



PEOPLE NETWORKING 1100101

An introduction & guide to being your most effective networker



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Objectives

What we hope you take away!



Everyone Can Be A Great Networker

All of us no matter what your background, strengths or weaknesses can be a great networker.



Behaviors

Being a good networker is exhibiting a set of behaviors.

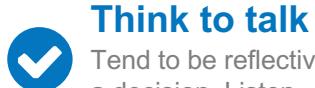


You already have skills

Whether you are an *Introvert* or an *Extrovert* you already have **skills** which make you a great networker.

Introverts

Traits



Think to talk

Tend to be reflective, especially before talking or making a decision. Listen.



Introspective

Focused, go deep on topics, learn through observation



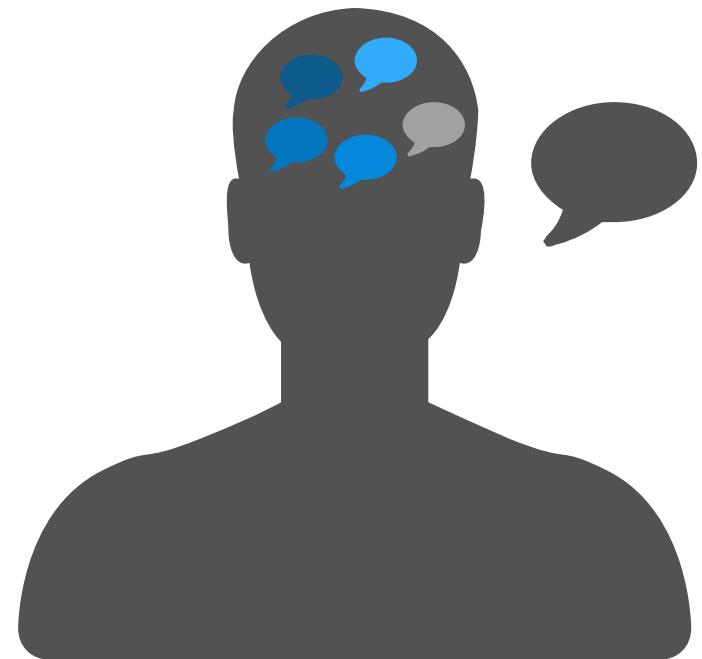
Energize Alone

Self-Reliant.



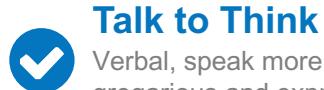
One on One

More sociable with people they know. Like 1 on 1 conversations.



Extrovert

Traits



Talk to Think

Verbal, speak more, excellent communicators, gregarious and expressive.



Expansive

Go wide on topics. Distracted easily.



