

THEO RUBY

The CLEAR Framework for Impactful Business Networking

A practical 5-step model to turn every conversation into an opportunity.

Why CLEAR?

Networking shouldn't feel like speed-dating or hard selling. CLEAR keeps conversations natural, purposeful and mutually beneficial. Use it at events, on follow-up calls or when building relationships.

C – Connect

- State who you are & what you do in one jargon-free sentence.
- Offer relevant context (industry, location, specialty).
- Finish with an inviting question to open the floor.

L – Listen

- Maintain eye contact and open body language.
- Use reflective prompts such as “That’s interesting – tell me more...”.
- Note key challenges, values and goals for later.

E – Engage

- Find common ground: location, pain-points, audience type.
- Share a micro-story or quick win (no hard sell).
- Use inclusive language: “We’ve both noticed...”.

A – Ask

- Open-ended questions: “What challenges are stopping you...?”
- Growth questions: “Where’s the biggest opportunity in 6 months?”
- Benefit questions: “How could we combine skills to help both audiences?”


R – Retain

- Record insights immediately (voice note or quick bullets).
- Follow up within 24 h with recap & next step.
- Track contacts in a CRM or spreadsheet; schedule check-ins.

CLEAR at a Glance

Step	Purpose	Key Action	Success Metric
Connect	First impression	Concise intro + context	Clear mutual interest
Listen	Understand	Active listening	Accurate recall of needs
Engage	Build rapport	Insightful sharing	Idea flow
Ask	Uncover value	Strategic questions	Collaboration identified
Retain	Cement value	Follow-up & systemise	Measurable next step

Ready to put CLEAR to work?

 Book a Clarity Call: Map out a networking strategy tailored to your goals. www.theoruby.com/contact