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*Networking:
Skills & Perspectives
for Success*

presented by
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Today's Presentation

- The Importance / Context
- Networking Skills
- Networking Perspectives
- Cultural Biases


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The Importance & Context

- What is Networking?
 - Passing of information for mutual benefit
 - Creating & managing relationships
 - Fulfilling human need for connection


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The Importance & Context

- Exercise #1
 - List occasions in the last week when you...
 - Did a favor for someone, or was asked for one
 - Gave contact info, or was given contact info
 - Offered or received encouragement
 - Made or was given a recommendation
 - Where to go, what to do, who to meet, who to avoid


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Networking Context

- Where does networking occur?
- Who You Know vs. What You Know
- Personal vs. Technological
- The Value of a Referral
- Biases and Obstacles
 - Finding the right personal balance


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Networking Skills

- Clear Objectives
- Telephone vs. In-Person
- Listen, Listen
- Observe, Observe
- Talk
 - Body Language


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Networking Skills

- Organization
 - Contact Information
 - Where is it?
- Telephone and Emails
- Source and Specifics


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Networking Skills

- Follow Up and Follow Through
 - Timely and prompt
 - More Than One Channel
 - Phone, email, notes
- Closure with Referring Contact

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Networking Skills

- Introductions
 - More than name, rank and serial number
 - Offer something more! Go three deep...

" Mr. Stackpole, I would like you to meet Dr. Atakova. She is with Medecins sans Frontieres, and hopes to...."


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Networking Skills

- Introductions
 - Exercise #2 – Introducing others
 - Pair up
 - Create introductions for each other
 - Make it exciting!


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Networking Skills

- Introductions
 - Exercise #3 – Introducing yourself
 - AKA – the elevator pitch
 - Create introduction for yourself
 - Make it brief & exciting!
 - Use the prior introduction – or start new
 - Does it make you proud & confident?


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Networking Skills

- Introductions
 - Handshake
 - Firm
 - Two pumps, let go
 - Eye Contact
 - Give her/him something to work with, if at all possible!
 - Nametags


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Networking Skills

- Introductions
 - Business Cards
 - When to ask – When not
 - Conversation Starters
 - Exercise #4:
 - 5 Questions to engage / draw people out
 - 5 Areas about which you are knowledgeable
 - 5 Areas about which you wish to know more


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Networking Skills

- Telephone answering
 - Greeting – 1. Time appropriate, 2. Place (if appropriate), and 3. Your name
 - “Good morning, the White House, this is George.”
 - Call waiting


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Networking Skills

- Telephone – Leaving a message
 - Time appropriate greeting (good morning, good afternoon)
 - This is [YOUR NAME]
 - Phone number
 - Reason for call (if referred – use name)
 - Repeat your [name &] number


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Networking Perspectives

- Obstacles to effective networking
 - Shyness
 - Self-Esteem/Self-Worth
 - Fear of Offending
 - Cultural Uncertainties


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Networking – The Basics

- Networking Survival Kit
- www.EffectiveNetworkign.com
 - Business Cards
 - Sharpie
 - Breath Mints – No, not gum!
 - Badge

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