



Professional Networking

How to Work a Room and Other Tips

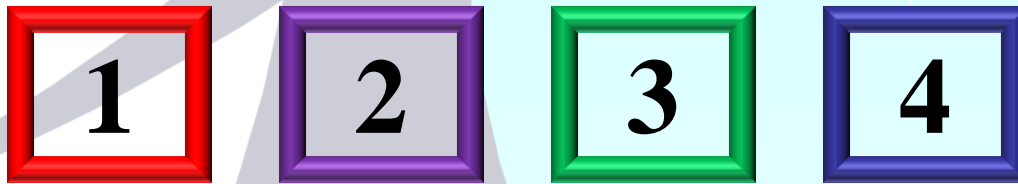
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Group Exercises:

- Arrange in groups of 4
- Assign each person a number



- Keep the same number for all the exercises



Topics for Today:

What networking is

Why it's important

When & Where to network

Who can network

How to do it

How to keep doing it

Networking Is Building Relationships

Why do it?

Group discussion (3 minutes):

Why is a good professional network so important? What do you get out of it?



"Mr Longman, which do you think would help me more in my career - a course on accountancy or some golf lessons?"

Networking Isn't

- Schmoozing
 - Schmoozing is fake—be sincere
- “Using” someone
 - People like to be asked for advice
 - You will reciprocate
- A One-way street
 - Follow up with an article
 - Offer to help with something
- A One-time shot
 - Keep in touch—the more you make contact, the better they know you and will help
 - Think of a “net” not a line!

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Social Meeting: Finding One

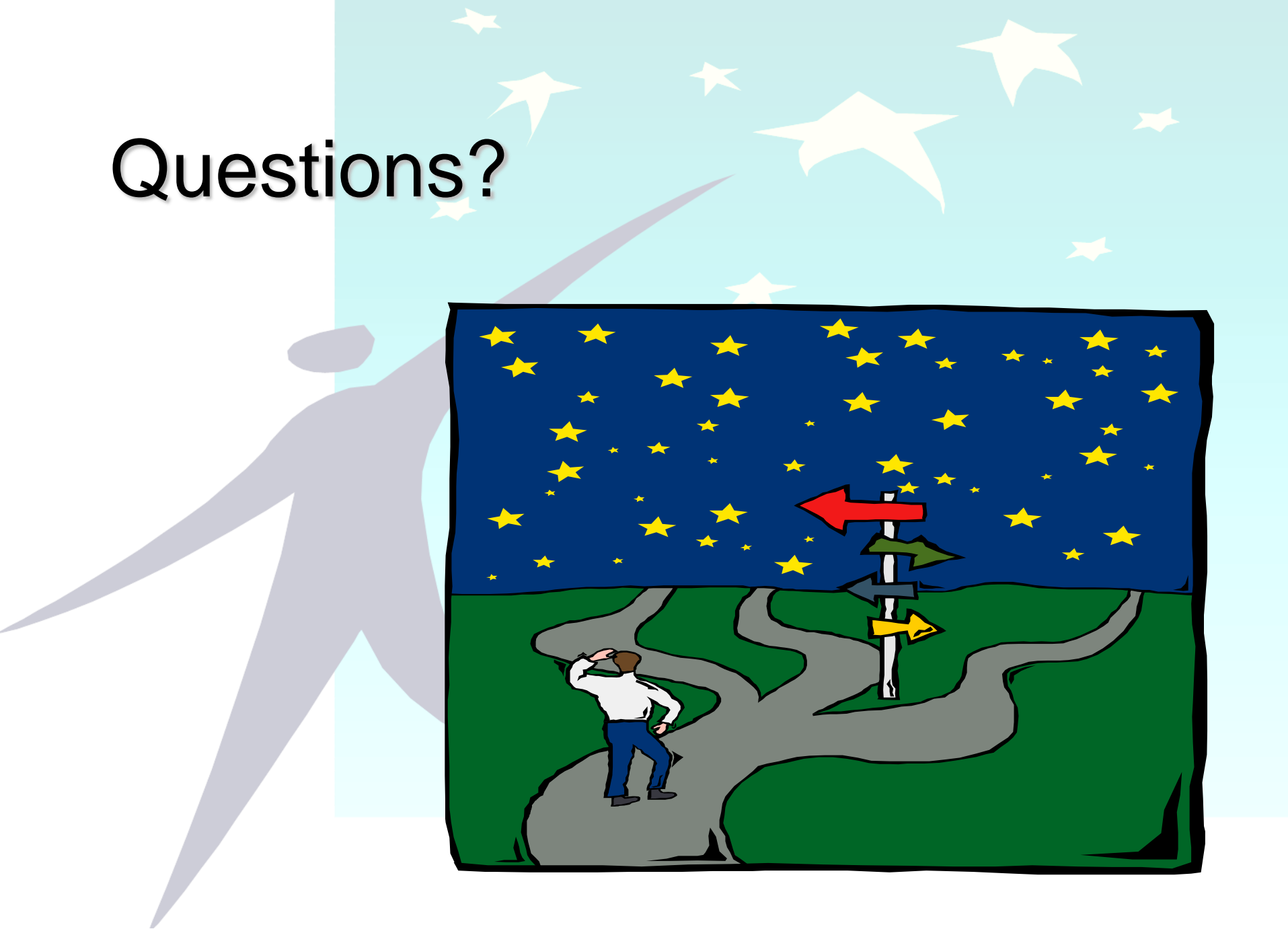
- What are some ways to connect with other people?



Forms of Networking

- Social/Professional Events
 - You choose to attend, don't know exactly who will be there OR
 - You want to meet certain people
- Chance Meetings
 - No warning at all, may not even be in your industry
- Directed Outreach: ask someone for coffee

Questions?



Working a Room is hard for everyone!

Group discussion
(3 minutes):
What do you hate
most about
mingling?



