Networking Effectively

Get Results Without Begging

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Networking is NOT:

• Asking for a job
• Something you do when you have to do it
• Stalking people you don’t know
• Just about you
• Selling something
• Prospecting
• Giving away a business card
Networking is:

• Building relationships
• Talking to people
• Making connections
• Learning from people
• A planned and ongoing activity
• An investment in the future
Where Do You Start?

- Types
- Locations
- Goals
- Preparation
- Face to face
- Internet (i)Networking
Networking Types

• One on one
• Group meetings
• Face to face
• Information interviews
• Online
  – LinkedIn
  – Facebook
Networking Locations

• Groups
  – Churches
  – Professional organizations
  – Chambers of commerce
  – WIND
  – Etc.

• Coffee shops, Airplanes, etc.

• There are more places than you can shake a stick at!
Networking Goals

• Why are you networking?
  – Seems like a good idea
  – Everyone else is doing it
  – I wonder if everyone else is as confused as I am

• Finding a job
• Making a sale
• Building a business
• Recruiting a new employee
• Preparing for the future
Networking Prep

- Who do you know?
- What can you offer?
- What do you want?
- Research
- Your elevator pitch
- How can you make it easy for someone to help you?
- Mutually beneficial, Mutually beneficial, M...
Face to Face?

- Introduction – Stand out
- Offer to help
  - Introductions
- Have your story ready
- Learn to listen
- Follow up
Informational Interviews

• Draw connections – introduce and locate
• Ask questions – learn from everybody
• Add value
• Expect to be asked for help
• Keep the connections alive
• Share your life
Any Networking Meeting

• Create Rapport
• Set the agenda
• 30 second commercial
• Ask questions
• Target company list
• Ask for referrals
• Resume
• Business card
• Thank you
Internet (i)Networking

• Does not replace real world networking
• Almost identical to face to face networking
• A mixture of Business and Social tools
• Learn i-Netiquette
• Don’t join if you don’t want to play
• Building your i-Brand.
• LinkedIn
• facebook
Linkedln – What is it?

• A business-oriented social networking site that enables users to connect with colleagues, look for a job or business relationships and get answers to industry questions.

• Linkedin users invite people they know and trust to become "linked in" to them, and the business connections of invited users are in turn linked.

• In order to reach connections down the line, requests for introductions have to be made.
Degrees of Separation

(2 levels deep: 100 x 100 = 10,000)
LinkedIn - The Basics

• Create a strong Summary
• Use keywords (search job postings)
• Clean up other profiles (Facebook, etc.)
• Complete Education, Job History sections
• Complete “Interests” section
• Check out and join groups, business, alumni, etc.
• Check out your online profile (Use your name)
Successful Networking - Summary

• Draw connections – introduce and locate
• Ask questions – learn from everybody
• Add value
• Expect to be asked for help
• Keep the connections alive
Never Beg!
Questions?