

RUDDER CONSULTING

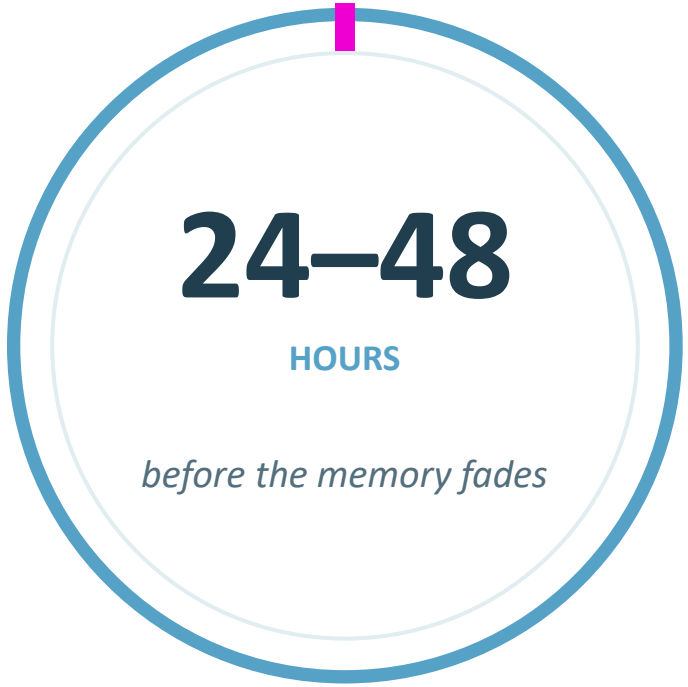
Steering Your Team in the Right Direction

Beyond the Business Card

How to Follow Up and STAND OUT

Follow up while the connection is still fresh

The business card is the handshake; a thoughtful next step turns it into a relationship.



Act quickly. Be specific.
Give them a reason to respond.

1	**Capture**	**Log the encounter and context** (shared interests and any promises).
2	**Personalize**	**Email within two days; cite one detail** and share something useful.
3	**Connect**	Add a custom **LinkedIn** note naming the event and topic.
4	**Make it easy to meet**	**Ask** for a discovery call.
5	**Nurture**	If needed, **follow up once** after a week—then give them space.