Are you an Introvert or an Extrovert?

| | Question | Answer (A) | Answer (B) |
|---|--|---|--|
| 1 | At work, you are most bored... | In a meeting | Working at your desk |
| 2 | The renovations have been completed at work and your new office has glass walls. You say... | Oh, no. Now I'll never get anything done with all the distractions | Fantastic! Now I can see what's going on with everyone else. |
| 3 | At the end of a challenging day, would you rather... | Go home and read or watch TV | Find some friends and go out for dinner |
| 4 | You are trying to solve a problem. Do you... | Think about it carefully, weigh the options, then ask a trusted person for feedback | Talk it through with several people, then develop a plan |
| 5 | You have a new phone and don't know how to access your voicemail. The first thing you do is... | Read the user's manual or search online for instructions | Call a friend to ask them how to do it |

Extroverts' energy is directed primarily **outward**, towards people and things outside of themselves.

Introverts' energy is primarily directed **inward**, towards their own thoughts, perceptions, and reactions.

| Extroverts often: | Introverts often: |
|--|---|
| <ul style="list-style-type: none">• Have high energy• Talk more than listen• Think out loud• Act, then think• Like to be around people a lot• Prefer a public role• Can sometimes be easily distracted• Prefer to do lots of things at once• Are outgoing & enthusiastic | <ul style="list-style-type: none">• Have quiet energy• Listen more than talk• Think quietly inside their heads• Think, then act• Feel comfortable being alone• Prefer to work "behind-the-scenes"• Have good powers of concentration• Prefer to focus on one thing at a time• Are self-contained and reserved |

From www.personalitytype.com

Extrovert or Introvert?

- Johnny Depp
- Jerry Seinfeld
- Queen Elizabeth II
- Winston Churchill
- Steve Jobs
- Bill Gates
- Johnny Carson
- Simon Cowell
- Randy Jackson
- Lady Gaga
- Madonna
- Sigmund Freud

—From Typellogic.com

Networking Challenges for Extroverts

- Going to events without a plan
- Working the room “wide”: meeting lots for people for a short time each
- Focusing too little on others
- Following up



Networking Challenges for Introverts

- Getting to events
- Feeling comfortable
- Starting conversations with strangers
- Keeping conversations going
- Stamina



Networking Advantages for Extroverts

- Events are enjoyable and energizing
- Conversation is easy
- Project a positive attitude

Networking Advantages for Introverts

The background features a light blue gradient with several yellow stars of varying sizes. A stylized, dark purple silhouette of a person is positioned on the left side, with one arm raised and pointing towards the top right. The overall aesthetic is clean and modern.

- Preparing carefully in advance
- Working the room “deeply”: Fewer but more meaningful conversations
- Conversation tends to be more authentic, focus on the other person
- Better at follow-up

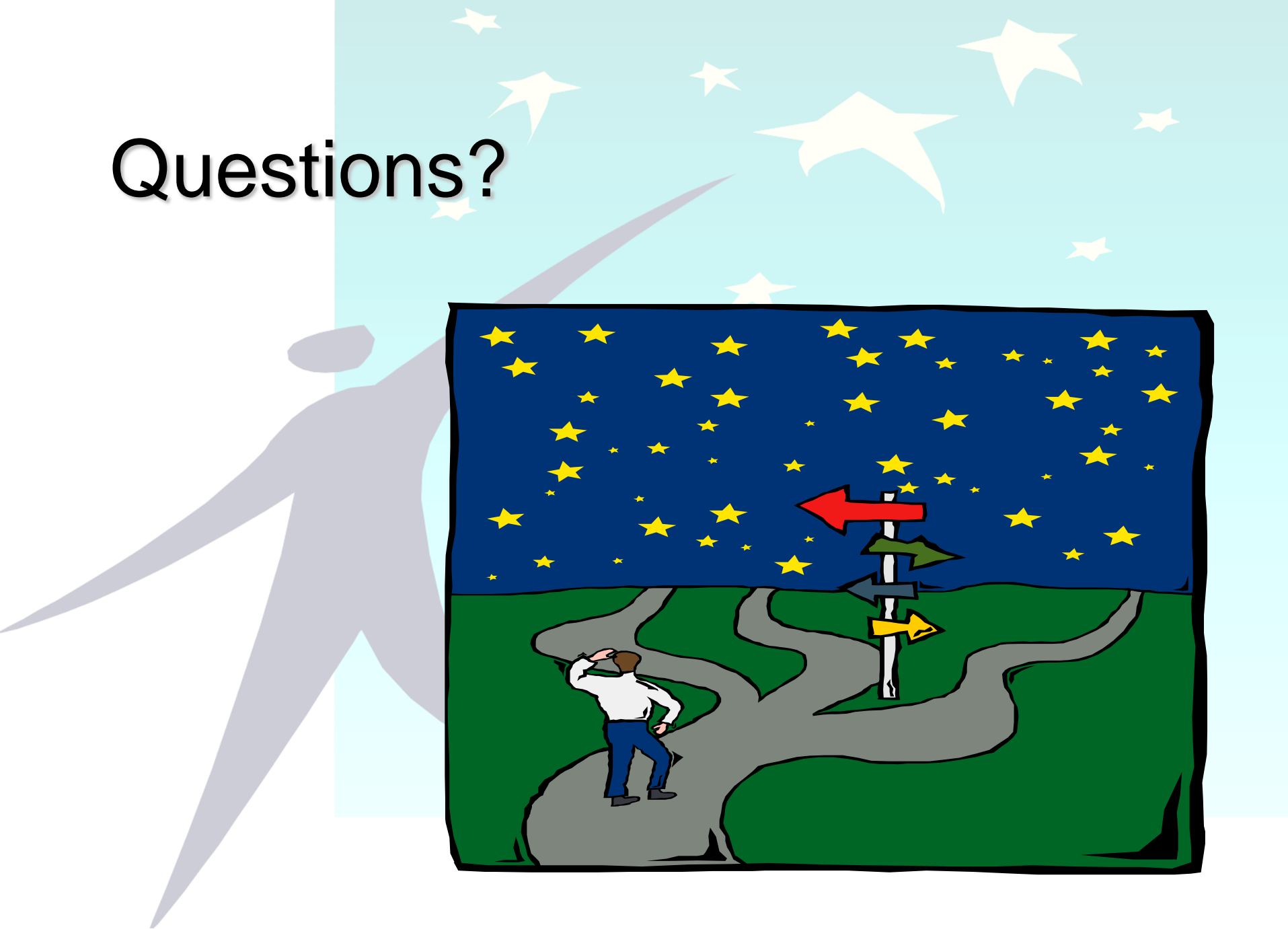
Adjust your style



- Introverts:
 - Project outward
- Extroverts:
 - Focus inward

Goal: to be a CENTRAVERT

Questions?



