

Business Networking: A Strategy, Not An Activity!



About the Speaker

Matthew Goldsbrough has been part of tiny start-ups, as well as organisations that led the world in their chosen market.

There isn't anything you can do in the life of a product or service that Matthew hasn't been involved in, from product development to marketing, selling and supporting products in the market place. Part of several mergers and acquisitions, he's experienced and controlled major company moves.

Matthew's passion is to help people perform better than they thought possible, and build their companies into ones that excel and are admired.

Presentation Synopsis

Matthew Goldsbrough learned the benefits of effective business networking, by his own admission, rather late. Time is short in business, and we can't afford to waste a moment.

So, how can your business networking be time-efficient? How can the integration of your face-to-face networking with your online activity be easily managed? How can you turn that breakfast, lunch or dinner with other business people into a strategic component of progressing your business?

As impatient as you probably are for real results, Matthew shares the lessons and techniques of twenty years effective business networking.

Logistics

The presentation is 20 minutes long, and is suitable for up to a hundred people. Slides will be used. A good quality projection screen should be available. All other equipment will be brought by the speaker.