

Your Ultimate Networking Goal (UNG)

Think about your next networking event, what would your ultimate goal be?

Two different examples of an Ultimate Networking Goal:

1. I am attending a networking event in Atlanta, GA in November. My ultimate networking goal, talk to high performance leaders about developing serial energy rituals.
2. I am attending a Women’s Professional Alliance in December. My ultimate networking goal, solicit donations for the Women’s Veteran’s Initiative WVI.

Think about your next networking event, what your UNG will be.

Putting your UNG into action with the S.M.A.R.T. goal-setting tool.

- **Specific** – The more specific you can be the easier it will be to see what you need to accomplish.
- **Measurable** – Measuring your UNG helps you see the number of people to reach at an event.
- **Achievable** – When the number of people is set too high, it is not possible to achieve success. If the quantity is too low, you might consider adding to the number of people you want to reach to increase your success rate.
- **Relevant** – Your UNG is relevant when it directly affects your objectives, vision, or values.
- **Timely** – The timeline you set for your UNG should be one-to-two weeks after you made initial contact with the person.

Example:

- **Specific** – “Talk to female leaders about donating to the Women’s Veteran’s Initiative.”
- **Measurable** – I will talk to 2-3 female leaders during a 60-minute event.
- **Achievable** – I will allow 10 minutes per leader. If I find that I need more time, I will schedule an appointment to talk further.
- **Relevant** – I will explain that their donation helps support Women Veterans suffering from PTSD.
- **Timely** – I will use the date of event and one to two weeks afterwards for extended talks and follow-up.

Your UNG:	
Specific	
Measurable	
Achievable	
Relevant	
Timely	

Setting your UNG into action is a fluid process that changes with each event.

Leadership Coaching with HEART©
Keeping the Pulse of Your Life and Leadership Alive!