Networking:
Skills & Perspectives for Success

presented by
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Today’s Presentation

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

The Importance & Context

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

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

Networking Skills

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

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

Networking Skills

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

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…"
Networking Skills

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

- 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?

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

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

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
Networking Perspectives

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

Networking – The Basics

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

Bibliography