Working the Room

- Prepare

- Who else is going?
- Gather your thoughts
- Set a Goal
- What to bring
- How to Dress

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"Remember, Henson; We're not here to hobnob — We're here to schmooze."

Who Else is Going?

- If possible:
- Contact host for a guest list
- Check list of members
- Ask around

Gather your Thoughts

The background of the slide features a light blue area with several yellow stars of varying sizes. A stylized purple figure is positioned on the left side, with its arms and legs extended in a dynamic pose, as if reaching or jumping. The figure's head is tilted back, and its arms are raised towards the top right corner of the slide.

- Review tailored “elevator speech” components
- Think of recent news items or interesting stories to talk about
- Read up a bit on the topic/community

Set a Goal

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"I saw it as a networking opportunity."

- Gives you a role or mission
- Have a loose agenda
 - Meet 3 new people
 - Find a contact at ABC Corporation
 - Find out about a particular topic
 - Introduce yourself to a particular person

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What to Bring



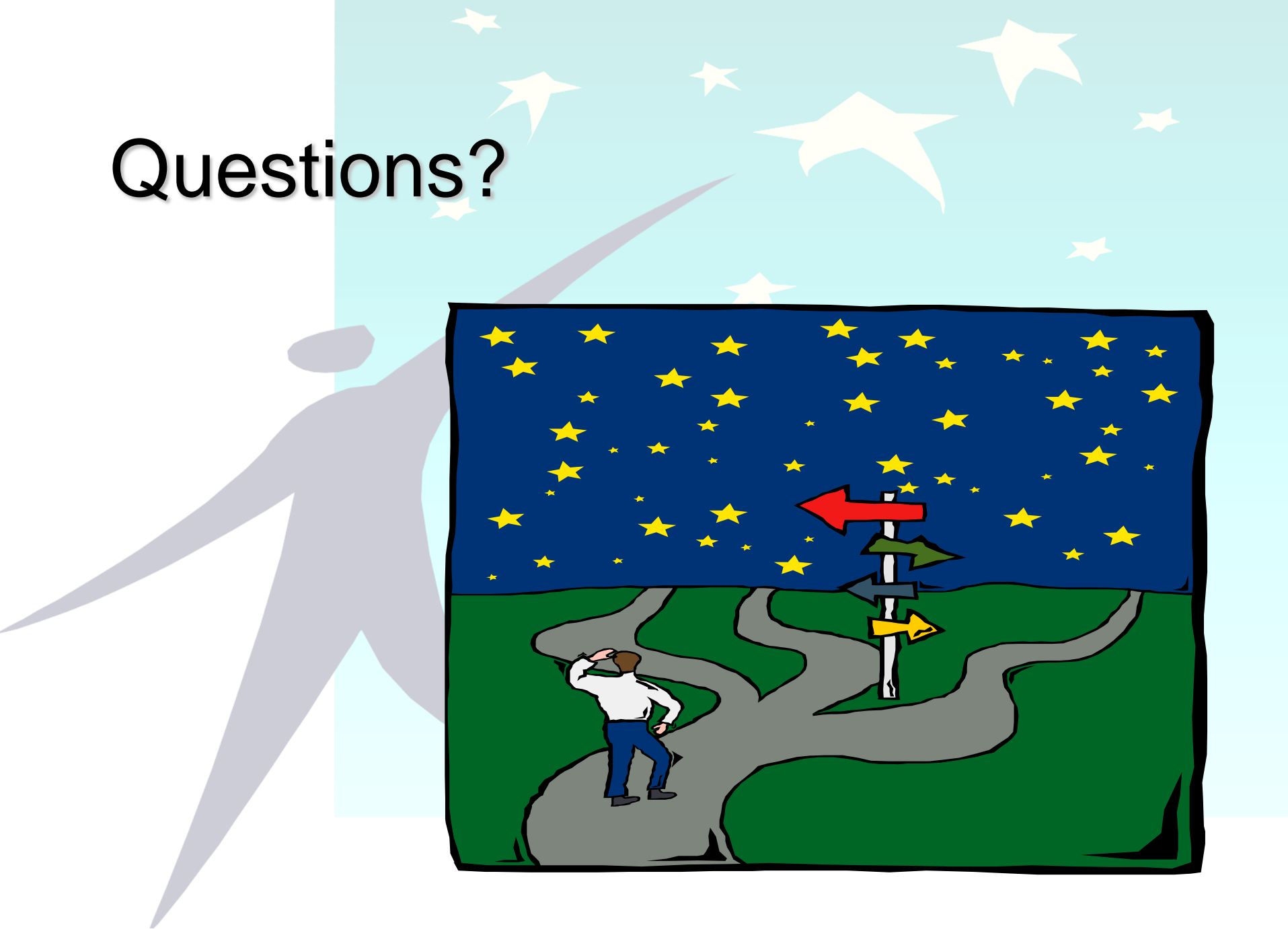
- Business Cards
- A Pen
- Comb/brush
- Breath mints
- Cash: small bills for bar tips, coatcheck
- Directions to venue
- What else?

How to Dress



- Appropriate to event: Find out!
- Clean, ironed, no distractions
- Accessory as tool for conversation
- Watch scents

Questions?



At the Event

- Get Comfortable
- Conversation Tips
- Enter a Conversation
- Leave a Conversation
- Introduce Two People
- Social Etiquette



Nametags

- What Side?



Getting Comfortable

- **Arrive Early**

- Finding the venue and parking without stress
- Scope out the room, find the key areas—bathrooms, bar, food, coatrack.
- Check out the unclaimed nametags to see who's coming
- Start a few conversations while the venue is not yet too full

- **Adopt a Host Attitude**

- Extroverts: grounding mechanism
- Introverts: provides a role and ready-made conversation
- Phrases like, "Didn't Hanna Host do a great job with the decorations?" or "It was good of you to come tonight," are good openers.

