
Overview

This Standard is about developing professional networks to support your current and future work and personal development.

These networks can include a wide range of people – including colleagues you work with directly, people from other organisations and businesses, clients and customers, members of professional and trade associations and social media contacts

Performance criteria

- You must be able to:*
- 1 invest time in networking activities and build a network of business contacts
 - 2 be prepared to make the first approach when an opportunity to network arises
 - 3 establish rapport with others quickly and effectively and make a good first impression
 - 4 make sure you communicate a consistent message, including your non-verbal signals
 - 5 tell people clearly what you have to offer and how it is complimentary to their way of working
 - 6 make sure that you make contact effectively with as many people as possible in any networking situation
 - 7 follow through on commitments to make further contact or take action
 - 8 recommend other people in your contact network when you are unable to provide a service or product
 - 9 find ways to keep in regular contact with new and existing contacts
 - 10 identify business relationships that are not working as well as they should and try to improve them
 - 11 take into account the differences between people from different backgrounds in your business relationships
 - 12 recognise that people have different approaches in their dealings with others and adapt your behaviour to accommodate this where possible and appropriate

Knowledge and understanding

- You need to know and understand:*
- 1 how to develop rapport quickly when meeting people and create a good first impression
 - 2 how body language can influence your communications with others
 - 3 how to listen attentively and paraphrase to show that you have actively listened
 - 4 how to spot opportunities by listening to other people and finding possible connections with your own situation
 - 5 how to promote what you do in a way that will encourage other people to find out more
 - 6 the importance of acting with integrity to others at all times
 - 7 what you need to do to develop and maintain respect and trust
 - 8 how important it is to recognise and respect appropriate boundaries in your relationships with others
 - 9 how you benefit by introducing and referring your business contacts to others when the opportunity arises
 - 10 how to maintain networking relationships
 - 11 the benefits and disadvantages of the formal network groups available
 - 12 how to recognise, learn about and respect the differences between people from different cultures or backgrounds
 - 13 what influences people to behave in certain ways

Developed by	Creative Skillset
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Originating Organisation	Screen Skills (Creative Skillset)
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Relevant Occupations	Editor; Arts, Media and Publishing; Media Associate Professionals; Photographer
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Suite	Creative Media Generic Skills
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Keywords	Networks; Creative; Contacts; Trust
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