Energize with Others

Socialize to recharge



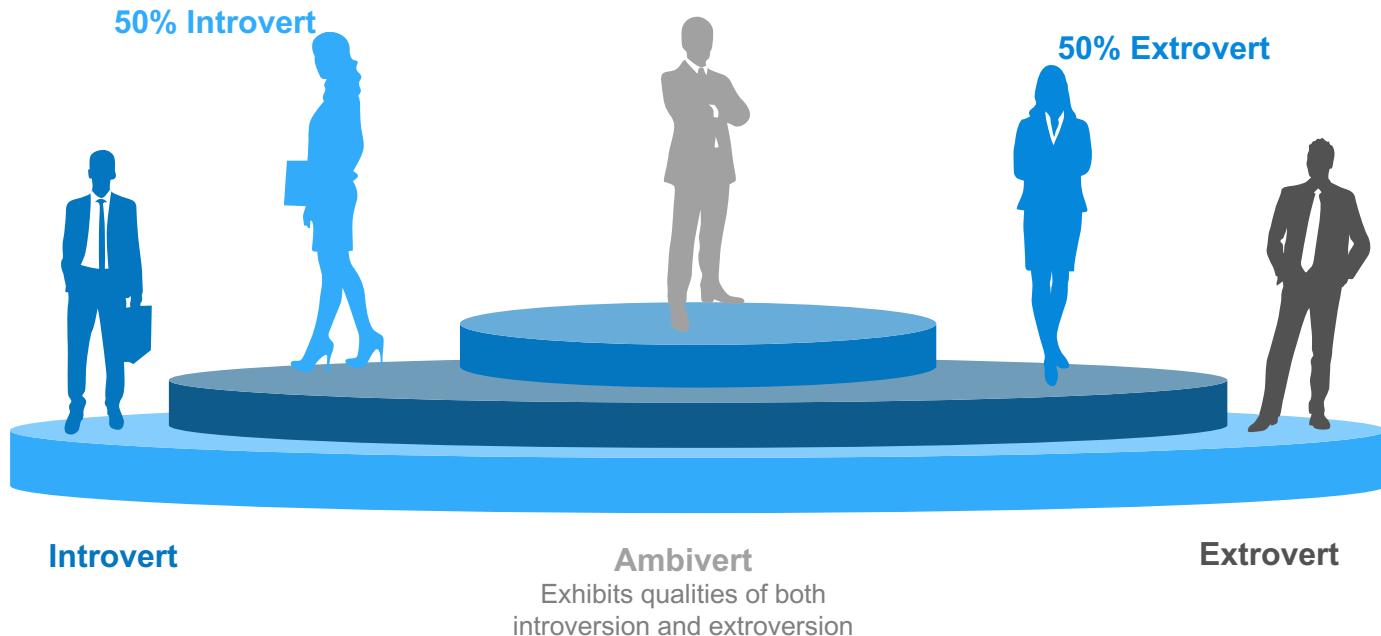
Action-Oriented

Make decisions quickly



Sliding Scale

A Continuum



What are you?

Test

As a student...

- 1) Participate in lively discussion
- 2) Listen to interesting lecture

Weekend plans....

- 1) A weekend packed with social plans
- 2) A weekend with zero social plans

Dinner plans...

- 1) Going out with a group of friends
- 2) Dinner with best friend just the 2 of you

After networking or party...

- 1) Energized ready for more
- 2) Tired & drained, even if I had fun

How do you work...

- 1) I don't mind multi-tasking
- 2) I like to focus deeply on 1 thing at a time

Coworker disagreement...

- 1) I don't hold back my thoughts
- 2) I become quiet and bring up the problem later

What is Networking?

The action or process of interacting with others to exchange information and develop professional or social contacts.



CONNECTION

Finding commonality between you and others.



VALUE

Both participants should derive some value from the connection. Advice, ideas, support, friendship, growth, job opportunity...



CONSISTENCY

A connection with a person only persists if there are consistent interactions. These interactions can be monthly, quarterly or yearly.