- Note: "Start drinking" is not recommended as a way to get comfortable. It is useful to have a drink as a prop, but you should try to nurse it all night.

Social Meeting: Tip for the Shy

Ask organizers if you can volunteer to help with event

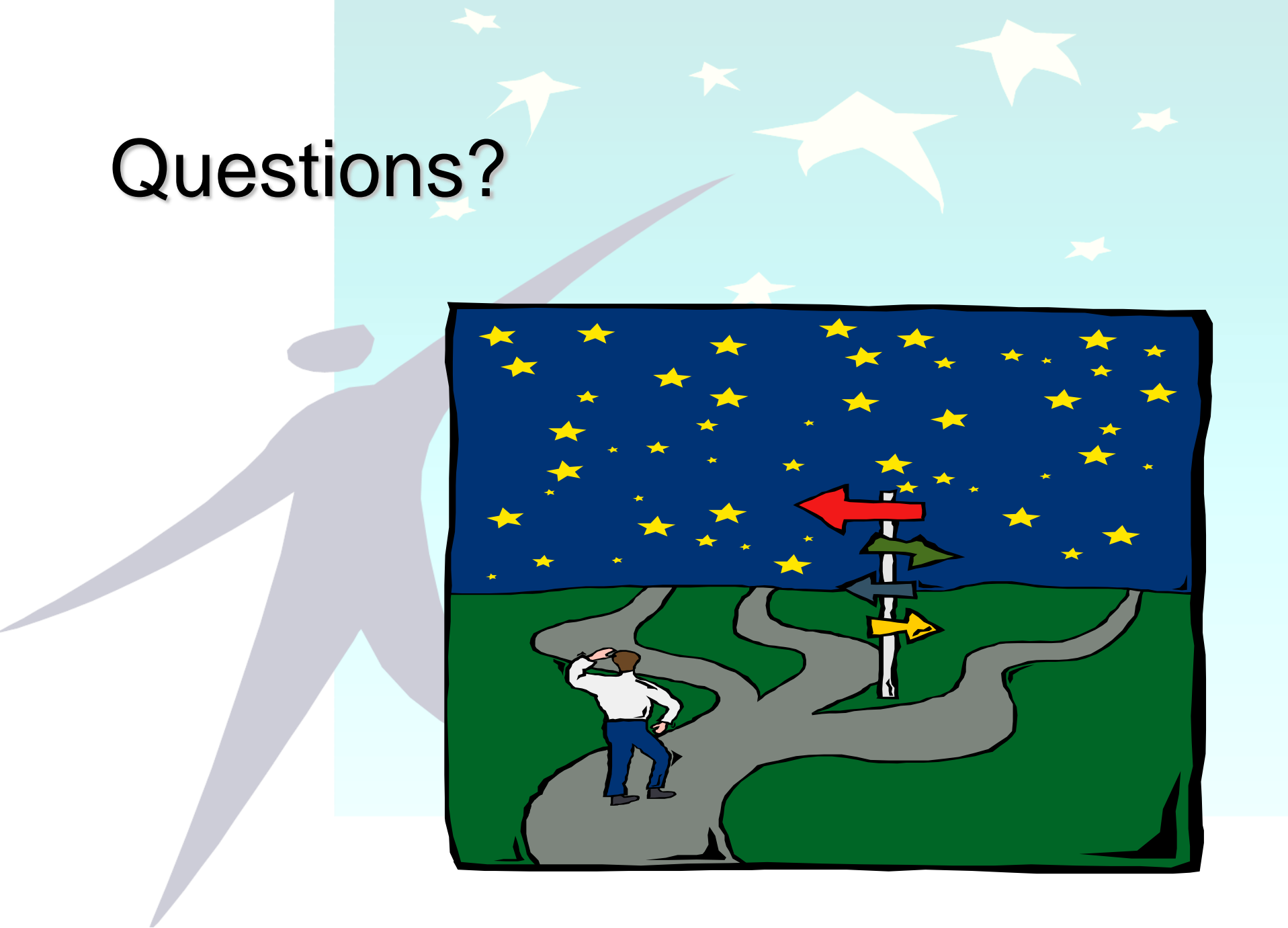
- Gives you an excuse to talk to people
- Gets you in free if there's a charge
- The organizers will get to know you
- More info than if you just attended

Body Language



- SMILE, facial expressions
- Posture: look confident
- Eye contact
- Focus on your partner
- Handshake, “web to web”:
 - Exercise: Shake hands!

Questions?