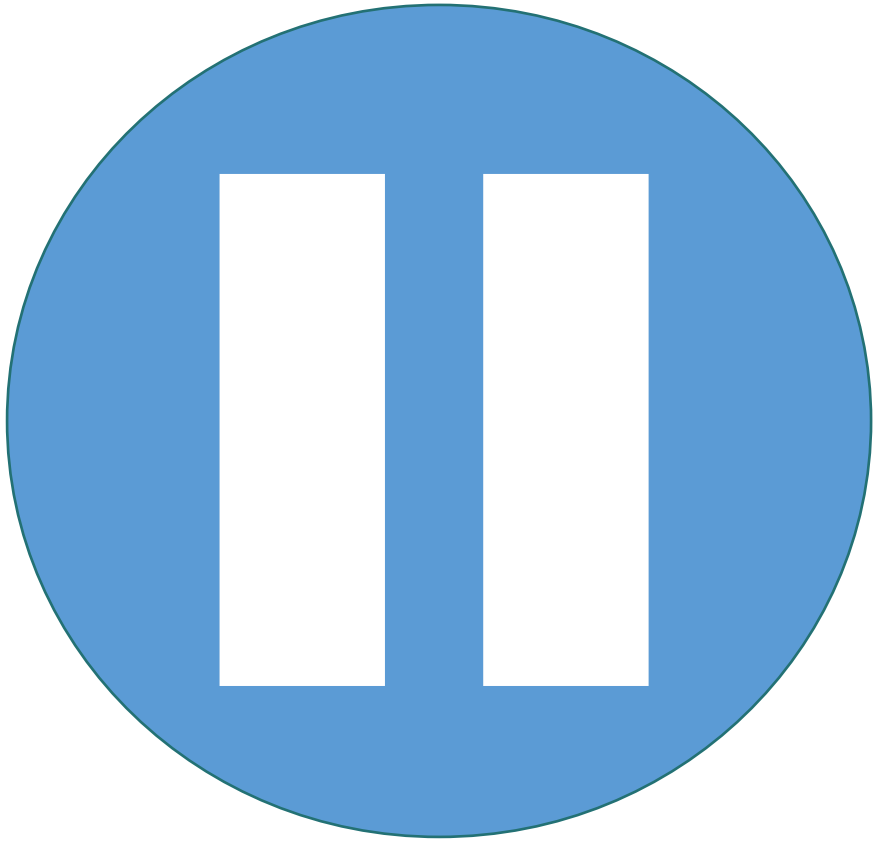
Focus on them

RUDDER CONSULTING
Steering Your Team in the Right Direction



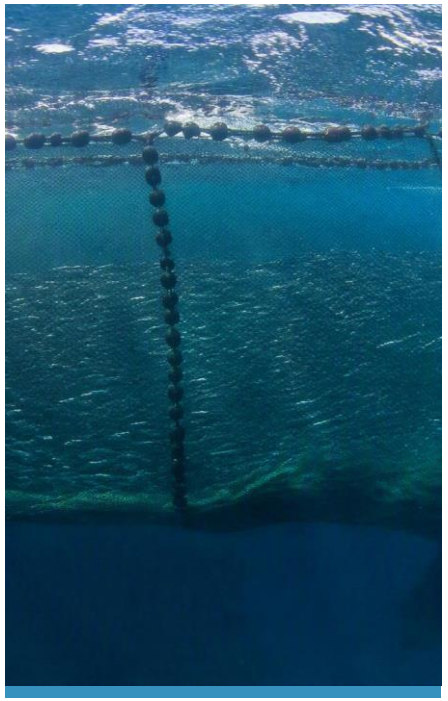
Connecting: Authentic Vulnerable Empathic

RUDDER CONSULTING
Steering Your Team in the Right Direction



What are four different types of fishing nets?

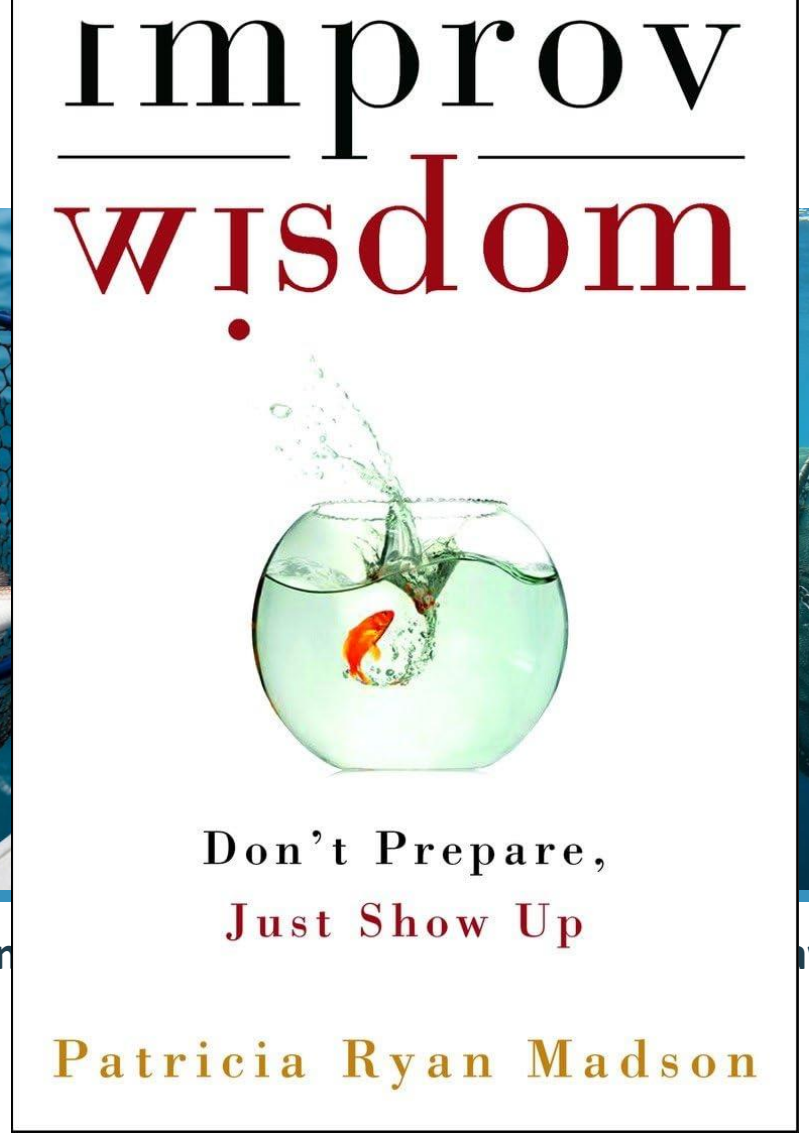
RUDDER CONSULTING
Steering Your Team in the Right Direction