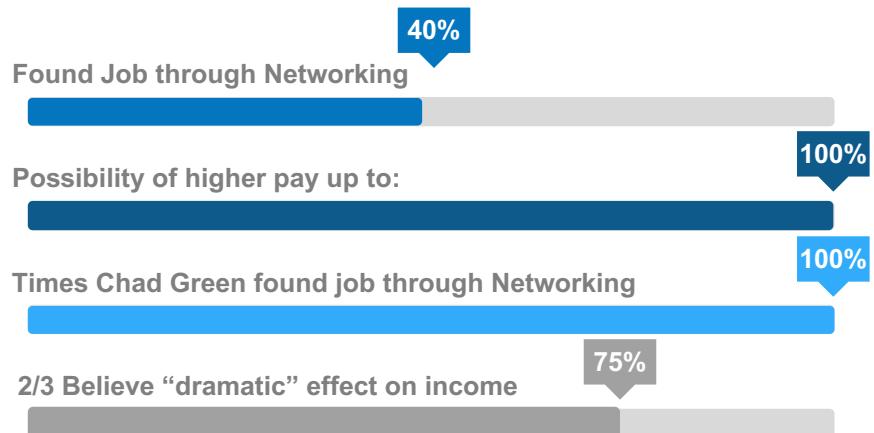


Do affective networkers make more\$\$\$\$\$



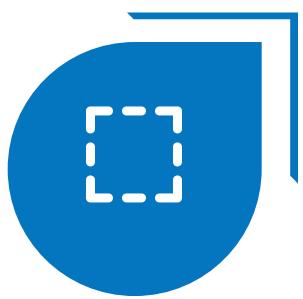
Project Features

In a study from Pepperdine University's Graziadio School of Business, 40 percent of respondents reported finding their current position through an existing network or referral. And nearly two-thirds of respondents believed networking could have a "dramatic" effect on income, increasing it by as much as 100 percent.



Why People Do Not Network

Why People Fear Networking



Unprepared



Fear of Rejection



Limited Self Image



Low Self Esteem

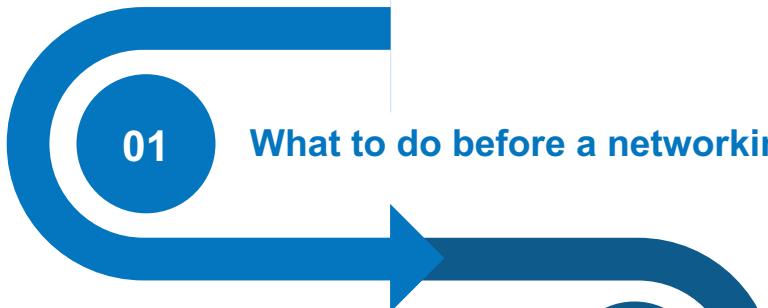
Networking

A How To



01

What to do before a networking event.



02

What do to while at a networking event.



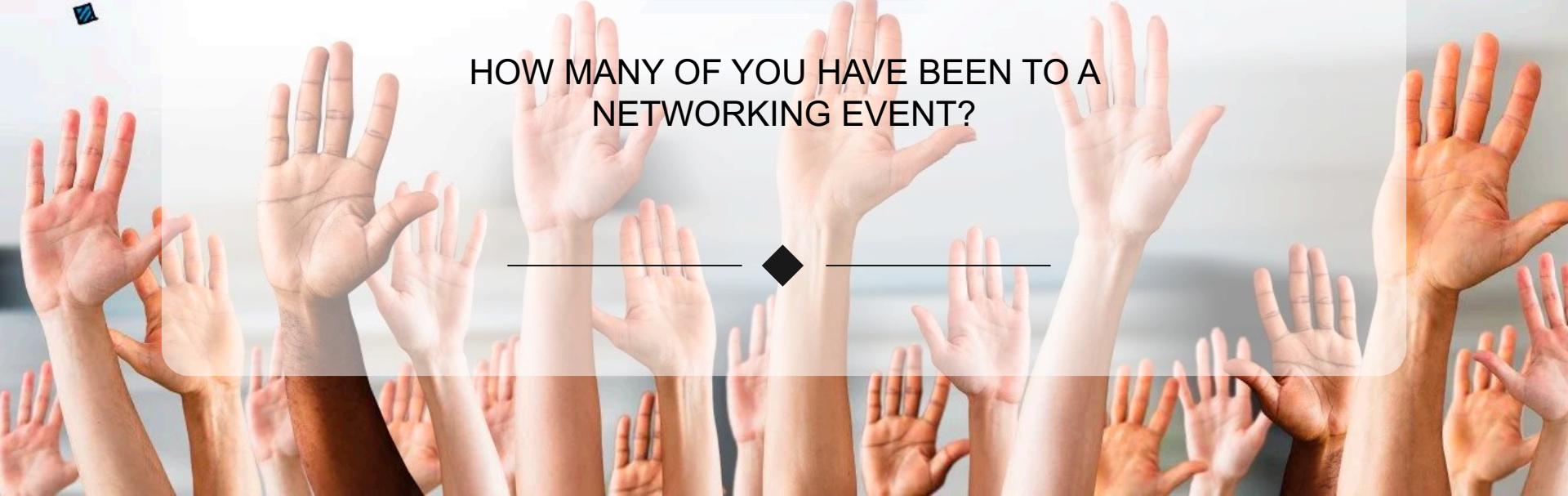
03

What to do after a networking event





HOW MANY OF YOU HAVE BEEN TO A
NETWORKING EVENT?





