

Networking in Russian-European context

Unlock hidden opportunities!



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• **WHAT IS NETWORKING?**



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• WHAT IS NETWORKING?

1. Networking is the **creation of a group of people cooperating to benefit one another** with the objective to:
 - **identify and understand** each other's concerns, problems and opportunities.
2. The social aspect of networking is **the "game" of belonging.**
3. The pragmatic aspect of networking is the possibility to
 - bring in **new business**
 - find a **job**
 - find a **supplier**
 - find a **solution** for yourself or someone else
4. Your network is your **social capital.**

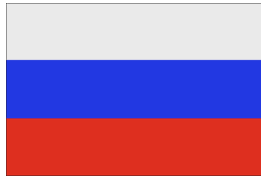
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• **WHY IS NETWORKING USEFUL?**

1. Networks provide **opportunities, information, support, energy and additional contacts.**
2. The average person knows **250 people**. Each new person that you know provides you with **62.500 possible linkages** between your network and the network of your new acquaintance.
3. The “**viral effect**” of networking is massive.
4. Remember that we do **nothing alone.**
5. It is not **WHAT** you know but **WHO** you know.
6. **Не деньги делают отношения, а отношения делают деньги.**

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• RUSSIAN & EUROPEAN NETWORKING COMPARED



1. **Networks** but no networkING.
2. **Micro cosmos.**
3. **Trust** issues connected with static nature micro cosmos.
4. Russian networks based on **family, school and university relations**: no great potential for increase.
5. **Fear.**
6. '**Packaging**' is important:
"Встречают по одежке,
провожают по уму"



1. Pro-active **networking.**
2. Networks are continuously **expanding**; open character.
3. **Trust less important** and social relations easier to establish.
4. Networking in an always **widening** social group with its group psychology.
5. **No fear.**
6. **Behaving is belonging.** This reduces risk! Also in Russia.

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• THE POTENTIAL OF NETWORKING IN THE RUSSIAN-EUROPEAN CONTEXT

1. *European companies and people are much more open than Russian companies and people*

2. *However, Europeans have their preconceived ideas about Russia and Russians*

3. *Prove them wrong and you will have made a lasting impression*

4. *You can use the following networking rules*

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• PRACTICAL GUIDELINES I

- 1. Have a GOAL and a STRATEGY and FOCUS.**
- 2. Prepare and do your homework well.**
- 3. Have the proper “packaging”.**
- 4. Have a 30 second ME-COMMERCIAL ready.**
- 5. Empathy.**
- 6. Listen 70% - talk 30% and be open to signals.**
- 7. Creativity.**
- 8. Give first, get second.**
- 9. Follow up.**
- 10. Speak to people!**

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• PRACTICAL GUIDELINES II

- 1. Dare to ask. Your question may be someone else's opportunity.**
- 2. Treat people like they have that golden opportunity.**
- 3. Do not qualify people.**
- 4. Be thankful in word and/or deed.**
- 5. Be sincere. It is easiest and will be best remembered.**
- 6. Quality instead of quantity.**
- 7. Make it easy for people to contact you.**
- 8. Overcome anxiety.**
- 9. Using your network is not a sign of weakness.**

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• SOCIAL NETWORKING

Social networks are used to **network** and **communicate** between **businesses, consumers, friends** etc. who share a common interest

It opens up a new chapter of networking



1. Allows for more **connectivity and interaction** between web users.

2. Allows you to see the **connections between contacts.**



3. **24/7 networking** and more **direct access** to contacts.

4. However, it **lacks human contact!**





90 % of internet users know at least one social network



Social networking is a way to **reach a large audience directly.**



72% of internet users are members of at least one social network



The high percentage of membership makes it **possible to reach almost all your contacts.**



NL: Facebook, Hyves, Twitter, LinkedIn
RU: Vkontakte, Odnoklassniki, Facebook, Livejournal



NL: personal and business purposes
RU: more personal use



Social media users on average log in **twice** a day



More **efficient and frequent communication.**

However, face-to-face communication remains more effective.



Social media users have an average of **195** online friends



The more connections you have the bigger your network.

However, **quantity does not mean quality.**



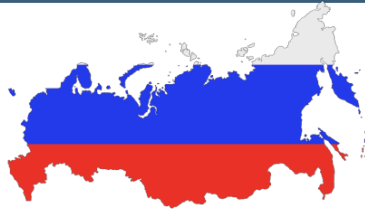
84 % of social media users use social media for personal use, **3%** for business, **13%** uses both.



Social media are used **most for personal communication.** Full potential social media for businesses not realized.

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• SOCIAL NETWORKING: NL vs. RU



1. **Closed society: large** country, **history** of being **closed off** from the outside world, **micro cosmos**.
2. **Pride**.
3. **No separation** between private and business in social networks.
4. **Vkontakte, Odnoklassniki** and **Facebook** used mostly for personal contacts.
5. Russians spend a lot of time on (local) social networking websites (**8,1** hours weekly).
6. **Full potential** of professional and personal social networking and social media is **not used**.



1. **Open society:** necessity due to cultural/historical developments.
2. Less pride, more **boldness**.
3. **Separation** between using social media for business and private matters to avoid conflicting goals.
4. **LinkedIn** is used for professional contacts, **Hyves** and **Facebook** for personal contacts.
5. **Twitter** is used professionally as well as privately.
6. Social media: vital part of the **online strategy** of large companies in the Netherlands. Get things done fast and internationally.

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• SOCIAL NETWORKING: THE ESSENTIALS

1. Think of a **strategy** before you start networking online
 - a) How do you want to come across?
 - b) What information is already online (reputation management)?
 - c) What goals do you want to reach: business, private etc.?
2. Select your **social media** depending on your goal
 - a) LinkedIn: business (NL - rank 7, RU - rank 84)
 - b) Vkontakte, Odnoklassniki, Facebook: private
3. **Group** your 'friends'
4. Be **visible**
5. Be **careful**: everything that you place online, stays online!
6. Take your **time**: social networking is time consuming!
7. **Give** more than you take!



Be careful...



Signs of the social networking times.



• CONCLUSIONS

1. There are **50 people** in the room today! That gives you $(49 * 250) * 250 = \mathbf{3.062.500}$ **possible linkages!**
2. Combine that figure with those people / companies that you know in Europe and **the potential to unlock hidden opportunities is enormous.**
3. Using this network **saves you time, energy and money!**
4. Your **Russian network is of great value to European counterparts** and for them a meeting is never worthless.
5. **Offline:** Go to people and **start a conversation.**
6. **Online:** Make a **strategy, sign up** for social networks and **connect**
7. **In Russia** the **full potential** of offline and online **networking** is **often not realized**
8. **Be a resource to others and others will become a resource to you.**
9. Be **careful:** your public online behavior can make or break your image.
10. Social networking is a great way to see **connections between contacts.** Something you can't see during offline networking.
11. Social networking **lacks human contact.**



The best results are reached with a mix of online and offline networking!



**“Must dash...I want to spend some time on my
social-networking websites”**

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