

# MEET ELLEN POOLE

Relationship Architect | Author | Corporate and Career Development Speaker

## ELLEN'S SPEAKING TOPICS

### “NETWORK” IS NOT A VERB

Are you waiting until you need to call on your network to start building it? Do you feel like you need to know more people, or know the “right” people, but find that “networking” feels too superficial or transactional? From a career built on a lifetime of creating meaningful professional relationships, Ellen Poole shares the secret no one talks about: If you want to build a powerful network, you must be someone that others want to add to their own networks.

Based on her book, *“Network” Is Not a Verb*, Ellen will show you how to:

- Make yourself indispensable to potential connections.
- Meet the people who will be part of your network for years to come.
- Authentically nurture and deepen your professional relationships.
- Avoid common mistakes that can unwittingly alienate your new contacts.

### HOW TO BUILD A “NETWORK” AS AN INTROVERT

Are you too busy to “network?” Do you dislike or even dread it? Do you worry you’re not good at it, but fear that if you don’t do it your career will stall? In this session, Ellen Poole offers good news: You can stop wasting time “networking” and focus your time on what really matters in building worthwhile professional relationships.

- Learn why “networking” doesn’t create meaningful ties.
- Develop strategies to meet and get to know new, valuable contacts without going on the “networking circuit” or spending hours on social media.
- Learn why it doesn’t matter whether you’re an introvert or extrovert when it comes to developing professional bonds.

### EFFECTIVE CONNECTING FOR EXECUTIVES

Now that you’re at the top, you’re too busy to spend time “networking.” But don’t be deceived—professional connections are more critical than ever! When you’re already working 24/7, how do you ensure that you continue to build your network while maintaining your existing relationships?

In this session, Ellen Poole adapts for the C-Suite the ten Tactical Tips from her book, *“Network” Is Not a Verb*, based on her experience as a member of the Executive Management Group at a Fortune 100 company and observations from more than 20 years interacting with corporate executives on multiple nonprofit and trade association boards of directors. You will learn:

- Where to target your network-building time and energy for maximum effectiveness.
- How to identify and avoid “networking” time-wasters.
- The critical do’s and don’ts for leaders that can enhance—or destroy—the relationships you already have.

### COUCH CONNECTIONS: BUILDING YOUR NETWORK WHEN YOU’RE WORKING FROM HOME

Since 2020, many professionals have had to adapt to a new office space: their homes. When human contact seems to be all about screen time, how can you develop the professional network you need to be successful?

- Learn the core principle of network-building and how to successfully adapt it to a virtual work life.
- Find out why social media is not the best path to meaningful connections, and what is.
- Learn practical ways to enhance your appeal to potential contacts when you’re working from your couch.