BEFORE AN EVENT

What to do before going to a networking event.



Get Prepared



SET GOALS



Create S.M.A.R.T. goals around networking. What do you want to get out of spending your time networking?

DO YOUR HOMEWORK

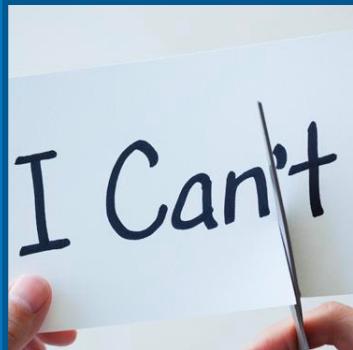


Find out who is attending an event or who is speaking. Determine who you want to connect with at the event. Have questions and topics prepared.

TAKE A RISK



No risk no reward. Make a dare with yourself and take it!



Positive Self Talk



Self talk is your inner monolog and it impacts your outward success.

Refrain from “Catastrophic Thinking”, ruminating on irrational worst-case outcomes.

Without a positive attitude your words can become jaded and cynical.



Elevator Pitch

Tell Me About You

BE BRIEF

Your remarks and information should be no more than **30** seconds.



GET INFORMATION

Start with questions to generate information you can use to shape your commercial to connect.



HAVE FUN

Don't be nervous, just relax and have fun!



BE TO THE POINT

Say something that creatively tells the other person who you are and what you do.



BE PREPARED

Have your information at your command. Rehearsed, practiced and polished.



BE REMEBMERED

Say, give or do something that will stay in the other person's mind (in a positive creative way).



Dress for Success

WHAT TO WEAR



First Impressions

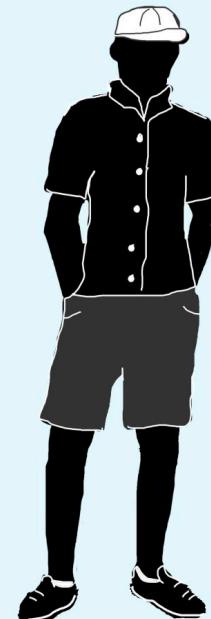


Self Image



Confidence

WHAT NOT TO WEAR



Picking the Right Events

People and Place

You Can Network Anywhere



Think outside of the box

Prep the Site

Send messages to your network



Industry

There are industry specific groups



Take on a role

Does the event make sense for you?





WHAT TO DO AT THE EVENT

Smile, Be nice, Make Friends, Smile, Be Yourself,
Smile



Show Up

"Ninety percent of success is just showing up." - Woody Allen



HELLO

my name is

1
2
3

Prioritize

Try to pre-register and get a pre-printed name (and motivate you to show up). If name misspelled maybe leave it, but if your title, company or position is incorrect fix it.



Print

Use thickest marker and print first name in large block print. If you make a mistake throw it away and start over.



Social

Social media is more common way to connect with people. Think of adding a Twitter handle to your name tag.



Plastic

The plastic sleeve a name tag comes in is a great place for a stash of business cards.

Be Friendly



Friendly is Trustworthy



Smile...it makes you 100 time more attractive



People connect with people they like



Be Human

Names

How to Remember a Person's Name

**Repeat the persons name 3 times
during the conversation.**

Ask the origin of an
interesting name.

Envision the name written out on
a large piece of paper.

Relate to others you know with that
name.

Look at the person's eyes
and repeat their name.

Use alliteration to associate a
name with an activity.

Write down the name of the person
after meeting them.

