

HELP! I'M AN INTROVERT

AND I DON'T LIKE NETWORKING OR TALKING TO PEOPLE

EMPOWER YOUR PEOPLE TO NETWORK EVEN IF THEY DON'T WANT TO

Over **80% of professionals believe networking is vital** to career success, yet **only 25% of professionals actively engage** in networking activities.

Why the gap? The truth is many professionals struggle with the art of networking – especially introverts. It's not just about showing up at events; it's about having real conversations that turn into meaningful relationships that drive your business forward. But what about people who dread these encounters?

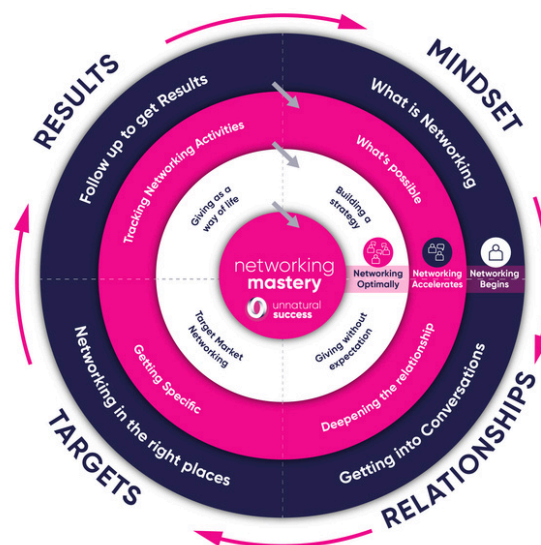
Turning Anxiety into Advantage

Learn how to ditch the dreaded sales pitch and embrace authentic, confidence-building strategies that work for introverts. Learn how to shift your focus not only from 'What you know' to 'Who you know', but moving on to 'How well you know them', transforming networking from a stressful obligation into a powerful tool for business growth.

Real Talk, Real Strategies

Through relatable stories and practical tips, you'll explore ways to navigate networking events without compromising your comfort or authenticity. This isn't about pretending to be an extrovert – it's about leveraging your natural strengths to build connections that truly count.

Plus, you'll get insights into the **Unnatural Success model**, a framework designed to help you master networking on your own terms.



Approximately 50% of the population are introverted, which means your team will have plenty of introverts too.
Do you have a networking strategy for them?

Charlie is a **warm, engaging and impactful speaker** who can make a real difference in how you engage with others, breaking the social discomfort many of us feel about networking.
– Sam Newman



FROM SMALL TALK TO BIG IMPACT

TURNING CONVERSATIONS INTO RESULTS

GENERATE THE RESULTS YOUR COMPANY NEEDS RIGHT NOW

A huge percentage of business professionals get virtually nothing from networking. While many are able to meet people and have good conversations, the lack of results is startling: and this primarily comes from not being able to take these conversations to the next level.

The real question then is how your teams can leverage the relationships they build to generate actual results. This is done using the MAP framework as a blueprint for success:

M – Message

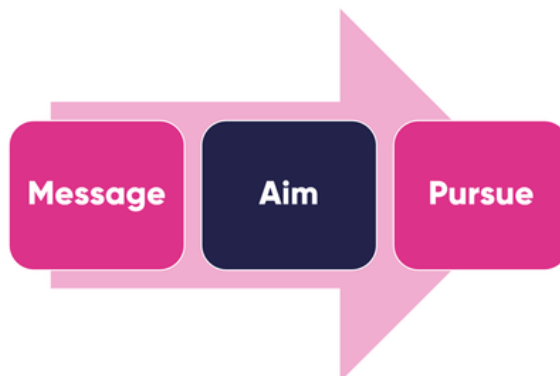
Craft your message through effective storytelling, taking the focus off what you have done, and instead focusing on how people benefit.

A – Aim

Aim at the right audience with targeted efforts: no scattergun approach here, but instead a laser-specific focus on results.

P – Pursue

Combine your message with your targets, and pursue them with a dedicated follow up strategy.



