

Having the right relationships  
has never been so important!



BE YOUR  
**BEST**

# IT'S WHO YOU KNOW

**How to Make Networking  
Work for You**

**JANINE GARNER**

WILEY



We all have a network...the question is whether it is the right network for you? Janine is an expert at helping people identify who their network is — do you have the right people at the right stage in your career and life to help guide, steer, cheer and challenge you on your journey? Networking is not about collecting business cards or LinkedIn connections but about strategically identifying and engaging with the selected individuals who form your tribe to help you achieve your goals. *It's Who You Know* will show you how.

***Julia Van Graas, Partner EY***

Finally — a fresh alternative to networking that makes sense. This is a book for smart people on a quest to build quality connections.

***Dr Jason Fox, best-selling author of The Game Changer and  
How to Lead a Quest***

Janine Garner is a true connector of people and has helped teach, support and encourage countless women and men from the corporate industry and private business owners to drive deeper, stronger results through her excellent business acumen and experience. *It's Who You Know* is absolutely essential reading for those who wish to learn the best personal networking strategies or for those who are at a stage where they wish to re-energise their professional and personal goals and kick-start the process to achieve more!

***Olivia Walsh, Head of Talent Development and Diversity APAC, CBRE***

Build a strategic network before you change the world. Leaders know that it's not just what you know, it's also who you know that defines 21st century success. We may be the sum total of the five people we know and spend time with. This book shows you how to be strategic and intentional about how you do that. Janine embodies this ideal and is the perfect thought leader on the topic.

***Matt Church, best-selling author of Amplifiers, founder and chairman of  
Thought Leaders Global***

I'm a real-world example that what Janine says in this book works. I have worked closely with her over the last couple of years expanding the influence of the top talent in my organisation. Janine has brought many individuals from her personal network to the table to share their experiences. You have to make your network matter, and it's a two-way street. You have to read this book.

***Duncan Smith, VP, Hewlett Packard Enterprise***





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First published in 2017 by John Wiley & Sons Australia, Ltd  
42 McDougall St, Milton Qld 4064  
Office also in Melbourne

This edition first published in 2019 by John Wiley & Sons Australia, Ltd

Typeset in 12.5/14.5 pt Arno Pro

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book is available from the  
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Cover design by Wiley

Figures by Presentation Studio

Printed in Singapore by C.O.S. Printers Pte Ltd

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# About the author

Janine Garner loves connecting and collaborating with people, bringing them together to do incredible things. This is the heart and soul of everything she does both personally and professionally.

Janine delivers keynotes to corporates on the power of open and transparent relationships, mentors and motivates leaders and entrepreneurs, and facilitates workshops on building connected networks that accelerate success—all while managing a family of three young children with her husband.

Janine understands how hard but important it is to build a strategic and smart network that can support you through the good times and the bad. More than once she has packed up her life in a suitcase, leaving behind a corporate career, learning from business start-ups and failures to start afresh.

Originally from Yorkshire in the UK, she worked her way across the world, putting together award-winning marketing campaigns and strategies for high-profile brands such as Ralph Lauren, Orotton, Jaeger, Sainsbury's Homebase and Citizen Watches.

Janine is a partner at Thought Leaders Global, which helps clever people to become commercially smart, and is founder and CEO of the LBDGroup, a networking community that connects like-minded women to help them achieve extraordinary growth.

Her client list models the perfect diverse network. She works with men and women from all walks of life, from a wide range of industries and with varied experience across the globe, including IT execs, lawyers, retail operators, fitness gurus and multinational CEOs, as well as companies such as Hewlett Packard Enterprise, CBRE, EY, Clayton UTZ, Servcorp, Fernwood Fitness, Bras N Things, Scentre Group, ANZIIF and APSMA, to name a few.

Janine was awarded an Honorary Doctorate of Science in 2016, and holds a Bachelor of Science in Management and Business Administration. She has won an International Stevie Award, has been a top 10 finalist in the *DARE Magazine* Daredevil Awards and has been listed as one of Australia's 'Most Inspiring Women' by *Madison Magazine*.

Her first book, *From Me to We: Why commercial collaboration will future-proof business, leaders and personal success*, was published by Wiley in 2014.

She is often on TV or radio, and her inspirational words and insights are regularly published in the media by *The Huffington Post*, *CEO Magazine*, *Success Magazine*, *BRW*, *Women's Agenda*, *AIM* and *The Australian*.

Janine believes that by networking we create opportunities to mutually exchange value, that this transforms our connections and our lives, and that only we ourselves have the power to bring about this transformation. Her life is proof that success is not so much about what you know as about *who* you know.

**janinegarner.com.au**

# Acknowledgements

This book would not have been possible without my own network of Promoters, Pit Crew, Teachers and Butt-kickers — the many friends, family, colleagues and clients who collaborated on developing my thinking, allowed me to question and delve into their networking behaviour and who ultimately encouraged me to keep going. A sincere thank you to each of you, I couldn't have written this book without you all.

