Networking Training

# Live Session Resources

Career Development: Centre of the Universe Study, 2006 by UCLA and Boardex Network Diversity: Harvard Business Review

[https://hbr.org/2018/04/research-ceos-with-diverse-networks-create-higher-firm-](https://hbr.org/2018/04/research-ceos-with-diverse-networks-create-higher-firm-value) [value](https://hbr.org/2018/04/research-ceos-with-diverse-networks-create-higher-firm-value)

Connection Marketing example: Pretty Woman <https://www.youtube.com/watch?v=VxcU4q6KLyA>

Connection Marketing example: McDonalds <https://www.youtube.com/watch?v=c9mGgHeaEnw>

# Video Resources

Confidence: Jordan B Peterson, 12 Rules for Life: An Antidote to Chaos, 2018 <https://www.jordanbpeterson.com/12-rules-for-life/>

Dr. Jordan Peterson Explains 12 Rules for Life in 12 Minutes <https://www.youtube.com/watch?v=ApC0faRYabI>

Trust: Stephen M.R. Covey, The Speed of Trust: The One Thing That Changes Everything, 2006

Trust: Simon Sinek, Start with Why, 2009 <https://simonsinek.com/product/start-with-why/>

Simon Sinek Start with Why Ted Talk <https://www.youtube.com/watch?v=_-fdJzvpX60>

A QUICK way to find your WHY <https://www.youtube.com/watch?v=e1iQjFMiLuE>

Additional Reading

Thomas Erikson, Surrounded by Idiots, 2014

Johann Hari, Lost Connections: Uncovering the Real Causes of Depression – and the Unexpected Solutions, 2018

Dr Sherry Turkle, Reclaiming Conversation: The Power of Talk in a Digital Age, 2015

Erica Young, The Reliants Project <https://reliantsproject.substack.com/>

Networking for Innovation, Imperial College Business School [https://www.imperial.ac.uk/business-school/faculty-research/academic-](https://www.imperial.ac.uk/business-school/faculty-research/academic-areas/management-entrepreneurship/research/networking-innovation/) [areas/management-entrepreneurship/research/networking-innovation/](https://www.imperial.ac.uk/business-school/faculty-research/academic-areas/management-entrepreneurship/research/networking-innovation/)