



SKILLS FOR TOMORROW

“One of the secrets to building a great business is effective networks: finding amazing people to team up with, who can support you.”

Oli Barrett



Let's talk about...

Building an effective network

with serial co-founder and consummate connector, Oli Barrett.

Watch our 'Let's talk about ...' videos for tips and insights to help you grow your business in the digital world.



Tip 1:

Ask new people what's keeping them busy

When you first meet someone, take an interest in them as a person. Forget the business card. Ask 'what's keeping you busy?' and you'll open new doors.



Tip 2:

Introduce yourself with three or four 'hooks'

Start by telling new people several different things about yourself, nothing to do with your job. Giving people hooks helps start interesting conversations.



Tip 3:

Talk about the future

If you're talking to someone about today, you've missed the opportunity to collaborate. Talk about the future to help them get to where they want to be.



Tip 4:

Show enthusiasm

Take a longshot, introduce yourself by email. Be enthusiastic, focus on something recent and specific that they've done to show you're interested in them.



Tip 5:

Create trust with common references

You've got to establish trust very quickly in an email. Mentioning a name, phrase, or an organisation that they recognise helps build trust.



Tip 6:

Keep in touch with people

It always pays to keep in touch with people and what they're up to. You never know where – or who – your next opportunity will spring from.

Learn more from Oli at bt.com/skillsfortomorrow/work-life