

# Networking 101

**Tips for Building an Authentic Network**

**Joe Lawless**

# Today we will learn:

- What networking is (and isn't)
- About emotional intelligence
- Skills for meeting people
- Skills for building your network
- Skills for maintaining your network

# Network:

- Noun – an association of individuals having a common interest , formed to provide mutual assistance , helpful information, or the like
- Verb – to cultivate people who can be helpful to one professionally, esp. in finding employment or moving to a higher position

# Emotional Intelligence

- Nothing that follows matters without:
  - Emotional Intelligence
  - Having a good “sense of self”
  - Being authentic
  - Paying attention
- Good networking skills do not equal a good network...being authentic does.

# Networking Process

## E. L. F. S.

- Engage
  - Listen
    - Follow-up
      - Synthesize

# ENGAGE

- Networking is a contact sport...you can't do it from the sidelines
- So how do you engage?
  - Volunteer
  - Join
  - Attend
- Bottom line: you have to put in the time to get the benefit

# ENGAGE

- How are you engaged now?
- What ideas do you have for building your network?

# LISTEN

- Think of someone you know who listens well...what characteristics do they have?
  - Present
  - Interested
  - Have Time
  - Are Respectful
  - Eye Contact

# LISTEN

- How about someone who just doesn't listen well...what are their traits?
  - Preoccupied
  - Interrupts
  - Non sequitur statements

# LISTEN

- Practical Skills
  - Eye contact and handshake
  - Elevator speech
  - Prepare open-ended questions in advance
  - Ask permission to follow up or references

# FOLLOW-UP

- How you follow up and cultivate the relationship is important.
  - Situation: You just got back from an event where you met and connected with 5 people.

**What are you going to do?**

# FOLLOW-UP

- Ideas for cultivating relationships:
  - Thank you!
  - News articles
  - Event invitations
  - Informational Interviews
  - Coffee
  - Remember Special Events (Birthdays)

# FOLLOW-UP

**Any good ideas?**

# SYNTHESIZE

## Two Rules:

1. You aren't good enough to remember everything
2. You need a system for recording and organizing information

# SYNTHESIZE

- What information do you keep?
  - Standard things:
    - Phone numbers
    - E-mail addresses
    - Addresses
    - Company
    - Title
    - Etc...

# SYNTHESIZE

- What information do you keep?
  - Important Information
    - Names of spouse and kids
    - Assistant's name and number
    - Birthday / Anniversary
    - Interests, associations

# SYNTHESIZE

- Housekeeping
  - You've got to keep your information up to date
  - Once a month, clean out and organize
  - Back up your information!
  - Develop your own sense of when to purge

# SYNTHESIZE

- On-Line Networking
  - Linked-In
    - Growing as a valuable tool
  - Facebook
    - Be careful what you do here!
  - Xobni
    - A data-mining add-on to Outlook

# My Career Path

- 14 jobs – each gained through my network
- Fits my style – you must find yours

# The Tipping Point

- My first job in Tacoma
- Building a Critical Mass
- Reaching the Tipping Point and the “Illusion of Connection”

# Networking is like Gardening

- Site selection is critical
  - You can't build a network from the sidelines (in the shade)
  - Put yourself in the sun – get involved
- Cultivate your soil
  - Practice your authenticity and presence – be purposeful
- Fertilize with nutrients
  - Your network won't grow if you're not an engaging person

# Networking is like Gardening

- Choose your seeds wisely
  - Build the network you want
  - Be purposeful about how you network
- Water enough (but not too much!)
  - Pay attention to the people in your network
  - It's not really a network if you don't provide value to others
- Pull out the weeds
  - Pay attention to your data
  - Keep it up to date and delete those that need to go

# Networking is like Gardening

- Rotate your crops
  - Use technology to keep information current
  - Use data-mining technology to gather relevant information
- Harvest your crops
  - Eventually, if you put enough energy into your network, harvesting the rewards is great...and nutritious!
- Share with your neighbors
  - Help other people make connections and build their network