Seine net



Landing n





wling net



Gill net

RUDDER CONSULTING
Steering Your Team in the Right Direction



Golden Rule vs Platinum Rule

RUDDER CONSULTING
Steering Your Team in the Right Direction

The Fishing Net Metaphor

The Components:	What Each Represents:	Key Considerations/Nuances:
The Fish	Target Audience	Who is the Decision Maker?
The Body of Water	Location of Ideal Client/Customers	Where do they hang out? How can you get an audience? How do you land them?
The Net	Your Unique Value Proposition	The Medium + Education, Experience, Exposure
The Mesh Size	Your Mission	Your Purpose, Core Values and Boundaries

The Fishing Net Metaphor			Rudder Consulting LLC
The Components:	**What Each Represents:**	**Key Considerations/Nuances:**	**Corporate Culture Leadership & Team Development**
The Fish	Target Audience	Who is the Decision Maker?	Usually, a Department Head or Team Leader
The Body of Water	Location of Ideal Client/Customers	Where do they hang out? How can you get an audience? How do you land them?	Large Corporations ~ Small Businesses & Municipalities (Networking/Direct emails, Conferences, SBC Roundtables)
The Net	Your Unique Value Proposition	The Medium + Education, Experience, Exposure	1:1 Consulting I'm Experienced, Effective, Responsive & Agile
The Mesh Size	Your Mission	Your Purpose, Core Values and Boundaries	Leave People, Places & Things better than I found them



Connection & Growth Requires Authenticity & Vulnerability

A hermit crab must leave the safety of its shell to grow into a bigger one — exposed, unprotected, and vulnerable.

- **Growth requires discomfort**
- **Confidence and psychological safety makes the leap possible**
- **Without both, we stay in shells we've outgrown**