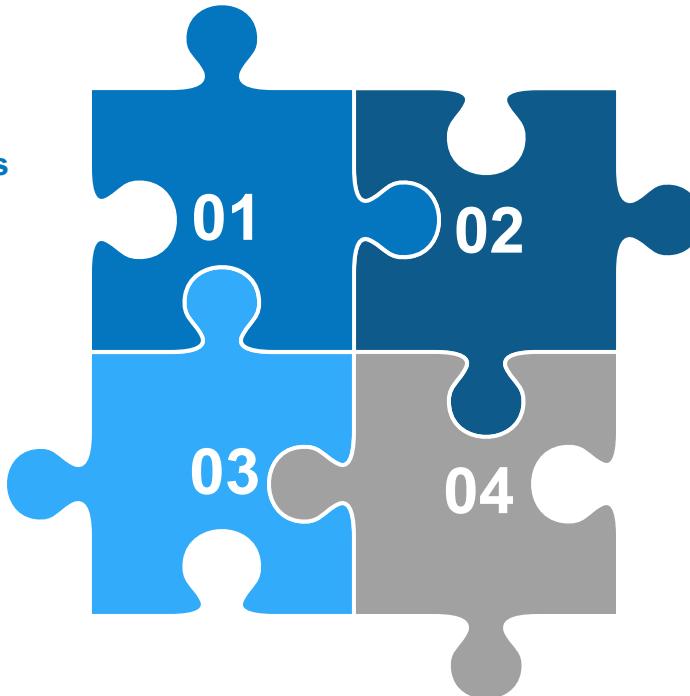
Tactical Talking Tips

Ask Open-ended Questions

Open-ended questions invite elaboration and maximize opportunity to connect.

Find Common Ground

Connecting on multiple dimensions with a person makes you more memorable and the connection stronger.



Actively Listen

Take an interest in someone before you ask them to take an interest in you. Active listening shows respect.

Shape Your Message

Treat others how they would like to be treated. Adapt your communication to your audience.

Open-Ended Questions

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?



Exit Please

How to Nicely Exit a Conversation

It was great meeting you.

I am going to freshen up.

Offer to deliver a drink.

Ask for the others persons card.

Give the other person your card.

Ask to connect on social media.

Plan a get-together.

I don't want to keep you from meeting others.

Introduce the person to someone you know. Have you met?

I promised myself I would circulate.
Who would you suggest I talk to next?

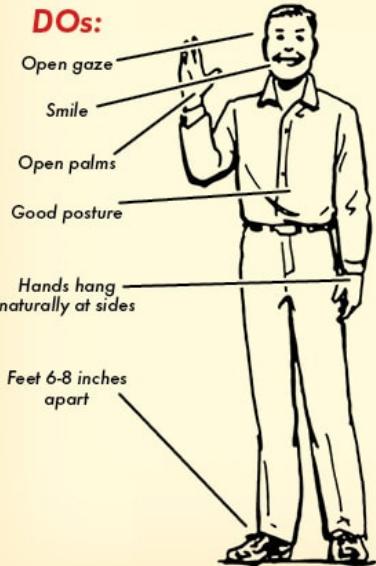


Body Language

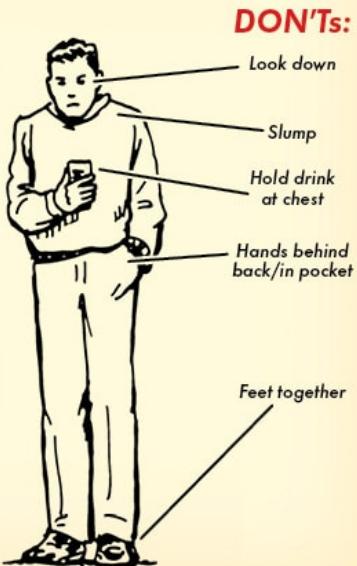
First Impressions Matter

First Impression Body Language DOs and DON'Ts While Standing

DOs:



DON'Ts:



Good Eye Contact



Smile...its important



Handshake



Dress Professionally



Be Inviting



Good Posture



Networking Partner



Don't spend all your time with your friend.

