A Systematic Approach to Networking

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Why We *HATE* Networking

- Hate to talk to strangers
- Don’t know what to say
- Don’t know how to start/end conversations
- Feels stupid

I’m an INTROVERT!
So Why Network?

It isn’t who you know, but who knows you and knows what you know

• Career opportunities
• Professional relationships
• Personal relationships
Systematic Approach

Before

During

After
Before: Set Your Goals

• What type of network?
• How big does it have to be?
• What do you need it to do for you?
• What part should be online/personal?

TIP: Fine-tune the network you already have
Before: Plan Your Introduction

• Who are you?
• What do you want?
• Who needs to know you?
• Who do you need to know?

Let’s try it!
Before: Choose Venue

• Be official
• Host
• Choose an event with a natural affinity

Where? Why?
Launching Yourself

• Sign in
• Check the attendee list
• Put your phone on vibrate
• Watch your (body) language
• MOST IMPORTANT: Give to get!!
During: Conversations

- Conversation “hooks”
  - Be unusual
  - Invite questions
  - Be a bit outrageous
- Find and cultivate the solo acts
- Risk rejection
Conversation How-tos

• Starters:
  – **The shared experience:** “Did it take you *forever* to find this place?”
  – **The confessional:** “I’ve never been to one of these, have you?”
  – **The funny:** “Do you think this name badge makes me look fat?”

*Let’s try it!*
How to Be Memorable

• Remember people’s names
• Be a good listener
• Be upbeat and fun
• Be fully present
• Ask thought-provoking questions
How to Work a Room

• Identify open or closed groupings
• Master the “1 for me, 2 for you” technique
• Greet the host(s) and speaker(s)
• Network first, eat later
Business Card Savvy

- Your business card goes…
- Their business card goes…
- Your name badge goes…
- Always comment!

Right…Left…Right
Graceful Exits

• Move smoothly from group to group
  – Action: “Can I get your business card?”
  – Closure: “It’s been great to meet you.”
  – Exit Line: “I need to greet some other folks.”

• Be graceful – make sure the person you’re leaving isn’t being left alone.

Let’s try it!
Flawless Follow-up

• Do what you said you were going to do… within 24 hours

• Do NOT add the person to your LinkedIn network…yet

Would you join my network?
Most People Don’t Follow-up

• No connection was made
• No trust was established
• No personal value was found
• No idea what to do!
Network Cultivation

• Your three critical networks:
  – **Personal:** Close circle of friends
  – **Operational:** Help you get tasks done
  – **Strategic:** People who are where you want to be

• Determine where new contacts belong

• Create an atmosphere of give and take
Online Network Savvy

• Online networks should be active, not passive!
  – Be prepared to introduce anyone in your network
  – Stay in touch through updates, quick emails or articles of interest
Final Questions?

Thank you!!!