

Jennie Cashman Wilson

Achieving Serious Outcomes Playfully

Leveraging Your Network to Make More Money

A quick summary of the session, for more details please watch the video or listen to the audio

Facilitator: Jennie Cashman Wilson

About this session: This is about taking a more relaxed and engaging approach to help you leverage your network effectively. It focuses on reconnecting with existing contacts, building genuine relationships, and expanding professional circles through curiosity and active engagement. Using my 'WASUP' Framework, I guide you through simple, actionable steps to enhance your current network, prioritise connections, and generate opportunities for new introductions and paid work. The workshop aims to make networking feel natural and approachable, transforming it from a daunting task into a meaningful, fun, and rewarding process.

About me: I work with purpose-driven creatives, entrepreneurs and teams who are feeling overwhelmed, stretched and disengaged to gain more clarity and balance; improve their creativity and communication; and build connection and emotional resilience for sustainable growth. I do this through playful facilitation and coaching techniques including LEGO® SERIOUS PLAY®.

Key Areas Covered:

1. 5 Facts About Me:

- Background in acting and storytelling.
- Personal journey after my husband's passing led to creating the Abram Wilson charity.
- Successfully raised £1 million over 10 years.
- Passionate about connecting with people and building relationships.
- Author of *Becoming Brave*, a children's book inspired by personal experiences of courage.

2. Introduction to Networking:

- Networking = Making friends and building genuine connections.
- Focus on engaging with people you already know rather than new, intimidating settings.
- Reframe networking as relationship-building.

WhatsApp Framework:

W - Who: Identify who you know and build from there.

A - Ask for Advice: Start conversations by seeking guidance; people love to help.

S - Stay in Touch: Regular follow-ups are essential to maintain and grow relationships.

U - Understand: Gather information to strengthen relationships.

P - People: Keep expanding your network.

Jennie Cashman Wilson

W: jenniecashman.com E: jennie@jenniecashman.com

Instagram: [@jenniecashman](https://www.instagram.com/jenniecashman) | LinkedIn: [in/jenniecashman](https://www.linkedin.com/in/jenniecashman)

Jennie Cashman Wilson

Achieving Serious Outcomes Playfully

Exercises:

1. **List Contacts:** Spend 3 minutes brainstorming a minimum of 5–10 people you'd feel comfortable reaching out to but ideally more.
2. **Organise Contacts:** Spend 5 minutes categorising these contacts (e.g., friends, work contacts, mentors).
3. **Prioritise:** Choose your top 5–10 contacts to focus on for deeper engagement.
4. **Homework:** Get up to 25–50 contacts.

Draft your email Asking for Advice:

- Be genuinely interested in others—ask about their work, projects, and passions.
- Share your own work and focus; keep it brief but personal.
- Ask for a catch-ups either online or you could buy them a coffee. Offer specific reasons for wanting their advice/input.

Staying in Touch:

- Follow up if you don't hear back—people are busy, so persistence matters.
- Consider alternative ways to keep people engaged, like asking for a follow up meeting, sharing updates or inviting them to events.
- Use your personality and passion as your unique selling point to build genuine connections.

Homework:

1. **Expand Your List:** Aim for 25–50 people you feel comfortable reaching out to. Think about their networks – who they might introduce you to.
2. **Draft an Email:** Use the structure Jennie suggests: show genuine interest, give a brief update, and ask for advice either via a quick online coffee or offer to buy one in person. Suggest 30 mins as people are busy.
3. **Brainstorm Networking Ideas:** Think beyond emails—coffees, events, collaborations, or online activities.

Additional Tips:

- Ask open-ended questions and practice active listening to build deeper connections.
- Your network is your greatest asset; nurture it with care and consistency.

Click on the link below to book a free 30 minute discovery call with me:

<https://tidycal.com/jenniecw/30-min-discovery>

Jennie Cashman Wilson

W: jenniecashman.com E: jennie@jenniecashman.com

Instagram: [@jenniecashman](https://www.instagram.com/jenniecashman) | LinkedIn: [in/jenniecashman](https://www.linkedin.com/in/jenniecashman)