84% of B2B purchasing decisions start with a referral.

Is your team taking advantage?

Charlie is compelling. He has a special blend of strength and warmth that makes him **an exciting speaker** and an inspiring human.

– Gina Balarin



ONE PARTNER, ONE POINT OF FAILURE

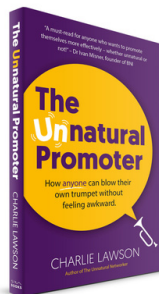
WHY SINGLE-PARTNER CLIENT RELATIONSHIPS ARE RISKIER THAN THEY LOOK

THE HIDDEN COST OF SINGLE-PARTNER CLIENT RELATIONSHIPS

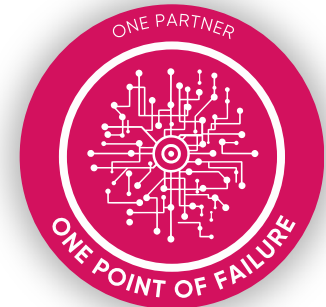
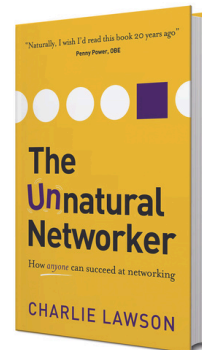
Only 19% of law firm leaders strongly agree their firm is effective at cross-selling. When a client's relationship with the firm really only runs through one partner, that's not surprising - the firm doesn't have the client, the partner does. Most firms know this on some level. Very few do anything about it.

- ✓ **The Visibility Gap**
55% of firms cite a lack of visibility into colleagues' expertise as the No.1 barrier to collaboration. Partners often don't know enough about what their colleagues do to refer with any confidence.
- ✓ **The Trust Gap**
Even when they do know, referring sideways feels like a risk, not an opportunity. Will the introduction land well? Will the client feel passed off? Will a colleague get credit for a relationship someone else built?
- ✓ **The Flight Risk**
If a client's only relationship at the firm is with one partner, that partner holds the loyalty, not the firm. When they leave, there's nothing keeping the client from leaving too.
- ✓ **The Revenue Left on the Table**
A client who only ever hears from one department is a client the firm barely knows. Every other practice area, every other way the firm could help, stays invisible.

This isn't a networking problem in the usual sense. It's a structural one, and it's costing firms more than they're tracking.



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with keynote programs



Clients who engage five practice groups generate nearly 18x more revenue than single-practice clients (Gardner & Matviak, Harvard). Is your team leaving revenue on the table?

Charlie is an energetic and compelling speaker, bringing his ideas to life through relatable stories and practical examples.
- Jan Holmes, Mishcon de Reya



BUILDING BRIDGES, NOT WALLS

EMBRACING DIVERSITY IN PROFESSIONAL RELATIONSHIPS

BRING YOUR TEAMS TOGETHER & BUILD BUSINESS EFFECTIVELY

In today's fast-paced, tech-driven world, the true power of professional relationships is often overlooked. While networking opportunities abound, the real challenge lies in creating connections that count—those that drive business success and foster collaboration.

Building Bridges delves into the heart of this issue, addressing the critical gap in modern workplaces. With the rise of remote work, cultural differences, and recognition of neurodiversity, professionals face unprecedented challenges in forming meaningful relationships. This keynote offers a game-changing approach: **Inclusive Networking**.

This session is essential for organisations committed to fostering an inclusive culture, DEI professionals driving genuine engagement, business development leaders seeking sustainable growth, and HR teams combating workplace disengagement.

Transform your approach to professional relationships by building bridges that span differences and unlock your team's full potential.

This is a popular programme for...



CONFERENCES



SALES KICKOFFS



TEAM EVENTS



ASSOCIATIONS



Employees with diverse networks are 45% more likely to gain access to information and opportunities. **Are your team ready to take advantage?**

Charlie provided our leaders with a clear action plan on building strong relationships across our diverse teams and client base. **Highly recommended!**

– Julie Holmes

