

# Week 5 Lecture 14

Business

# What's in this lecture?

- Getting good information out of people
- Working a room
- Directing conversation

# Key Advice

- Be humble
- When you listen, only listen
- Seek to learn from others

# Establish a goal

- Reduces churn:
  - you get to your point
  - they get to their point
  - you both benefit
- Conversation is the dance that gets to those points -- be graceful

# Example Goals

- Hear a person's current project
- Get feedback on your current project
- Find clients/developers/money/advice
- Act as/be recipient of a creative muse
- Analyze difficult problem

# First

- Snap judge a person: what is your initial reaction?
- Ask yourself:
  - What inflections and tones do they use?
  - Where do their eyes go, and when?
  - What are their hands doing?
  - When do they smile, and how?

# Snap Judging

- Goal **is not** to pass judgement
- Goal **is** to give yourself a hypothesis
- By third question your hypothesis should be tested
- Every question/statement after should be tailored based on outcome

# Directed Questions

- Relate information to your own experience
- Get to the point
- Undirected:
  - ‘So how did it turn out for you?’
- Directed:
  - ‘What was the client’s reaction?’



# Dirty Tricks

- For when you don't want to talk or deal with niceties but have to
- Leave no gap between points
- Quickly respond with question
- People have weak sides -- biggest indicators are what they don't say/don't talk about
- Ask somebody to 'break it down' for you

# Clean Exit

- The Professional:
  - “It’s been a pleasure talking to you -- let’s follow up on LinkedIn”
- The Expert
  - “Punctuating statement based on conversation -- I really enjoyed speaking with you on this subject”
- The Helper
  - “Let me look into x, y and z and get back to you”

# Moving on

- 5 minutes if the person isn't who you really want to talk to
- 10-15 minutes for interesting people
- Get to know names: the more people you know the more fluid movement can be

# Who to seek?

- If you don't talk to a range of people, you don't know who you've talked to
- Strive for a cross section:
  - Equal male/female ratio
  - Shy and gregarious
  - Articulate and unsure

# Who to deflect?

- People you've talked to before (and don't have reason to talk to again)
- Stock questions and empty smiles
- Interruptors
- People who are too chummy

# Talking Shop

- Do not mention clients by name
- Focus on value-add, not gripes
- Ask questions -- consider it recon
- Don't start or participate in one ups

# Exercises

- Talk to at least one person you don't know when getting lunch, every day
- Create a list of 5 questions that when answered properly, will tell you everything you need to know about that person.