

Find Your Tribe & Answer Your Calling

Get the most from networking

With Tim Fraser

Introductions

Your Assignment

Improv Exercise: 3 Questions

Partner up with someone close to you that you do not know yet.

Learn their name and 3 things about them

You will then introduce that person to the rest of us in the room.

This is going to be really quick. (30 seconds)

I promise there is a point to doing this.

Was that Networking?



**What was
your 'pitch'?**



**Were you
professional
or personal?**



**Focused on
listening or
speaking?**

Why Networking Sucks

- ✔ I have to meet the 'right' people
- ✔ I have to 'wow' them - quickly!
- ✔ I have no idea what to talk about
- ✔ I have no idea what to *keep* talking about
- ✔ I didn't realize follow-up was part of this

Why I Hate Networking



- 1 Afraid of coming across like a fraud
- 2 Looking desperate
- 3 Fear of Rejection - like prom flashbacks
- 4 Not knowing how to introduce myself
- 5 All stress - no gain

How We Tend to Network

1 | Hi my name is

Forget their name immediately.

2 | So what do you do?

Ask them what they do so we can decide if they're worth our time.

3 | Here's my card

Talk about what we do and then trade cards, if we remember to do so.

How Effective Networkers Do it

1 | Genuine Interest

Intros are brief and questions are the focus. What brought them to the event. How did they like that last info session?

2 | Listening

Build upon the information they've given you.

Take a breath.

3 | Identifying Opportunities

Collaboration or mutual interest, instead of 'what can they do for me?'

What's at the heart of your 'mission'?



*“People will forget what you said.
People will forget what you did. But
people will never forget how you
made them feel.”*

- Maya Angelou

Quick Break

(Optional)

Strategies to Make Networking Easier

01



Research

02

Ask for
Intros



03



Ask first,
talk later

04

Take notes
& Follow
up



Strategies to Make Networking Easier

Research the Event

Make Strategic Choices on What to Attend & Set Goals

- Any interaction can be 'networking'
- If you're choosing an event to attend, think about who else it attracts.
- Are you excited or interested in the content in general?
- Aim for kindred spirits and new perspectives

Set achievable goals:

- Introduce yourself to the person sitting beside you
- Put your hand up to ask a question
- Meet three new people and get their business cards
- Learn about one new industry trend

Strategies to Make Networking Easier

Research the Attendees

Ask for Introductions From Your Current Network

Take Advantage of the Internet aka. Get 'Creepy'

- Delegate Lists
- Online forums for event
- I'm so excited that I bought my ticket to #Expo2017 !
- LinkedIn profiles
- Google search - quotes in publications, other events, etc.



Strategies to Make Networking Easier

Swim in the Deep End of Conversation

1. The most meaningful conversations have nothing to do with traffic, weather, or tv.
2. Make an ask for an opinion, insight, lesson or experience that you'd genuinely love to learn about.
3. Practice active listening.
4. Make a note of your conversation afterwards. *(It's okay, just pretend you're texting someone.. It's a passable social rudeness...Especially if you're a Millennial ;)*

Overcoming Internal Barriers

Just Keep Reminding Yourself....

- ✔ You deserve a seat at the table (You're awesome!)
- ✔ Everyone else is uncomfortable too
- ✔ Becoming a good Networker takes time and practice
- ✔ It comes easier to some people more than others
- ✔ The first conversation at the event is always the hardest

The Event is Over...Now What?

When should I
call?



Follow up tips



Don't wait more than 48 hours.

Keep the conversation from your meeting going.

E-mail is more personal than LinkedIn/Facebook

Asking someone to connect on LinkedIn is great, with context.

Try to schedule a time to reconnect with them.

Don't leave them an option to ignore your message.

Networking Karma

Ask “How can I help?” to your Network

Connect people that should know/work together

If you see someone struggling with Networking, share what you learned today

Being a great resource for others will keep you at the top of their mind

Questions?
