
SANDRA NAVIDI

TEACHES NETWORKING



DEAR READERS!

This Masterbook has been designed to provide additional information on the individual film chapters. We hope that it will inspire and motivate you.

In it, we have tried to reconcile two aspects. While we have preserved the authentic manner in which our master expresses herself, we have also tried to furnish a structured overview.

In our films, we give our masters the greatest possible leeway. This allows them to provide deep insights on their careers, occasionally revealing things that they may not have disclosed before. The master can talk without any constraints, truly delving into her subject matter and getting into the flow.

In addition to the content of the lessons, we have provided further valuable information, which we have marked accordingly.

We hope you that you will enjoy this book!

Your MEET YOUR MASTER Editorial Team

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INTRODUCTION

What is networking? We all instinctively have a deep-rooted desire to connect with other people and build relationships. Our drive to cooperate with others sets us apart from other species. Over the course of our evolution, we have perfected this ability. It might seem obvious, but during our socialization we've internalized certain insights to such an extent that we no longer realize their importance. And the importance of networking is one of those insights. When I moved to New York for a job two decades ago, I didn't know anybody. I was new, and as an outsider, observed how the world of finance worked.

I began to realize that in a world where everything is digitized and commercialized, the most successful people in the world possess the most valuable commodity, namely a unique network of personal relationships. Join me in decoding the secret of their success.

My name is Sandra Navidi, and I welcome you to Meet Your Master.

MY JOURNEY

PROFESSIONAL CAREER (A SELECTION)

Law Degree, University of Cologne: Faculty of Law, Germany

Master-of-Law Degree, Fordham University School of Law, New York

– specialization in banking, corporate and finance law

Admitted to practice law in the United States and in Germany

Investment banker and General Counsel

Director of Research Strategies at the firm of New York star economist Nouriel Roubini

Founder and CEO of the strategic-consultancy firm *BeyondGlobal*

CHILDHOOD AND YOUTH

I was born in Mönchengladbach, Germany, the daughter of a German mother and an Iranian father. My parents were very strict. My father, like my grandfather, had a medium-sized company. My parents made sure that I came to know the value of money and of hard work. That's why, from a very young age, I worked in my dad's company. My parents instilled in me a sense of discipline, which meant that I was the first to arrive and the last to leave, and also a sense of respect for others. They always tried to make sure that I was a good example for others.

For my family, the most important pursuit in life was an education. I usually had to fight for the smallest freedoms, but when it came to education, I had

more leeway. For example, I was allowed to attend summer school at the University of Arizona and UC Berkeley all on my own during the summer break. At the time, however, I knew little English since my first foreign language was Latin, which I began studying at the age of 10. Needless to say, that had been my parents' idea...



I began to realize that there was a whole other world out there. And as it happened, the British Forces headquarters were located in my hometown of Mönchengladbach, a remnant of the Second World War. So I would tell my parents that I was off to go horseback riding, when in reality I would secretly ride my bicycle to the military base, which was located at the outskirts of the city, in the midst of a beautiful forest. There I met the most interesting people and eventually played on their basketball team. Due to the exposure, I developed an interest in the military. Growing up, my father was the one who made the

I was basically 'fresh off the boat' and still new to the city. And suddenly, everything changed. People were absolutely traumatized. It took a few years for the city to recover. I remember that for weeks colleagues would miss work, because they had to attend funerals. There were so many... Markets collapsed, everyone was in emergency mode, and we worked around the clock to adapt to the new circumstances.

When I moved to New York, I didn't know anybody. I didn't have any personal relationships. I had to put in a lot of professional effort to build a network. Since then, I have learned a lot about networking and

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