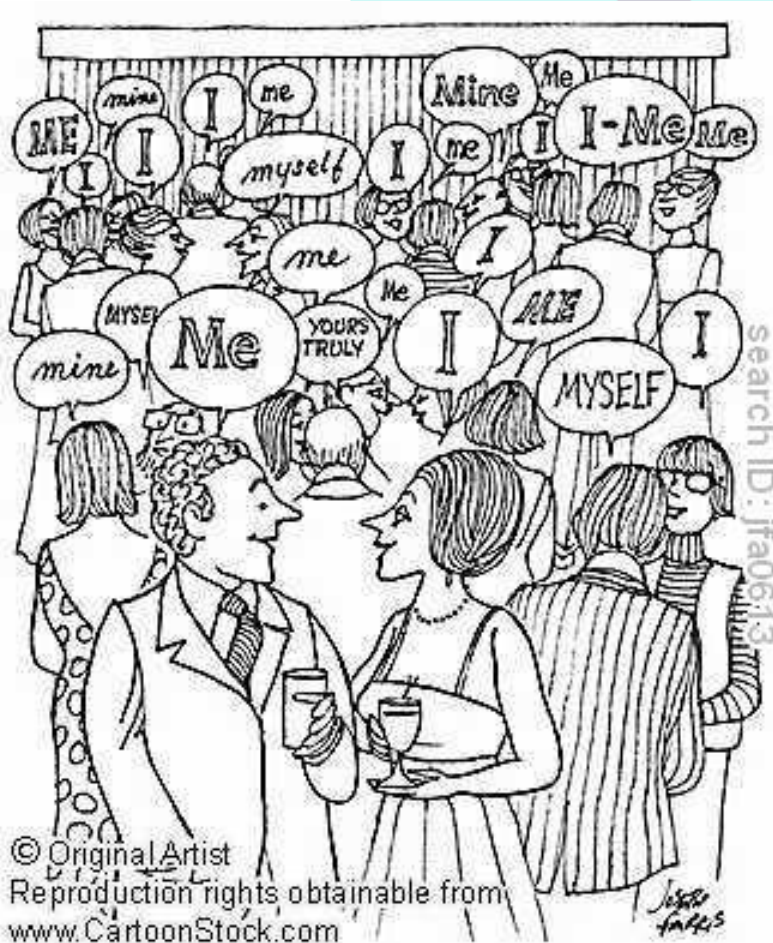


Conversation

A stylized illustration of a person in a purple suit jumping or dancing joyfully against a light blue background with white stars. The person is positioned on the left side of the frame, with their arms and legs spread wide in a dynamic pose. The background is a solid light blue, and several white stars of various sizes are scattered across it, creating a dreamy or celebratory atmosphere.

- Types
- Platinum Rule
- “Be the Treat”
- Remember your goals
- Techniques
- Practice

Two Types of Networking Conversation: Goals



- Directed: You have a specific person you want to meet
- Open: You are mingling and collecting information



The Platinum Rule

*as opposed to the **GOLDEN** rule, which is*

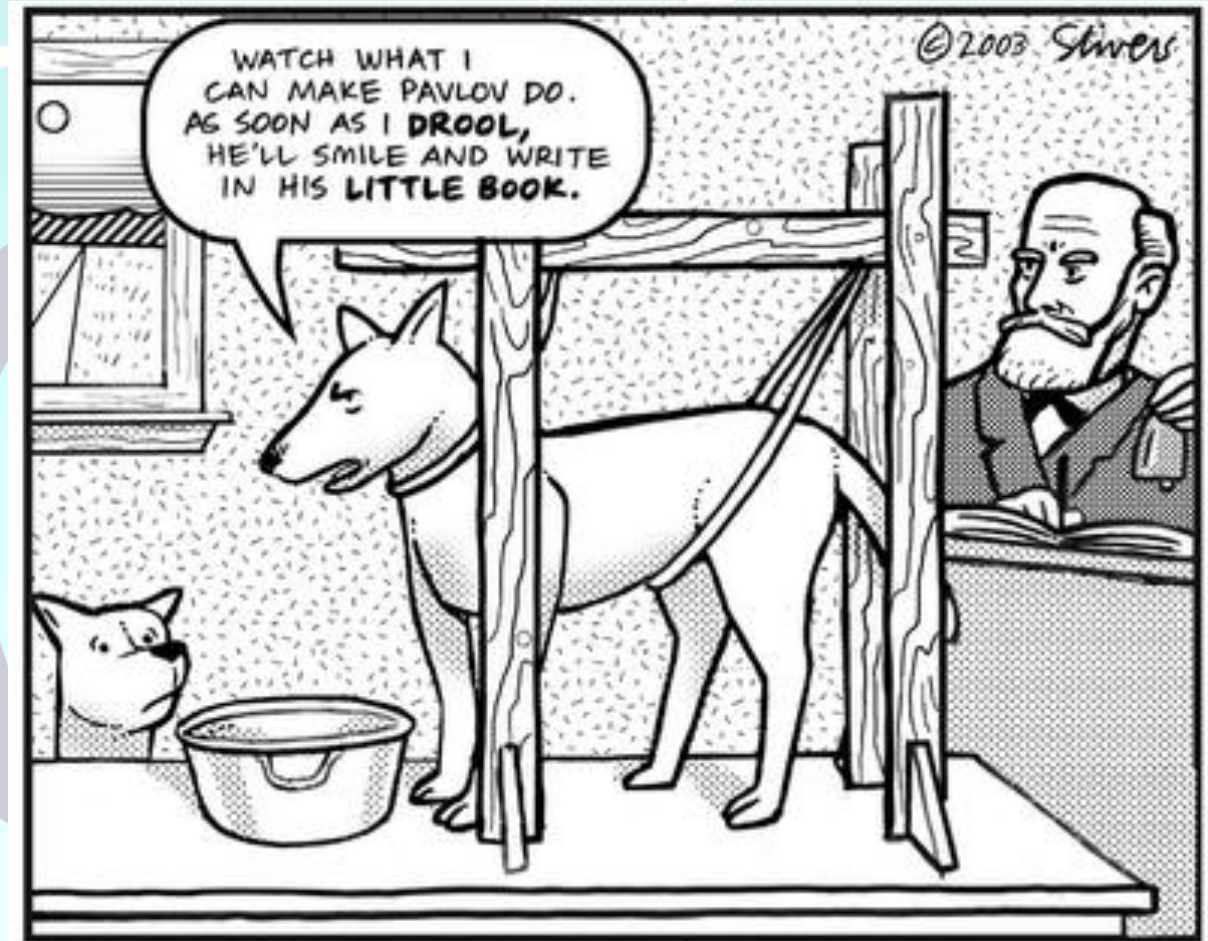
*To treat others how **you** want to be treated.
To treat others how **THEY** want to be
treated.*

Ernie Extrovert and Ingrid Introvert

Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected by Devora Zack

“Be the Treat”

- If people associate you with feelings of *comfort* and *enjoyment*, they will want to talk to you again