The Art and Science of Casual Talk

The Art of Improvisation

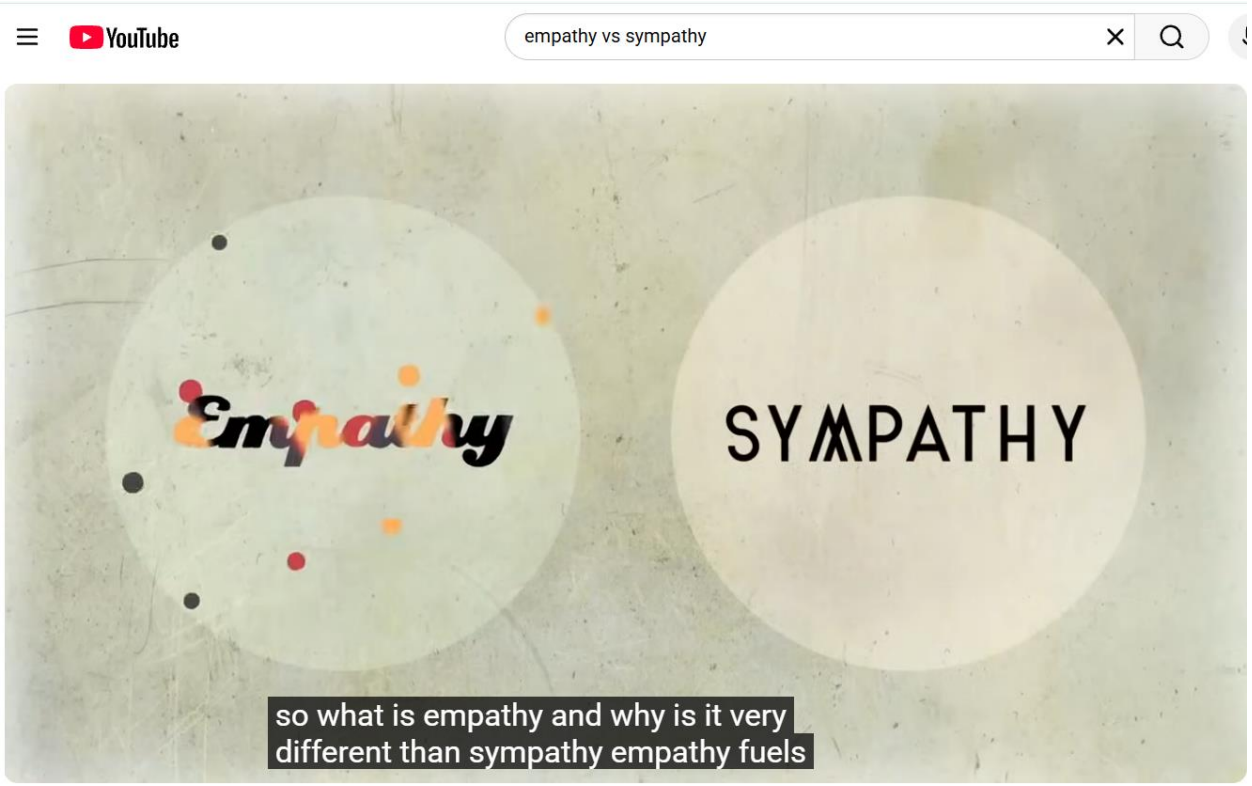
- At tables: character/setting
- In Pairs: Share insights from the fishing net metaphor



RUDDER CONSULTING
Steering Your Team in the Right Direction

The Art and Science of Deeper Talk

- Create a safe space.
- Be fully present.
- Be authentic, curious and vulnerable.
- It’s not about you; apply the Platinum Rule using the GROW model.