Challenge each other to network.

Help each other with names.

Have Fun!



The Do NOTs

This is a Professional Event



Don't Get Drunk



Do Not Flirt



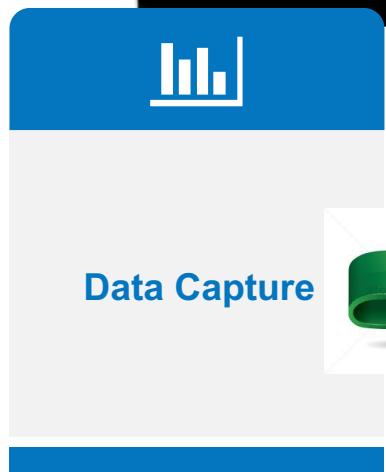
Don't Cut People Off



WHAT TO DO AFTER THE EVENT

Data Capture, follow up, reflecting on oneself, providing value

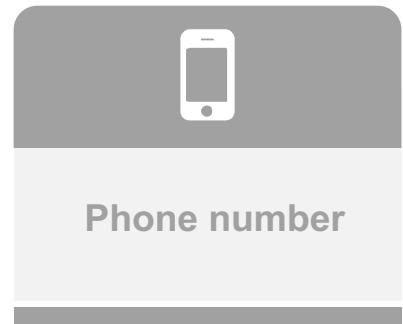




Business cards

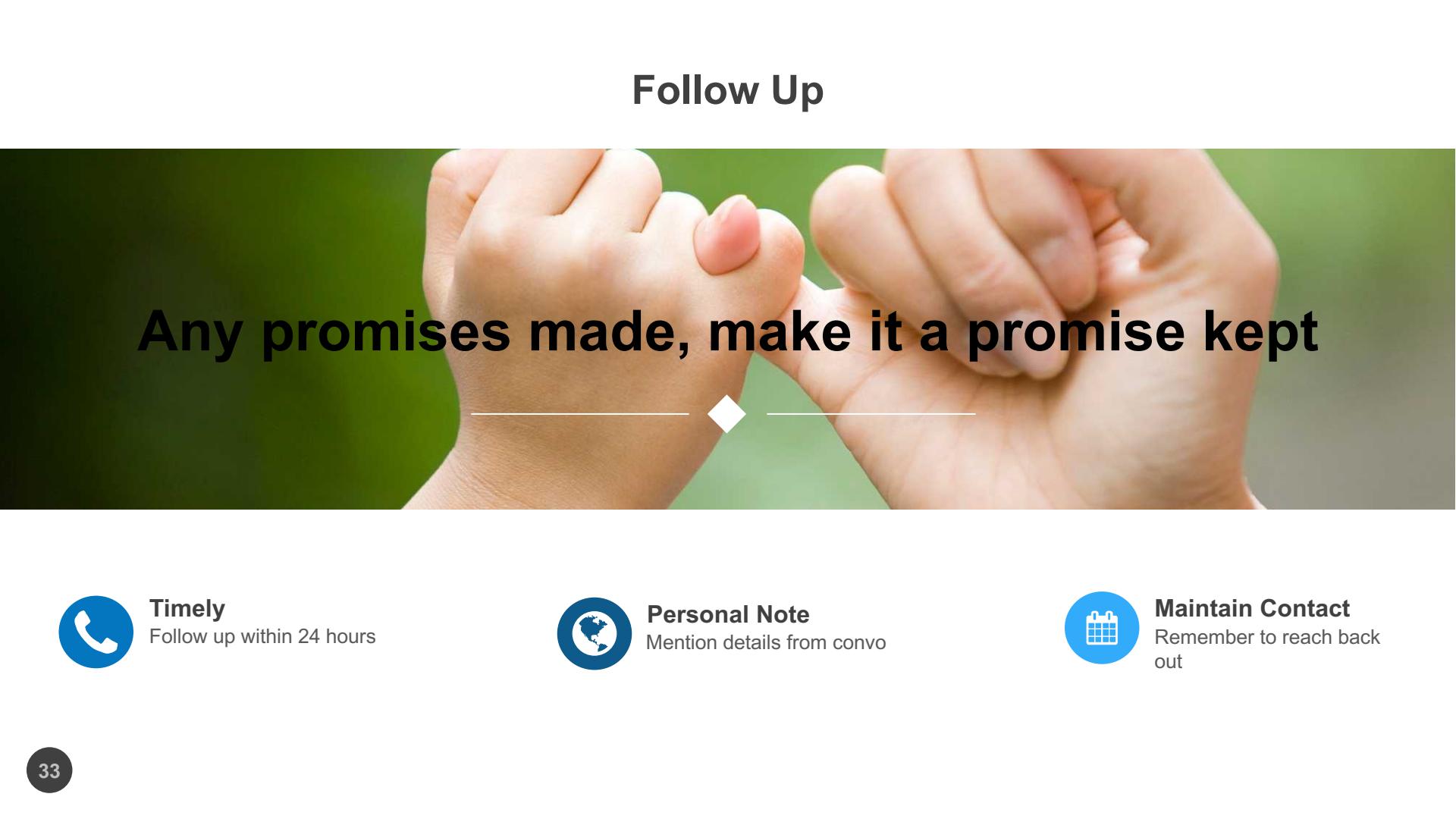


LinkedIn
500 million
users



Phone number

Follow Up



Any promises made, make it a promise kept



Timely

Follow up within 24 hours



Personal Note

Mention details from convo



Maintain Contact

Remember to reach back out

Provide Value

Set yourself apart

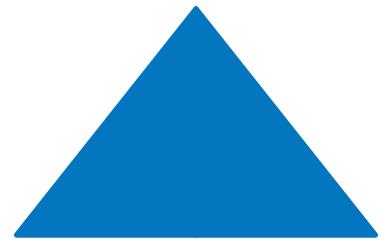
- Share Connections**
Make beneficial introductions.

- Share Experiences**
Knowledge and wisdom

- Share Resources**
Business resources

- Share Opportunities**
Think selflessly





REFLECTING ON ONESELF

