Welcome to the second edition of "Laois Enterprising Women"

A communiqué with news and views from the Laois Enterprising Women's Network

This meeting of the Laois Enterprising Women's Network was held on Wednesday 29th June in the Killeshin Hotel, Portlaoise. Commencing with registration and coffee at 6.15pm, the talks started at 6.40pm sharp.

Our Speaker for June 29th was **Lorraine Murphy.**

- Lorraine is a Business Trainer, Consultant and Keynote Speaker with unique 'people skills'
- She specialises in communication and creating bespoke business training solutions tailored to your requirements.
- Many people dread networking and feel awkward walking into a room of strangers.
- In today's highly competitive world, being a confident and effective networker is vital as it will set you apart from the crowd and will allow you to create more business opportunities.
- With over 15 years' of experience in Education, Training and Development, Business and Communication Skills, Lorraine has worked in a number of different industries including Technology, Health & Education Sector, Financial Services, Customer Service and Start-Ups.

In this edition of Laois Enterprising Women

- Hear what is planned for our next LEWN meeting on September 28th.
- Learn what membership of the Laois Enterprising Women's Network offers you
- The event in pictures.

What does membership of the Laois Enterprising Women's Network (LWEN) offer you?

Opportunity to:-

- Hear from Inspirational Speakers
- Learn from Workshops
- Showcase your business at the LEW Expo
- Avail of the social Media Profiling on LEW FB
- Network to do business

Speakers for the September 28th LWEN Meeting

Addressing the next LWEN meeting are three empowering business women L-R: Margaret McKeon-Boyle, Extensive PR & Coordinator LWEN, Lucinda Layton, Rose & Alice Soaps and Mary-Rose Simpson, My Lady Bug

Build Connections Grow Your Business

Networking – Why Bother…

Networking is the single most effective marketing tool to grow and sustain success for an individual or an organisation…

People do Business with People

Know → Like → Trust

How to Build Relationships

Networking is building meaningful, lasting <u>mutually</u> beneficial relationships with other people – <u>one person at a time</u>..

Building Rapport

People like people who are like themselves, or who they would like to be..

Erickson

Networking Level 2

- Finding something in common

- Be yourself, authentic
- Ask good questions
- Listen

02

Building Relations

Listening

2 x ears 1x mouth use to that ratio…

T.E.D
Tell me about it
Explain
Describe

Lorraine Murphy

02

Lets Talk Business.. Level 3

Planning

- Who do you want to talk to?
- Why?
- How can you help them?
- What do you want to achieve?
- Do you have a specific question?
- Do you have a specific solution?

Lorraine Murphy

03

Know your Offering..

Supporting vs Selling

What is your product or service?
How can it benefit other individuals/businesses?
What results can you help them achieve?

Lorraine Murphy

02

Be Yourself…

- Authentic

- Enthusiastic

- Knowledgeable

Skill base
Knowledge
Purpose
Identity
Confidence

Lorraine Murphy

02

Results

Mutually beneficial connections

Lorraine Murphy

02

A Different Perspective

- Networking is not about selling - it is about supporting

- Networking is not about talking - it's about listening

- Networking is not about doing direct business it is about building relations/connections

Lorraine Murphy

02

Success is in the Follow Up

Lorraine Murphy

Beatrice Walsh, Creative Designs: Specialising in:- graphic & product design, packaging & carrier bags for retail outlets: fashion design & up styling: bespoke jewellery design: millinery: & psychology service

Louise Dent, Flair Stitch Project provides for all your embroidery needs – whether that is branded work-wear and everyday clothing. www.theflairstitchproject.ie

Michele deForge, **Dunamaise Arts Centre,** brings the best in Theatre, Film, Music, Dance and Visual Arts to the Heart of Ireland
www.dunamaise.ie

Kyra Fingleton, Glamping Under The Stars,
a boutique glampsite in County Laois
www.glampingunderthestars.ie

Speakers L-R: Honor Deevy, Local Enterprise Office Laois: Lorraine Murphy, Trainer:
Margaret McKeon-Boyle, Coordinator – Laois Enterprising Women's Network

See you on Wednesday September 28th

At our next Laois Enterprising Women's Network meeting

Venue: Killeshin Hotel, Portlaoise
Time: 6.15pm: Registration & Coffee & EXPO
               6.40pm: Talks & Workshop
               8.00pm: Networking & Review EXPO
               9.00pm: Finish

Don't forget to 'LIKE' us on Facebook
www.facebook.com/Laois-Enterprising-Women

Oifig Fiontair Áitiúil
Local Enterprise Office
Laois

European Union
European Regional
Development Fund