Positive vs. Negative Language

- Project energy and enthusiasm by avoiding forms of the word NO
 - No, not, n't

Savage Chickens

by Doug Savage



www.savagechickens.com

Exercise: Transform these statements

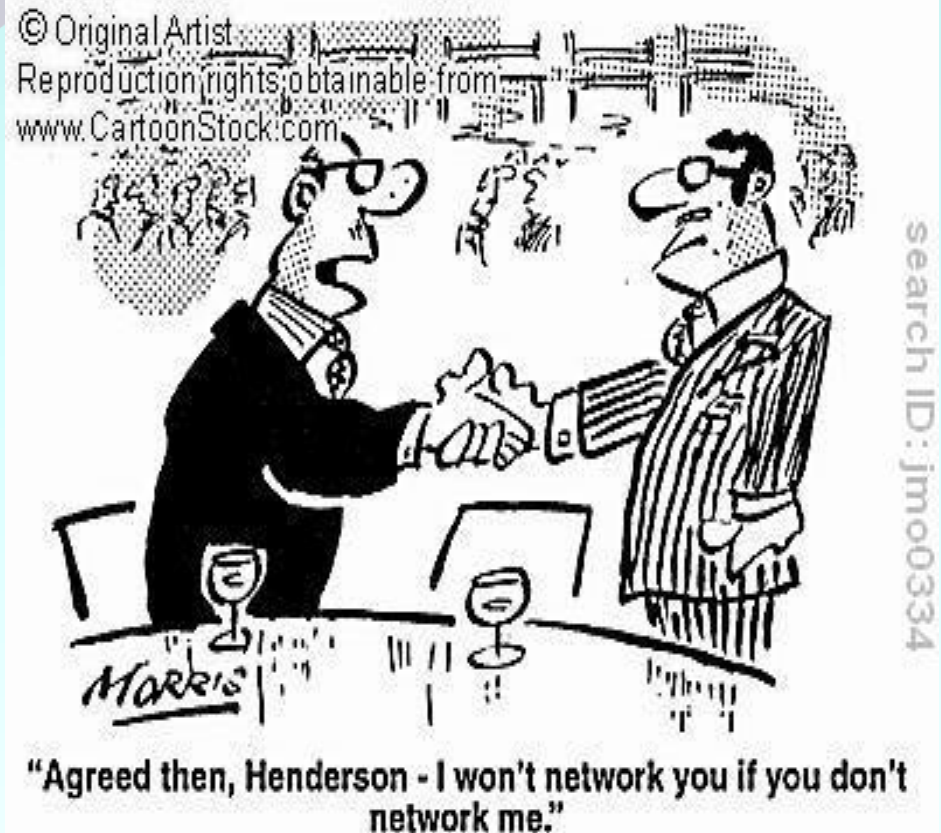
- “I don’t like broccoli”
-

- “I don’t know anyone here”
-

- “I can’t stay long”
-

Techniques

- Introducing yourself
- Conversation
- Interrupting
- Introducing two people
- Leaving a conversation



Introducing Yourself

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"Hi, I'm Joe Smith, but my friends call me, Simba! Lord of the Jungle!"

Elevator Speech

The background features a light blue sky with several white, five-pointed stars of varying sizes. A stylized, dark purple figure is depicted in a dynamic, leaping pose, with one arm extended upwards and the other downwards, creating a sense of movement across the slide.

- Specific uses
 - Sales/Trade Conventions
 - Events Specifically designed for professional networking: your audience expects a pitch
 - Conferences
- Not so much for
 - Purely social situations
 - Chance meetings
 - Conferences

“Elevator Speech”: 30 seconds?

- "Hi, my name is Stan, I work with people who want to achieve superior returns on their real estate investments, while saving money on their taxes, and I'm so glad that I've finally got the opportunity to meet you Mr. Trump. Do you have a quick moment to chat, or may I give you a call at your office?"
- "I motivate business stakeholders to identify, manage, and deliver world-class software solutions for companies focused on driving profitable revenue, reducing costs, and providing superior customer service. What I commit to, I deliver."
- "I'm Elizabeth Campbell Duke, principal and owner of CampbellDuke Personal Branding. I'm looking for job hunters, career changers and solopreneurs who are willing to create a personal brand that will make them stand out in their communities. I offer tools and resources that proactive, positive people need to develop and maintain their personal brand throughout the course of their careers. Clients can access my services through personal consultations, corporate workshops or at speaking events. You can learn more about me and my work by subscribing to my blog, newsletter or podcasts or by connecting on Facebook or Linked In. Here's my card!"

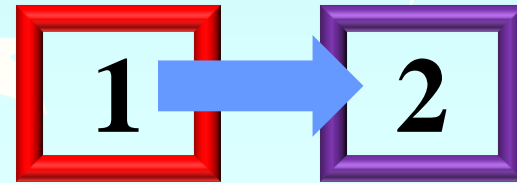
Best Opening Line: A question

- “Hello, I don’t think we’ve met. I’m Jane Smith from the School of Social Work. Where do you work at UB?”
- “The kids played very well this year, didn’t they? I’m Shannon’s mother. Which child is yours?”
- “Have you tried the cheese puffs? They’re wonderful.”

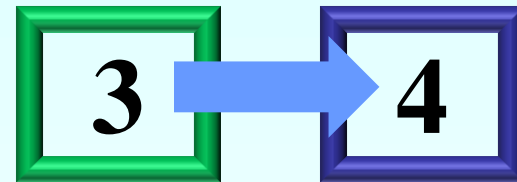
Exercise:

- Introduce yourself to someone in your group. (1 minute)

#1 introduce yourself to #2



#3 introduce yourself to #4



Conversation aids: **OAR**

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"We're sending in several members of our elite small-talk team for tonight's cocktail party."

- **Observe:** "They've gotten a great turnout, haven't they?"
- **Ask:** "How do you know our host?" or "Are you having a good time?"
- **Reveal:** (careful) "I always feel a little awkward at these events"

—*How to Work a Room, by Susan RoAne*

Focus on the Other Person

- The more people talk about themselves, the more they like you!
- Takes the pressure off you
- “Be the treat”: Make the other person comfortable

“Charismatic” people—
have you met any?

