

How to Network Like a Pro

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Warm Up Exercise

Everyone please stand

Stretch one arm forward

Relax

Stretch the other arm forward

Relax

Now, bring both arms forward and parallel

Bring your hands together quickly

Again, again, faster

Why Network At All?

Build Meaningful Relationships!

Mutually Beneficial Relationships!

Benefits of Networking

- Meet new people who can help with your career and personal goals
- Maintain relationships
- Recruiting new colleagues
- Current industry information for work-related topics
- **New ideas, new insights, perspectives and new wisdom**
- Develop as an individual and organization
- Attracting the right mentors and coaches
- It's fun!

Ice Breaker

Network with your breakout neighbor

Find out how many things you have in common

3 minutes

When we're done, one person from each group **post in the chat** what you had in common and where each of you live (city/state)

How to Network



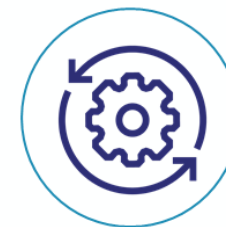
Ask yourself, “what do I want out of this event?”

Know what you want to get out of networking



Realize you have something to offer

What do you have to offer that they might value and why would they make time for you?



Honor the networking code

Another way to say this is “do unto others as you would have them do unto you.”

How to Network (Continued)



- Keep track of your contacts and keep up with them
- ****Never underestimate the power of a thank-you note / note on LI when connecting****
- Make networking a priority
- Don't wait until you're desperate to network
 - Networking is like flossing your teeth. For it to do you any good, you must do it regularly.
- Remember! You're never too successful or too old to network

Where to Network?

- **Casual contact networks**
 - Networking events or industry mixers, such as Social Meetups
- **Knowledge networks**
 - Professional associations, such as IIBA, PMI, Microsoft Developer Network
- **Online networks**
 - Meetup (Agile NOVA, DC SCRUM), LinkedIn



Job Searching - Virtually

- Find people online who can help you with your search
- Ask for 15 minutes of their time
- Ask to learn about them, their job and their company
- Don't ask for a job or referral of a new contact
- Challenge: Pick one person from the participant's list today and connect

<https://www.linkedin.com/feed/news/heres-how-to-network-from-home-4925916/>

Job Searching - Virtually

Is... Relationship Building

Tips and Tricks – Prepare

- Prepare business cards – personal or professional
- Name, phone/email, Motto, LinkedIn

OR

- Ensure LinkedIn URL
is customized



Tips and Tricks – Prepare

- Think of ice-breaker questions in advance, perhaps based on the event
 - What would you be **doing** if you weren't at this event right now?
 - What are you **passionate** about in life/work?
 - What **interests** you about the topic being discussed today?

8 Questions to Ask Someone Other Than “What Do You Do?”

- What excites you right now?
- What are you looking forward to?
- What’s the best thing that happened to you this year?
- Where did you grow up?
- What do you do for fun?
- Who is your favorite superhero?
- Is there a charitable cause you support?
- What’s the most important thing I should know about you?

Tips and Tricks - During

- Network with people you have something in common with – you'll lighten up and be engaged
- **Remember that introductions are key – for yourself and your friends**
- Say the person's name

Tips and Tricks – During

- **Active Listening**
 - Ask Questions
- Share 1 thing for every 5 questions you ask
- Don't take rejection personally
- **Smile – Look interested**
- After: Follow-up with persons of interest



Networking Exercise

- Network with your other breakout neighbor
- **What are you passionate about in life/work?**
- 5 minutes



Job Hunting – Virtual World

- 85% of Jobs are Filled by Networking
 - Hidden Job Market
 - People Who Vouch for You
 - Friends First
 - Professional Development meetups
 - Virtual Conferences
-
- <https://www.cnbc.com/2020/07/21/job-hunting-amid-the-coronavirus-crisis-how-to-network-from-your-couch.html>

Networking - Virtual World

- Philanthropy
- Online courses, webinars and podcasts
 - Give and Take
- Personalized Messages
- [@BACommunityChat](#)

- <https://www.cnbc.com/2020/07/21/job-hunting-amid-the-coronavirus-crisis-how-to-network-from-your-couch.html>

Elevator Speech

- **Goal:** To inform, to request assistance or gain support for your idea/project/organization
- Short introduction that promotes your idea, business, organization
 - Your business card, who you are, what you do, what you are interested in doing and what you want from the listener
- Have a **hook** at the beginning – question, remark, fact
- Outline: 90 words, 30 seconds, about 8 sentences:
 - 15 seconds for your goal/thesis/idea
 - 15 seconds to say what the listener needs to do

Elevator speech - Template

Hello, my name is _____ and I am completing a _____ project in _____ in the _____ department here at Excella.

I am interested in a position as a _____ in the _____ department.

I have been involved in _____ other projects as well.

And developed skills in _____. And discovered that I really enjoy _____ parts of the job.

Would you tell me more about _____ in your department?

Elevator Speech Exercise

- Network with another breakout neighbor
- Write and practice your elevator speech
- 10 minutes

Social Media Networking

- Social Media
 - LinkedIn, Twitter, Meetup
- Networking Groups
 - Professional 20/30 Club, Entrepreneurs of America, Chamber of Commerce, Theatre Partners, Professional User Groups Associations like PMI, IIBA
 - Personal blog/website

Sources

http://www.cio.com/article/164300/How_to_Network_12_Tips_for_Shy_People?page=2&taxonomyId=3127

<http://www.businessinsider.com/how-to-network-like-a-pro-2010-4?op=1#ixzz2XXzNhEuh>

<http://alumni.berkeley.edu/services/career-services/resources/articles/networking/tips-how-network-successfully>

<http://janvermeiren.wordpress.com/2008/03/01/26-reasons-why-networking-is-important/>

Building Connections and Meaningful Relationships



Quality > Quantity



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