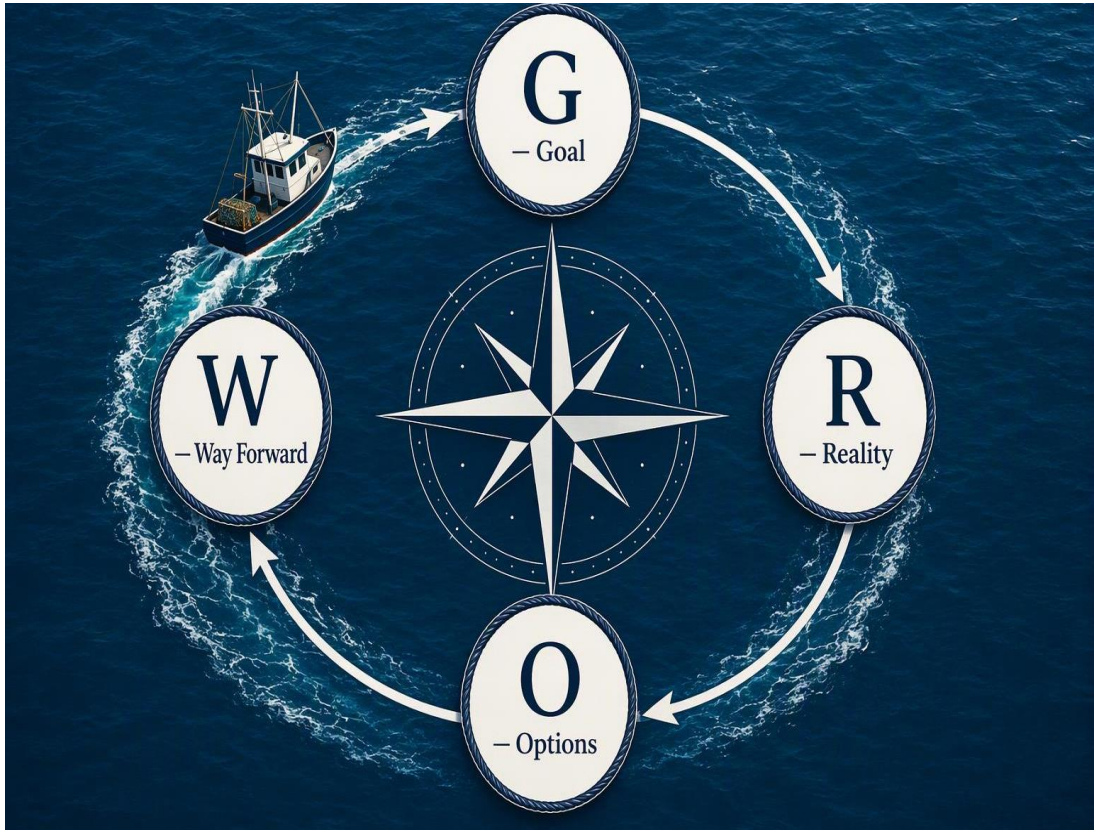


Brené Brown on Empathy vs Sympathy

Emotions Seal the Learning

RUDDER CONSULTING
Steering Your Team in the Right Direction

Take a Coaching Approach to Deepen Connections



Ask Powerful Questions:

- Open Ended
- What & How (vs Why)
- Could vs Should
- Tell me more
- The AWE Question (and what else?)
- Avoid leading questions
- Summarize for clarity & alignment
- WAIT
- Follow up

RUDDER CONSULTING
Steering Your Team in the Right Direction

Create a Safe Space Applying the SCARF® Model

S 

Status: Feeling Valued and Respected

C 

Certainty: Knowing What to Expect

A 

Autonomy: Having Independence

R 

Relatedness: Feeling Connected

F 

Fairness: Trusting that Decisions are Equitable



SCARF® Model developed by Dr. David Rock, NeuroLeadership Institute (2008).

Applying SCARF® to Stand Out in Three Ways

Shift everyday interactions toward social reward—not threat.



Build connection

Ask for a Discovery Call. Start with shared purpose and genuine points of belonging.

RELATEDNESS





Lift Others Up

Be inclusive. Treat all people with dignity, respect and appreciation.

STATUS + FAIRNESS





Chart the Course

Be Focused, Consistent, and Agile.

CERTAINTY + AUTONOMY

Inspired by the NeuroLeadership Institute's SCARF® Model and inclusion guidance. Original wording and layout; no NLI artwork reproduced.

RUDDER CONSULTING
Steering Your Team in the Right Direction

Confidence doesn't have to be loud. It can be graceful.



Use language that's empowering.

RUDDER CONSULTING
Steering Your Team in the Right Direction

Pro Tips for Standing Out:

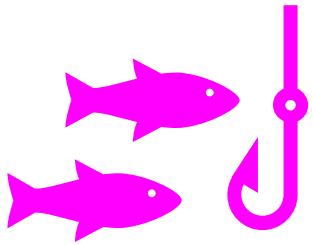
Manage your energy so that you put your best self forward.

Be courageous. If you don't stand for something, you'll fall for anything. Know what you stand for: purpose, values, and boundaries.

Standing out doesn't necessarily mean fitting in. You have to Stand Up to Stand Out.

Don't try fit in. Find where you belong. Find your people and Thrive.

Be Yourself Don't Try to Be Someone that You're Not.
Just Do Your Best and Praise the Lord for Everything You Got.



It’s about building relationships.

> *People will forget what you said, people will forget what you did, but people will never forget the way you made them feel.*
>
> **— Maya Angelou**

> *In a world where you can be anything, be kind.*
>
> **— Author unknown**

Crystal Coast Women in Business

As a THANK YOU!

Offering Assessments at my Cost for any of the following workshops:
DiSC®, Five Behaviors®, Cultivating Psychological Safety via the FOS®

D i C S

disc profile

The Five Behaviors®
A Wiley Brand

Certified the fearless organization Practitioner

Rudder Consulting
Steering Your Team in the Right Direction