

## ***Your Networking Isn't Enough. It must be Effective. Here's How.***

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### ***Abstract***

I've focused this topic on, your theme for the event so that your entrepreneurs can evolve, grow, and gain the abilities to flourish through networking. Networking is not just making contacts with others; it is much more than that. Networking must be effective, and we've all been trained to do it all wrong!

To that end, I'm providing a simple outline for my presentation to kick off your conference. The point of the presentation is to start the participants with a new perspective about themselves, how that perspective becomes attractive to - and affects - others, and finally discovering how these two simple perspectives give us all the ability to respect, understand, become attracted - and attractive to - people with whom we wish to network.

Effective networking is much more than making contact. Effective networking is building powerful relationships.

The simple perspective is called empathy. Empathy for oneself, empathy for others, and how it brings us together. I'll also ask participants to see the rest of your conference through the same lens.

- 1) Self: The power of how we see our future selves and our legacy.
- 2) Others: The power - and attractiveness - of empathy for others.
- 3) The power of modeling, of emulating empathy in our lives to change our relationships, our goals and the future we wish to create



### ***Biography:***

Jeffrey Tobin is the Founder of The Concept Coach, LLC. An executive coaching company that works primarily with inspired entrepreneurs. He is considered by many to be a “compass” for entrepreneurs who want to discover their biggest futures. His proprietary tools and unique educational processes provide the necessary structure to foster both personal and business growth. He began working with entrepreneurs as a nationally recognized writer, speaker and consultant in 1981. Today, people are attracted to Jeffrey because he speaks from experience.

[6th Global Entrepreneurship & Business Management Summit;](#)  
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