



## Module IV. SOFT

Interpersonal  
Skills  
Course

**Topic 8. Networking**

**Lesson 1**  
**Typology of relationships**  
**for creative projects**



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## IN THIS LESSON, WE WILL LEARN MORE ABOUT...



1. KNOW THE ADVANTAGES OF NETWORKING.
2. CHOOSE THE TYPE OF RELATIONSHIP WE ARE INTERESTED IN BASED ON THE AID OR THE OBJECTIVES THAT THEY WANT TO ACHIEVE FOR THE DEVELOPMENT OF THE PROJECT.



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# 1. ADVANTAGES OF NETWORKING



## **MAKES YOU MORE VISIBLE IN YOU ENVIRONMENT**

It will be useful to promote your project

## **A SUPPORT NETWORK CAN HELP YOU AT EACH STAGE OF YOUR PROJECT**

## **ATTENDING EVENTS AROUND YOUR SECTOR WILL BE AN OPPORTUNITY TO KEEP UP TO DATE AND KEEP UP WITH MARKET TRENDS**



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## 2. TYPES OF RELATIONSHIPS FOR THE DEVELOPMENT OF PROJECTS



### PERSONAL NETWORKING

**WHO:**

Entrepreneurs and people who want to develop professionally.

**OBJECTIVE:**

Create relationships to promote your personal and professional development, and thus surround yourself with useful contacts.



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## 2. TYPES OF RELATIONSHIPS FOR THE DEVELOPMENT OF PROJECTS



### OPERATIONAL NETWORKING

**WHO:**

people who already have a company or a project underway.

**OBJECTIVE:**

to find people or entities that facilitate the operation of your business: suppliers, buyers, partners ... It is fundamentally based on building good working relationships.



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## 2. TYPES OF RELATIONSHIPS FOR THE DEVELOPMENT OF PROJECTS



### STRATEGIC NETWORKING:

#### WHO:

entrepreneurs with a few years of experience running their own business.

#### OBJECTIVE:

will help you to be clear about your priorities, have new ideas and get the support of stakeholders.



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# CONCLUSION



Knowing the different types of relationships that you can establish when carrying out your project will allow you to decide what actions to carry out and to know what you will get from them, all without losing sight of the objective you want to rise in the development of your project.



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