts and practical strategies for networking and communication management that can help you overcome some challenges in order to achieve your business goals.



# Learning objectives

- ✓ Understand the importance of networking and communication management for small business success.
- ✓ Learn how to build a strong professional network and maintain relationships with customers, suppliers, and other stakeholders.
- ✓ Develop effective communication skills for various audiences, including customers, partners, and employees.
- ✓ Identify and use digital communication tools to enhance networking and communication management.

# Let's get started!



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# Key Concepts:

- Networking
- Communication management
- Relationship building
- Effective communication
- Digital communication tools

# Networking

- is the process of developing and maintaining relationships with individuals and organizations that can provide support and opportunities for your business.
- can take place in various forms such as online or in-person.



# Communication management

- is the strategic planning and execution of communication activities that support business goals.
- includes developing a communication plan, selecting appropriate communication channels, crafting messages, and measuring the effectiveness of communication efforts.





# Relationship building

- is the process of developing and maintaining positive and mutually beneficial relationships with customers, suppliers, and other stakeholders.
- involves understanding their needs, interests, and concerns, and finding ways to add value to their lives or businesses.



# Effective communication

- is the ability to convey information and ideas clearly and efficiently to achieve desired outcomes.
- involves understanding the audience, selecting the appropriate communication channels, crafting a clear and concise message, and using nonverbal cues to enhance the message.



# Digital communication tools

- are online platforms and tools that enable communication and collaboration, such as social media, email, and messaging apps.
- include mailing lists, discussion groups, chat services, web conferencing, blogs, and RSS feeds.



# Continue with the self-assessment questions

# Networking and communication skills



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# Respect



# Friendliness



# Humor

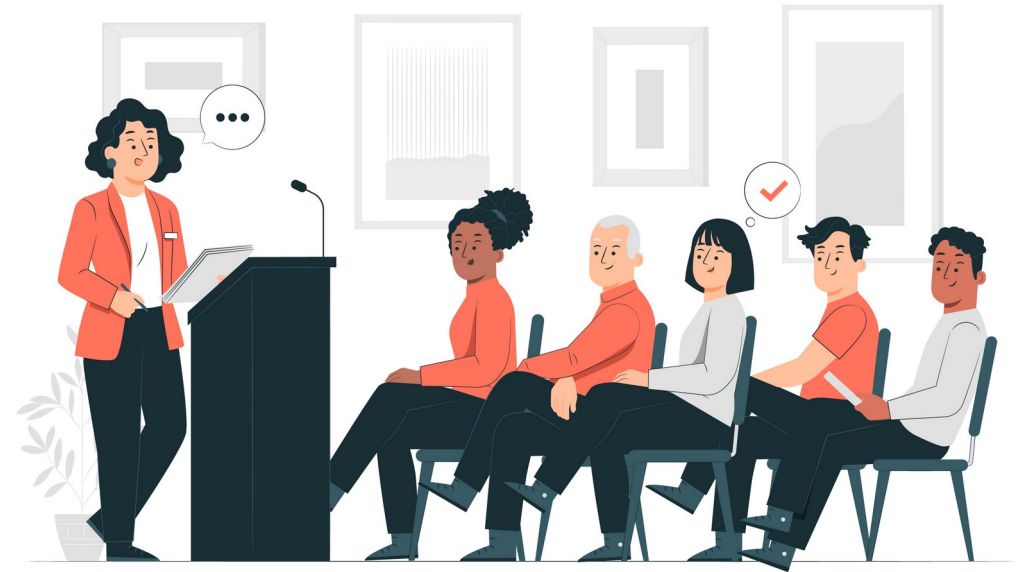




# Positivity



# Public speaking



# Confidence



# Thank you for your attention!



# Application practices for networking and communication management

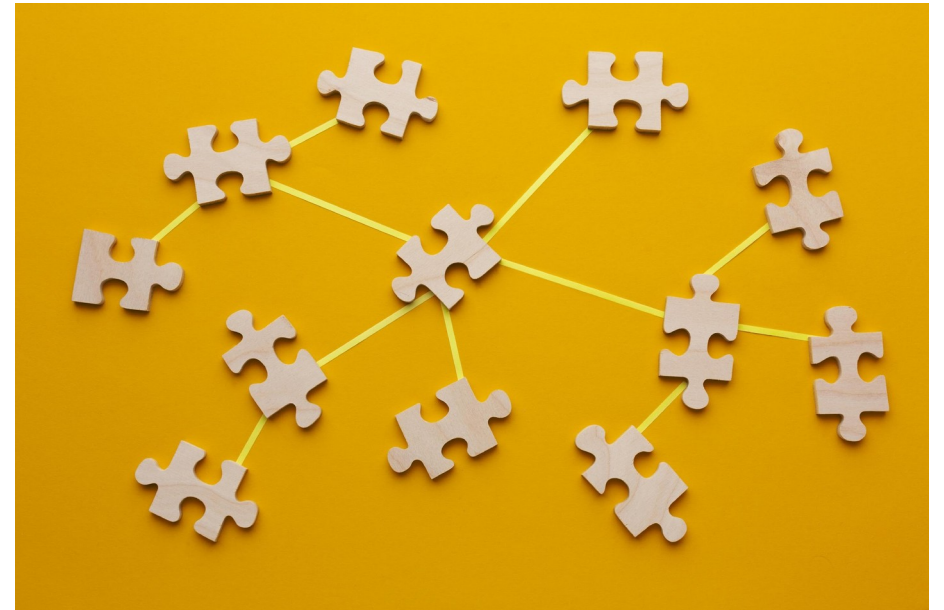
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# Practice 1

Develop a networking plan:

1. Create a list of potential business contacts and identify networking events or online platforms to connect with them.
2. Develop a strategy for building and maintaining relationships with these contacts.



# Practice 2

Practice effective communication:

1. Role-play common communication scenarios to develop your communication skills.
2. Use feedback from peers or mentors to improve your communication techniques.



# Practice 3

Use digital communication tools:

1. Choose a digital communication tool that suits your business needs and use it to communicate with customers, suppliers, or partners.
2. Monitor the effectiveness of your communication and adjust your strategy, as necessary.





THANK YOU FOR YOUR TIME!

