



national **latin@** network

THE SKILL AND ART OF NETWORKING

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Casa de Esperanza

Starting from a small group of Latina activists in St. Paul, Minnesota in 1982, Casa de Esperanza has grown into the premier Latin@ domestic violence organization in the country.



Our mission—to mobilize Latin@ communities to end domestic violence—is served through our five core values:

- Latina leadership
- Entrepreneurship
- Organizational excellence
- Living free of violence
- Community-driven solutions

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Casa de Esperanza

- We recognize that it is the community that will end domestic violence, not any system or organization.
- We emphasize developing social capital (i.e. trust, social capital (i.e. trust, reciprocity, information and cooperation) because we believe it decreases domestic violence.

The National Latin@ Network

- The **National Latin@ Network for Healthy Families and Communities** (NLN) is a project of Casa de Esperanza that is working at ending violence and promoting the health and well-being of Latin@ communities around the country.
- NLN is a national resource center funded through the Family Violence Prevention Services (FVPSA) division of HHS.

The National Latin@ Network

- The main goals of the NLN are:
 - Public Policy
 - Research
 - Training & Technical Assistance



What is Networking?!

“In its purest form, it’s about people enjoying other people, **communicating passions** and **connecting** with others who **share those passions.**”

(Vest, 2014)



**ME: *I WILL NOT BE
AWKWARD TODAY***

PERSON: HEY!

ME: GOOD THANKS!



How Do We Fuel Ourselves?

Introverts

Extraverts

AMBIVERT

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Curiosity is key

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Networking events
vs.
Networking every day

Networking skills

Effective listening Instead of Tactics and Strategy

Basic Networking Structure

The Introduction

Assessment

The Pitch

The Close

The Introduction

“Hi, I’mFrom.....”

Ask questions to understand and assess

“Where/What do you?”

“How do you.....?”

Concise story of me

What I offer
The Story of Me
Elevator pitch

The Closing

The Ask -

I am looking for/I'm interested in ...

Business card -

Transitioning/Closing

Final Step – The follow-up

The follow up email, text, or message

Hi blank!

It was great meeting you (date) at the (event name). I enjoyed hearing about blank. Here are the (blank).

Good luck and I look forward to speaking to you soon.

INTERRUPTING/JOINING

3 groups

One meaningful connection
is more valuable than a
thousand contacts

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