A huge thank you to the extraordinary team and talent around me who helped extract this book from my head to paper. Thank you to my incredible editor, Kelly Irving. Your passion for this project and your compassion and smarts throughout those long days, late nights and many weekends — quite simply wow — I will be forever grateful. To the extraordinary team at Presentation Studio, and in particular Emma Bannister and Sarah Marriot, thank you for all your design genius and for turning my crappy sketches into something far superior. And of course to the team at Wiley for your dedication and support — Lucy Raymond, Chris Shorten, Jem Bates, Ingrid Bond and Theo Vassili — thank you.

To my incredible team who have supported me from the sidelines — Lisa Dunne thank you for keeping on top of everything, for looking after all our fabulous clients and always exploring ways to go one step beyond — it doesn't go unnoticed. To Lee Usher, Melissa Browne and Scott Eathorne

thank you for everything, for thinking big with me, for listening to my endless conversations, for strategising with me, for adding to my thinking and for keeping me true and on track.

A huge thank you to those that challenged me to write this book—my colleagues and fellow thought leaders that inspire me with every conversation to think more and to be more. Matt Church, I will be forever grateful for your guidance and mentorship from the beginning and it is now an honour to partner alongside you and the team at Thought Leaders. To Lynne Cazaly, Pete Cook, Dr Jason Fox, Dan Gregory, Gabrielle Dolan, Christina Guidotti thank you for being the individuals that you are, for all the conversations and the continuing encouragement. Thank you, Kieran Flanagan for working through the Nexus with me as we crafted the descriptions, for your weekly check-ins, for always finding a way to put my frustrations into perspective and for making me laugh too many times—don't stop! I am so grateful to you all for your support and friendship.

To Lisa Messenger—you are an inspiration to me and so many others. Thank you for your continuous support and your encouragement to think big and push to challenge the status quo always. You were there at the beginning of this journey as I transitioned from my corporate role and I am grateful for your support right here, right now. Thank you for taking the time to pen the foreword for this book—you epitomise all that exists when we network the right way.

And finally an enormous shout out to my own little tribe of amazingness. Jason, thank you for your ongoing support—always. Without you none of this would have been possible. Thank you for always believing and pushing me to follow my dreams and to become more, for creating the space for me to think and for keeping on top of everything while I bunkered down to write this book. To my gorgeous

and amazing children — Flynn, Taya and Carter — you all continue to amaze me with all you are doing and all you are becoming. Keep dreaming big because the world quite simply is your oyster and you are all part of the change the world needs. Thank you for your patience and understanding, for the endless sneaky chocolate biscuits, and for surprising Mummy with her very own superpowered wonder woman. My life is more amazing having you all in it.

And to you, the reader. Thank you for taking the time to read this book; to be open to a new way of doing things. Curiosity creates opportunity and my wish for you is that this book opens up a whole new world of opportunity to take control of your own success.



# Foreword by Lisa Messenger

Over a decade ago, I helped a budding entrepreneur and motivational speaker with his PR strategy. To me, that component of business was incredibly simple, second nature, the sort of stuff I could do in my sleep, but to him it was a juggernaut, a mystery, a pot of gold at the end of the rainbow he craved and undeniably needed for the systematic growth of his business and personal brand.

So there we were, a flat white for him and an iced mocha for me, sunshine on our backs, pens and paper everywhere. I talked him through the media landscape philosophically and practically; we discussed his approach, the concept of bespoke pitching, potential roadblocks, long-term strategy versus quick wins, and then I did something simple but oh so valuable: I introduced him to some of my own contacts.

A couple of months later, I saw a feature about him pop up in a national newspaper. Then again four months later, but this time he was being announced as a regular contributor to a national publication. He was later featured on some pretty heavy-hitting international websites and then came the publication of his book.

I have watched from the sidelines over the years as his business profile has grown, and each time I spot him in the media or see his name listed as an event speaker, a small smile of pride grows on my face. Top line, I'm thrilled for him and hope it gets bigger and grander, whatever his personal vision might be. But on a personal level of reflection for me, I'm grateful to have played a part in someone else's success, realising that when you connect the right people together through a positive exchange, their success is also yours. After all, I played a part in his little wins, which have grown into big ones, and it all started with a handful of mutual introductions.

There is enormous value in making connections with the right people at the right time and with the right message or request. It is something I have always been passionate about and have focused on at every stage of my business life, believing deeply in the values of generosity and reciprocity. The people we connect with can make or break our ideas and future success. And we can do the same for them.

Making headway in business (or life) can be darned hard work. There can be roadblocks at every turn, or just a few roadblocks you simply can't seem to overcome. And one of the biggest mistakes you can make is going it alone when other people can often be the key.