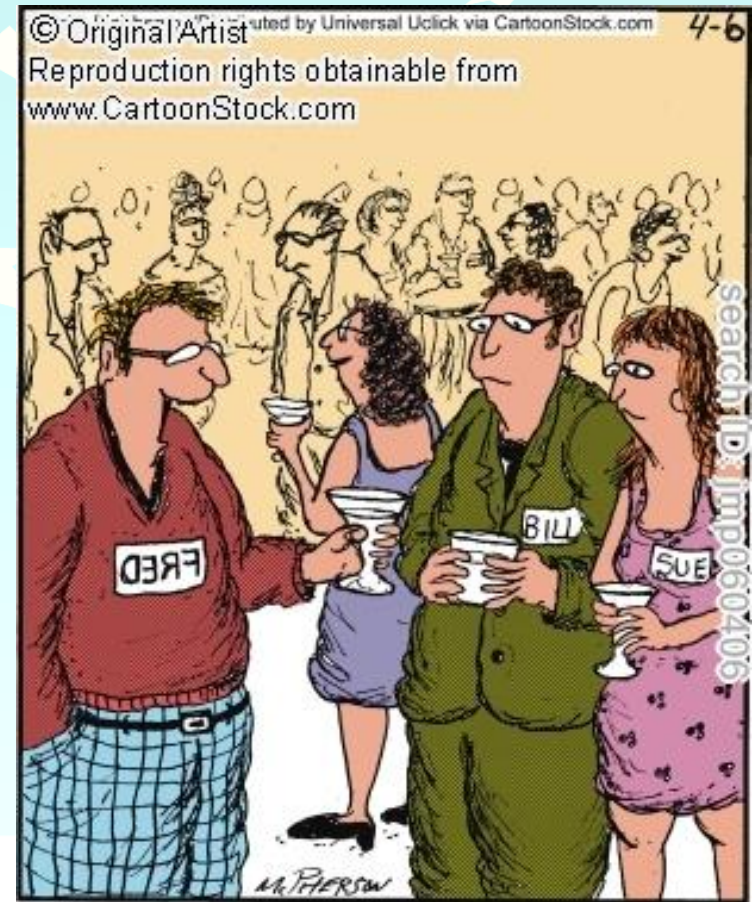


Ask Open-Ended Questions

- Be curious about people—let them teach you something
 - “You’re the first CPA I’ve met. What is the best thing about it?”
 - “Fundraising seems so daunting to me. How do good fundraisers do it?”
 - “I never did quite understand Venture Capital. How would you describe it to a 5 year old?”

How to Talk about yourself

- Work: “I like to say I help people look beautiful.” - Avon Rep.
- Home: “I spend most of my free time at my kids’ soccer and hockey games.”
- Career path: “I’m just getting started in human resources, and I’ve decided to focus in labor relations.”



"Me? I'm an ambulance driver."

Food Helps

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**“These hors d’oeuvres are real slop,
and I mean that in the best sense.”**

- Food is a great common conversation starter!
 - Keep comments positive!

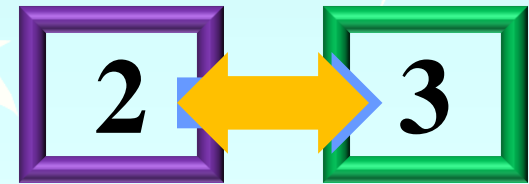
Other Topics: News and Current Events

- Read the paper or listen to news radio
- Recall recent movies or television shows
- Offer tidbits about developments in your industry
- Sports: gauge your partner's interest

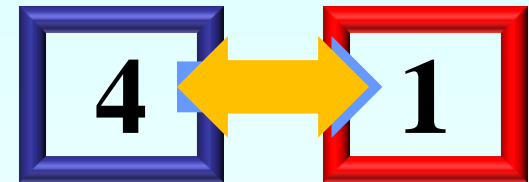
Exercise

Practice introducing yourself, talking
(3 minutes)

#2 introduce yourself to #3



#4 introduce yourself to #1



Converse

Enter a Group Conversation

- Stand and listen until you can join in OR
- Quietly introduce yourself to one of the outlying group members OR
- Listen for a minute, and say, “Excuse me, are you talking about...” and join in
 - Watch body language. Join only if the topic is general.

What are some clues to whether you should join a group?

Meeting the Person You Came to Meet

- If he/she is alone
 - Introduce yourself
 - Find someone to introduce you
- If he/she is in a group
 - Use “Enter a Group” tactics
 - If the group is too tight, when he/she is not talking, give a light touch on the elbow and quietly ask to speak together later when the group conversation is finished

Introduce Two People

- Introduce the lower-ranking person to the higher ranking person.

“Mr. President, I’d like you to meet my friend Zelda Zoning.”

Which person is stationary (the one with more power), and which person is being brought TO him or her?

- Tell each party a little piece of relevant information about the other person

“Mr. President, Zelda is an avid surfer. We were just discussing the beaches in Hawaii. Zelda, Mr. President just returned from a trip to Maui.”



"Charles, I want you to meet Joel. You have lots in common. He also thinks he knows it all."

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Leave a Conversation Just Excuse Yourself



“Excuse me, I see someone that I need to say hello to. It was very nice to meet you.”

Make sure you do go directly to greet someone else so that this does not look like an excuse.

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"If we ever get our hands free we
should exchange business cards."

Exchange Cards

“Here’s my card. Do you have one? Thank you. I will email you a copy of that article tomorrow. It was very nice to meet you!”

Walk purposefully toward another person or group.

Go Get Another Drink

Offer to get one for your new friend.

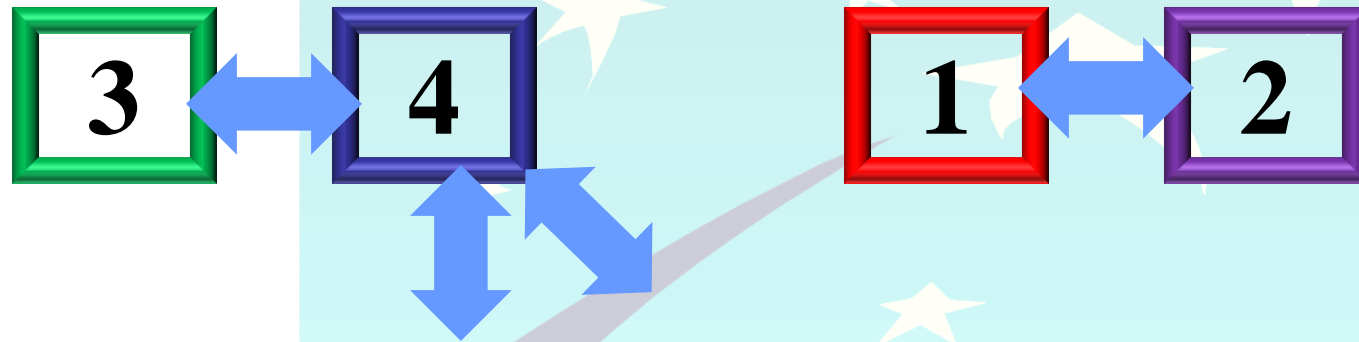
Usually, they will decline (especially if their drink is still full), and you can take your leave by saying, “All right then, it was very nice to meet you.”

