

Networking & Personal Branding

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Networking



Each person you come across is a book that you should treasure, and treat as such.

Demonstrate genuine interest in each person you meet

It is not what you said that would make them remember you, it is rather how you treat them

To get a YES, you must be willing to hear Nos



- Little children are not afraid to fall
- You should never be afraid to hear NO
- For every YES you get, you must be willing to hear ten Nos
- Do not be afraid to ask the right questions to get you where you need to be
- If you do not ask, you will not received

How you perceive others, it is how you will be perceived

- Approach to Cleaner
- Approach to CEO
- There should be no difference between the way you treat the CEO and the Cleaner



Networking

- Identify an organization that would serve your interest
- Ask your manager to introduce you to the head of the department of interest
- Before you accept a job, make sure you ask questions about the manager
- No one will promote you, you must ask for it, by meeting the right people

• Smart networking

Networking Organizations

World Affairs Council of Atlanta

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World Trade Center

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