In a few short years, I'm very happy to say, Collective Hub has grown into a global movement: the print magazine is sold in almost 40 countries (and always expanding); our online community unites hundreds of thousands of people from all over the world; we run massive events, have global book deals and have even started our own education course. And you'd be right to wonder how we have achieved this.

The short answer is a *lot* of very hard work and a relentless pursuit of our goals. There is no denying that we kept going in a sea of 'nos' when others would have turned



back or fallen over from sheer exhaustion, and for that I'm crazily proud of myself and my team. But there are also some silent celebrators in our success. For, sprinkled along the way, there have been some very key and rather kind people who have catapulted our accomplishments in certain areas. To a few—I hope very much they know who they are—I will be forever grateful. One helped me find the right book agent for my US deal, another connected me with our international distributor, a third provided the connection to some very key players of US media, two were the conduits to my connection with big global thinkers such as Richard Branson, and another suggested the exact consultant needed at a pivotal financial time in the business's journey. Then there have been people who simply connected me with a like-minded individual or connected Collective Hub with a like-minded organisation, and magic happened as a result. While it was definitely up to me, up to us, to *make* something of those connections, the seeds of success were sown at the point of connection.

Connection is powerful, essential and far-yielding, and this book has the tools to help you realise that, develop your network and leverage its potential. Don't be so arrogant as to think you don't need others or too afraid to play a big game with global game changers. Be genuine and consistent in your approach, intentional rather than organic and always, *always* reciprocate. This is your moment...but perhaps the best place to start is to actually make it someone else's as well.

**Lisa Messenger**  
**Founder and editor-in-chief of Collective Hub**  
**[collectivehub.com](http://collectivehub.com)**



# Assess your network online

As you're about to learn, a small and strategic network is crucial to your success.

Throughout the book I refer to resources, checklists and worksheets you can use to help you assess and reassess your network. These resources can be downloaded from my website: **[janinegarner.com.au/resources](http://janinegarner.com.au/resources)**.

You can also review your network by applying the online diagnostic tool I have designed specifically for use alongside this book (visit **[janinegarner.com.au/nexus](http://janinegarner.com.au/nexus)**). By unravelling what kind of network you have now and who among the 12 key people are currently missing from your network, this diagnostic will help you build a network that works best for you.

As you'll soon see, reviewing your network is not a one-off activity. You need to reassess your network at key points in your life and career to respond to new goals and different aspirations you have.

*So use these resources while you're reading this book, then return to them again and again as your goals and aspirations change. This is the real secret to a successful, strategic network.*

Build a network that works for you, share insights that matter to others. Connect. Collaborate. Succeed.



# Introduction

*Network – Connect – Collaborate – Succeed*

How many times have you been told that ‘you really have to network’, that networking is ‘essential for your growth and personal success’?

Do you jump up and down with joy at this idea, eager to get out there and meet new people? Or do you cringe with horror, thinking you’d much rather be spending your time doing something you actually enjoy or something that seems more productive than notching up a couple more friends on your Facebook page?

The truth is, the adage ‘It’s not what you know, it’s who you know’ has more weight now than ever.

Today ‘busy’ is a status update and everyone is your ‘friend’, so it’s harder to make connections that really count, beyond adding to the number of followers on your Twitter account.

Job vacancies are filled before they are advertised and previously unthought-of collaborations appear out of nowhere to create new and competitive markets and steal market share. Add to this the constant pressure of coming up with new ideas to help us remain relevant and influential in a saturated business landscape and it’s no wonder most of us hide behind our computers and feel paralysed with fear.

## **SURE, NETWORKING STILL MATTERS, BUT YOUR NETWORK MATTERS MORE.**

So who is in your network and how much input or influence do they have on what you're doing or trying to achieve? How well do they really, truly know you? How much can they help you?

There is no doubt that building a sales lead generation list is critical for the growth of many a business endeavour, and the explosion of social media has made finding particular networks easier, but has it made your network any *better*?

There is much more to networking than collecting likes, friends, connections or old-school business cards. To really succeed, and break out beyond the online realm, you must become the master of your network both at work and in life generally.

The right network is about having the right people and the right relationships in your professional and personal life.

Without any network at all, opportunities are missed, new possibilities aren't spotted, your thinking stagnates, and the dreams and career aspirations you once had become unreachable. You change jobs, move location — and suddenly you have to start out all over again. You find it hard to push through tough times, to get that job or promotion, to sell that idea, *to get noticed*.

Over the past couple of decades I've worked in the corporate and entrepreneurial space with people across geographical regions, functions and industries, people with a wide variety of backgrounds and experience. I've had the opportunity to interview master networkers such as Emergent CEO Holly Ransom and seven-time world surf champion Layne Beachley. I've studied leaders and entrepreneurs such as Richard Branson, Oprah Winfrey and Michael Bloomberg to figure out how they achieve their goals and what makes them tick. Who