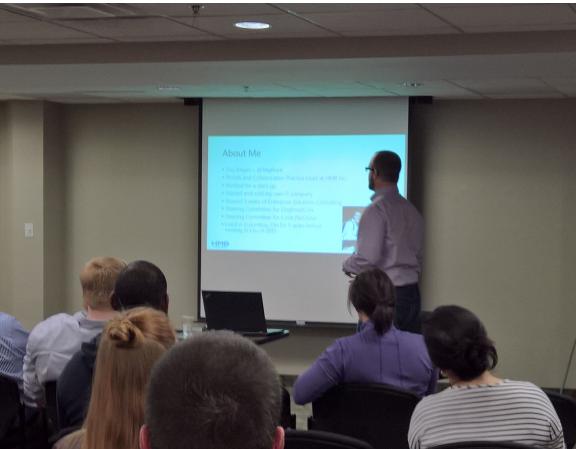
The key is always you





TIPS & TRICKS





<https://www.meetup.com/>



Two Hundred and Fifty

250 x 250

ABC

62,500

1

Create a List of 250 People You Know

Friends, relatives, people you worked with, acquaintances, etc.

2

ABC Your List

A – those you have a good relationship/connection (circle of influence)

B – those who can grow into good relationships

C – those who you are not sure you can connect with but might want to continue communicating

C

B

A





How To Do It



Consistently take small actions over time.

Simple self-discipline repeated over time lead to success.

Getting the first connection is the hardest.



Thanks!!!

The only difference between where you are right now and where you will be in the next year at this time is the People you Meet and the books that you read. - Charlie "Tremendous" Jones



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