
A Systematic Approach to Networking

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Why We *HATE* Networking

- Hate to talk to strangers
- Don't know what to say
- Don't know how to start/end conversations
- Feels stupid

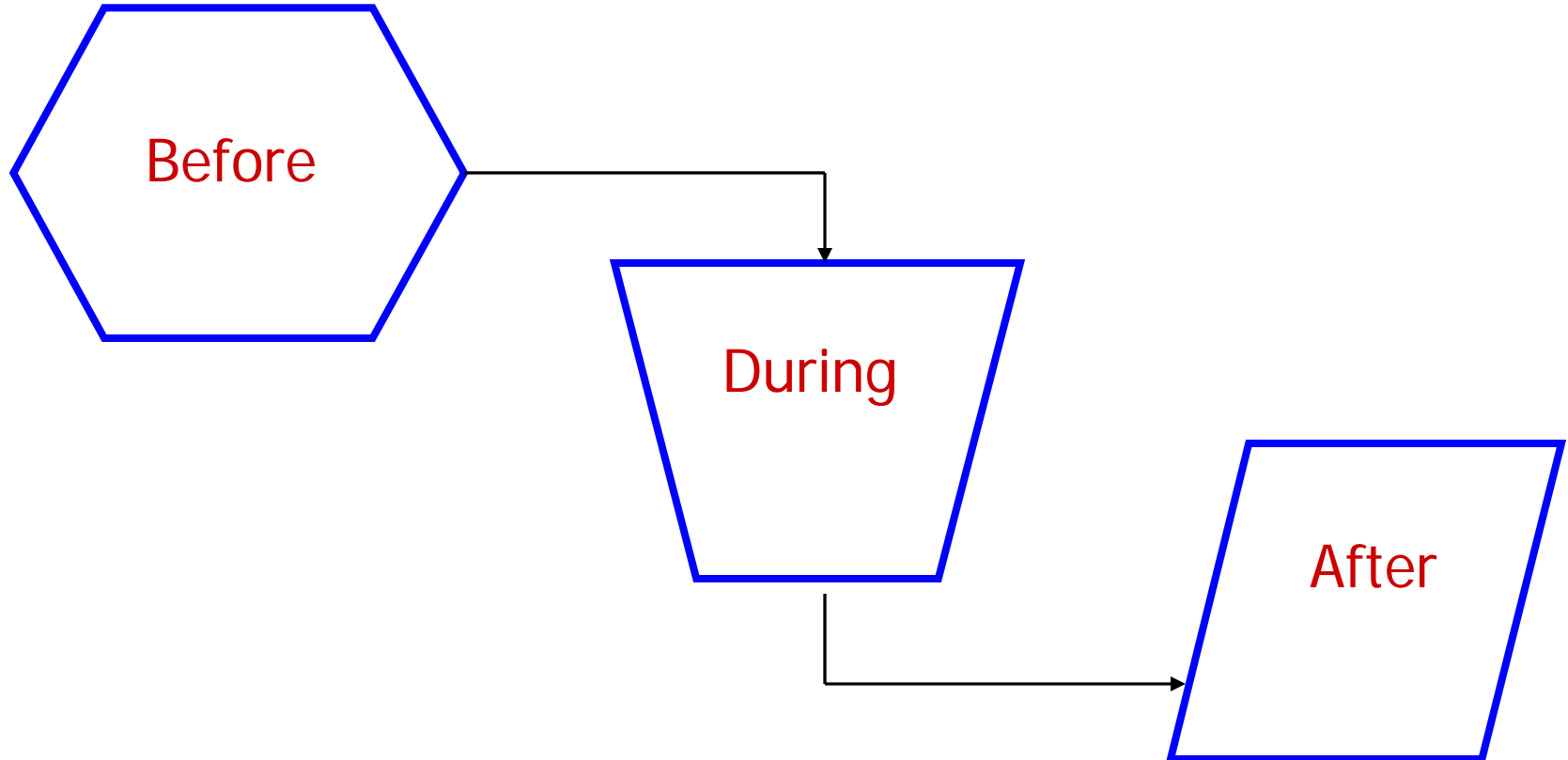
I'm an INTROVERT!

So Why Network?

It isn't who you know, but who knows you and knows what you know

- Career opportunities
- Professional relationships
- Personal relationships

Systematic Approach



Before: Set Your Goals

- What type of network?
- How big does it have to be?
- What do you need it to do for you?
- What part should be online/personal?

TIP: Fine-tune the network you already have

Before: Plan Your Introduction

- Who are you?
- What do you want?
- Who needs to know you?
- Who do you need to know?

Let's try it!

Before: Choose Venue

- Be official
- Host
- Choose an event with a natural affinity



Launching Yourself

- Sign in
- Check the attendee list
- Put your phone on vibrate
- Watch your (body) language
- **MOST IMPORTANT: Give to get!!**

During: Conversations

- Conversation “hooks”
 - Be unusual
 - Invite questions
 - Be a bit outrageous
- Find and cultivate the solo acts
- Risk rejection

Conversation How-tos

- Starters:
 - **The shared experience:** “Did it take you *forever* to find this place?”
 - **The confessional:** “I’ve never been to one of these, have you?”
 - **The funny:** “Do you think this name badge makes me look fat?”

Let’s try it!

How to Be Memorable

- Remember people's names
- Be a good listener
- Be upbeat and fun
- Be fully present
- Ask thought-provoking questions

How to Work a Room

- Identify open or closed groupings
- Master the “1 for me, 2 for you” technique
- Greet the host(s) and speaker(s)
- Network first, eat later

Business Card Savvy

- Your business card goes...
- Their business card goes...
- Your name badge goes...
- Always comment!

Right...Left...Right


Graceful Exits

- Move smoothly from group to group
 - Action: “Can I get your business card?”
 - Closure: “It’s been great to meet you.”
 - Exit Line: “I need to greet some other folks.”
- Be graceful – make sure the person you’re leaving isn’t being left alone.

Let’s try it!

Flawless Follow-up

- Do what you said you were going to do... within 24 hours
- Do NOT add the person to your LinkedIn network...yet



Would you
join my
network?

Most People Don't Follow-up

- No connection was made
- No trust was established
- No personal value was found
- No idea what to do!

Network Cultivation

- Your three critical networks:
 - **Personal:** Close circle of friends
 - **Operational:** Help you get tasks done
 - **Strategic:** People who are where you want to be
- Determine where new contacts belong
- Create an atmosphere of give and take

Online Network Savvy

- Online networks should be active, not passive!
 - Be prepared to introduce anyone in your network
 - Stay in touch through updates, quick emails or articles of interest

Final Questions?

Thank you!!!