

CFAM7.4.3 Develop personal networks



Overview

This unit is about developing your personal networks to support both your current and future work.

Your personal networks may include people in your own organisation, people you meet from other organisations and people with whom you are in contact with over the phone or the internet.

Developing personal networks is based on the principles of reciprocity (exchanging things with others for mutual benefit) and confidentiality. People normally only want to network if there are mutual benefits from exchanging information and other resources. There must also be clearly agreed boundaries of confidentiality – certain information and resources may not be exchanged because they are confidential.

For the purposes of this unit, 'organisation' can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation.

This unit is recommended for middle and senior marketing managers. Such marketers might be employed within 'client-side' organisations, or within agencies/consultancies offering marketing services to clients.

If your organisation is a small firm, you should look at unit A3 Check your own skills which has been developed by the Small Firms Enterprise and Development Initiative (SFEDI) specifically for small firms and which may be more suitable to your needs. You can obtain information on the unit from the SFEDI website (www.sfedi.co.uk).

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Performance criteria

You must be able to:

- P1 develop and maintain personal networks of contacts, which are appropriate to meet your current and future needs for information and resources
- P2 ensure that key members of your personal networks have an accurate idea of your knowledge, understanding, skills, abilities and experience and are aware of the benefits of networking with you
- P3 establish boundaries of confidentiality between yourself and members of your personal networks and where appropriate, develop guidelines for exchanging information and resources
- P4 develop your personal networks to reflect your changing interests and needs
- P5 make active use of the information and resources gained through your personal networks
- P6 introduce people and organisations with common interests to each other

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the benefits for individuals and organisations of networking
- K2 principles of effective communication and how to apply them in developing personal networks
- K3 the range of different types of questions, and how and when to use them
- K4 the range of different communication styles and how people prefer to communicate
- K5 the range of methods for developing effective relationships with others in the work context and, where necessary, how to end relationships which are no longer of use
- K6 how to make active use of the information and resources gained through personal networks
- K7 the principles of confidentiality, and how to develop guidelines for exchanging information between individuals and organisations

Industry/sector specific knowledge and understanding

- K8 industry/sector legislation, requirements, regulations, policies and professional codes that are relevant to maintaining the confidentiality of information

Context specific knowledge and understanding

- K9 your own values, motivations and emotions, and the effect of these on your own actions
- K10 your own interests and how these may conflict with the interests of others
- K11 your own objectives in developing your personal networks
- K12 your current and likely future needs for information and resources
- K13 your knowledge, understanding, skills, abilities and experience
- K14 people and organisations that can support your work, and vice versa
- K15 the range of information and resources people may need
- K16 people and organisations in your current personal networks

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Additional Information

Behaviours

1. you acknowledge when your own interests are in conflict with common goals
2. you state your own position and views clearly and confidentially in conflict situations
3. you encourage others to share information and knowledge within the constraints of confidentiality
4. you identify and work with people and organisations that can provide support for your
5. you work to develop an atmosphere of professionalism and mutual support
6. you clarify your own and other's expectations of relationships
7. you model behaviour that shows respect, helpfulness and co-operation
8. you keep promises and honour commitments
9. you consider the impact of your own actions on others
10. you reflect regularly on your own experiences and use them to inform future actions

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