

Welcome to

# Networking for Success



# Learning Objectives

Be able to:

- To describe what networking is and why it is important to career and personal growth
- To create a plan for networking
- To describe the three fundamentals of successful networking
- To discover networking tools and strategies

# Agenda

Introduction	30 minutes
Module 1: Understanding and Building Networking Relationships	100 minutes
Break	10 minutes
Module 2: Your Professional Presence	95 minutes
Lunch Break	30 minutes
Module 3: Networking via E-Mail and the Internet	70 minutes
Break	10 minutes
Module 4: Self-Promotion and Creating a Plan	90 minutes
Conclusion	15 minutes

# Networking Pitfalls

- Failing to reciprocate
- Failing to acknowledge your network
- Underestimating your contacts

# Your 30-Second Introduction

In three short sentences, describe:

- Who you are
- What you do for a living
- What your career goal is
- What you have to offer
- How the listener can help

# Activity: Practicing Your Introduction

- Review your “Networking Strategy” form on pages 7 and 8.
- Spend about 5 minutes working on your 30-second “elevator speech.”
- Choose two people in the class to whom you want to introduce yourself.
- You will have 10 minutes to get up and walk around the room as if it were a networking event, introducing yourself to people with your speech.
- After the 10 minutes are up, the class will debrief.

# Networking Events

- Develop a target list
- Prepare to meet people
- Work the room

# Nurturing Your Support System

- Follow up
- Keep them in the loop
- Say thank you



# Making a Positive First Impression

- Consider your appearance
- Shake hands with confidence

# Effective Listening

## **DO:**

- Make and hold eye contact
- Give verbal and non-verbal feedback
- Maintain a pleasant expression

## **DON'T:**

- Interrupt
- Think about your response
- Impose your own agenda
- Tune out

# Activity: Improve Your Listening

- Find a partner
- Practice speaking in one voice, as if you are one person
- Create stories starting “Once upon a time...”
- If a story is not working, stop and start a new one

# Telephone Openers

- Use your 30-second speech (or something like it)
- Be mindful of the listener's time
- Start with the "good stuff"
- Warm up the listener

# Activity: You Make the Call

- Form groups of three to five people.
- Discuss scenarios:
  - What is the faux-pas and what should be done instead?
  - Which section of the book did you use to determine your response?
- Groups will have 15 minutes to read the scenarios and create responses.
- After 15 minutes, groups will share responses.

# Writing Effective E-Mail

- Write a subject line with oomph
- Compose content with care
- Format for readability

# Surfing for Leads

- Chat rooms
- Online forums
- E-newsletters
- Discussion lists

# Netiquette Guidelines

- Respect confidentiality
- Keep it clean
- Remain gender neutral
- Avoid harassment and discrimination
- Calm down first



# Netiquette Guidelines (cont'd)

- Keep your list concise
- Use “urgent” sparingly
- Ask permission to forward
- Never use for bad news
- Do not rely solely on e-mail

# Activity: High-Tech Brainstorm

- Form groups of four or five people.
- Discuss the following questions:
  - What are some of the ways you have used technology for networking?
  - What are some of the ways you have seen other people network with technology?
- Create a list of ideas for using technology and ways to get the necessary information.
- After 10 minutes of discussion, groups will present their ideas to the rest of the class.

# Press Release Writing 101

- Use the “inverted pyramid” approach
- Write an effective lead
- Address the “five W’s”

# Steps for Byline Placement

- Brainstorm topics
- Do your homework
- Phone or e-mail the right editor
- Briefly and clearly explain your topic
- Discuss details
- Include a picture

# Promoting Yourself Through Speaking Engagements

- Be a SME (Subject Matter Expert)
- Start slowly
- Learn by doing
- Spread the word

# Putting It All Together

- Spend 10 minutes answering the questions on pages 89 and 90.
- Look back through the book for any ideas that were noted earlier.
- Break into pairs and spend about 5 minutes sharing your plans.
- Ask each other questions to help refine your plans.