Be prepared to come back with a drink!

Offer or Seek Introductions



- Introduce your new friend to someone else whom you've already met. Then, excuse yourself.
- Your current contact might be able to introduce you to your next contact.



**Exercise:
Put it all
together!**

- 1. Gather in 2 groups of 2**
 - 2. Practice conversation**
 - 3. Interrupt conversation**
 - 4. Introduce two people**
 - 5. Excuse yourself**
- (4 short rounds, 1 minute each)**

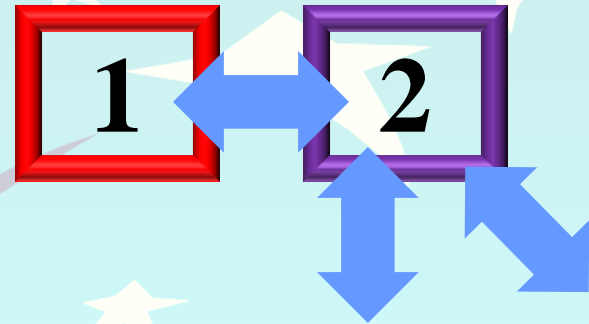
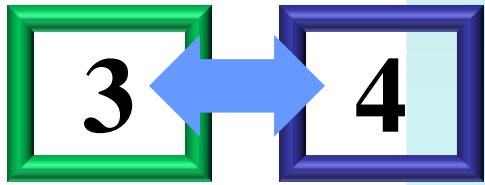
#3 and #4 talk, #1 and #2 talk



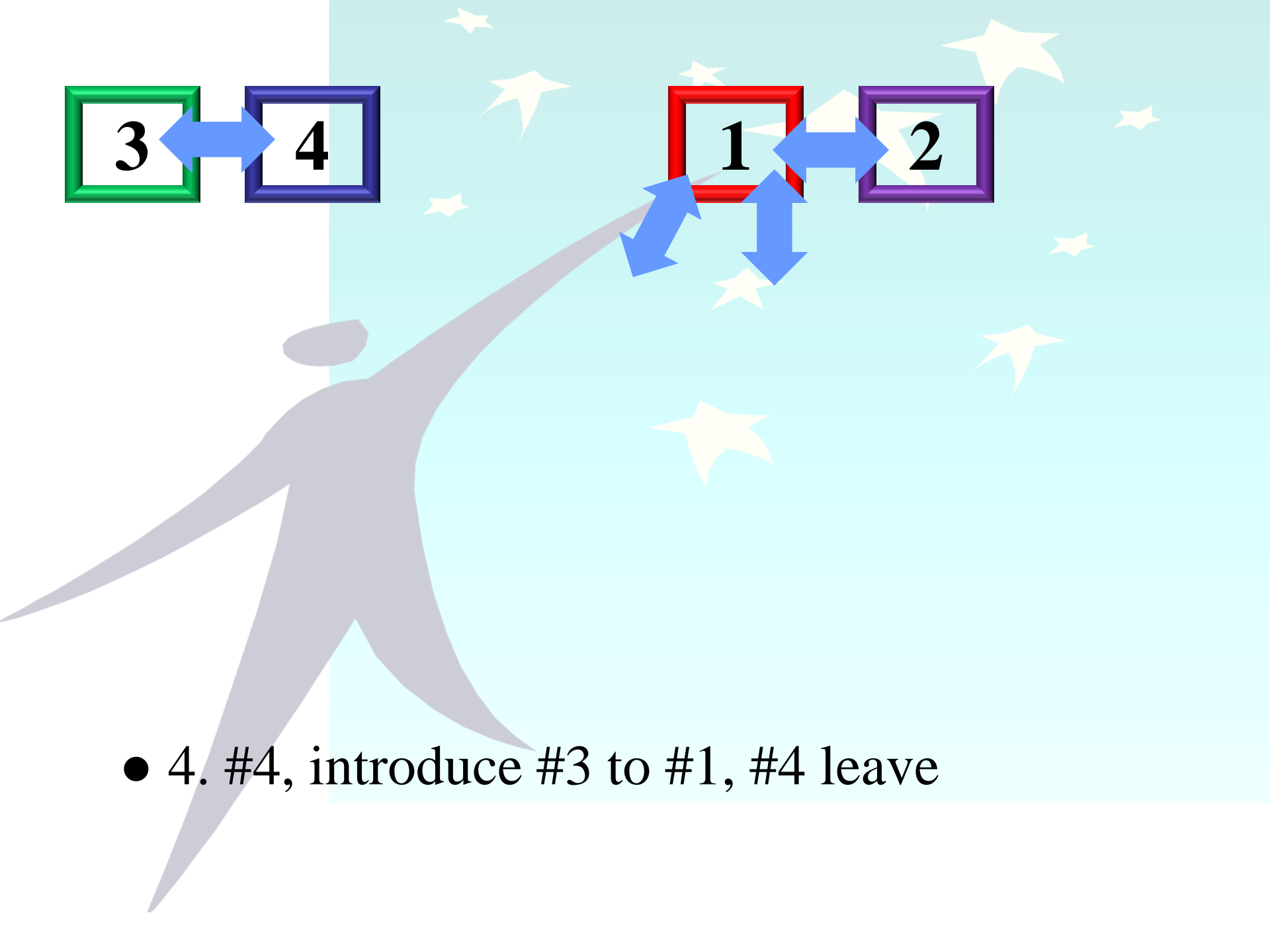
1. #1, introduce #2 to #4, #1 leave



- 2. #2, introduce #1 to #3, #2 leave



- 3. #3, introduce #4 to #2, #3 leave



- 4. #4, introduce #3 to #1, #4 leave

Social Etiquette

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by HAGEN



Psst Geoff,
you've got a piece of food stuck between your teeth...

Basic Rules

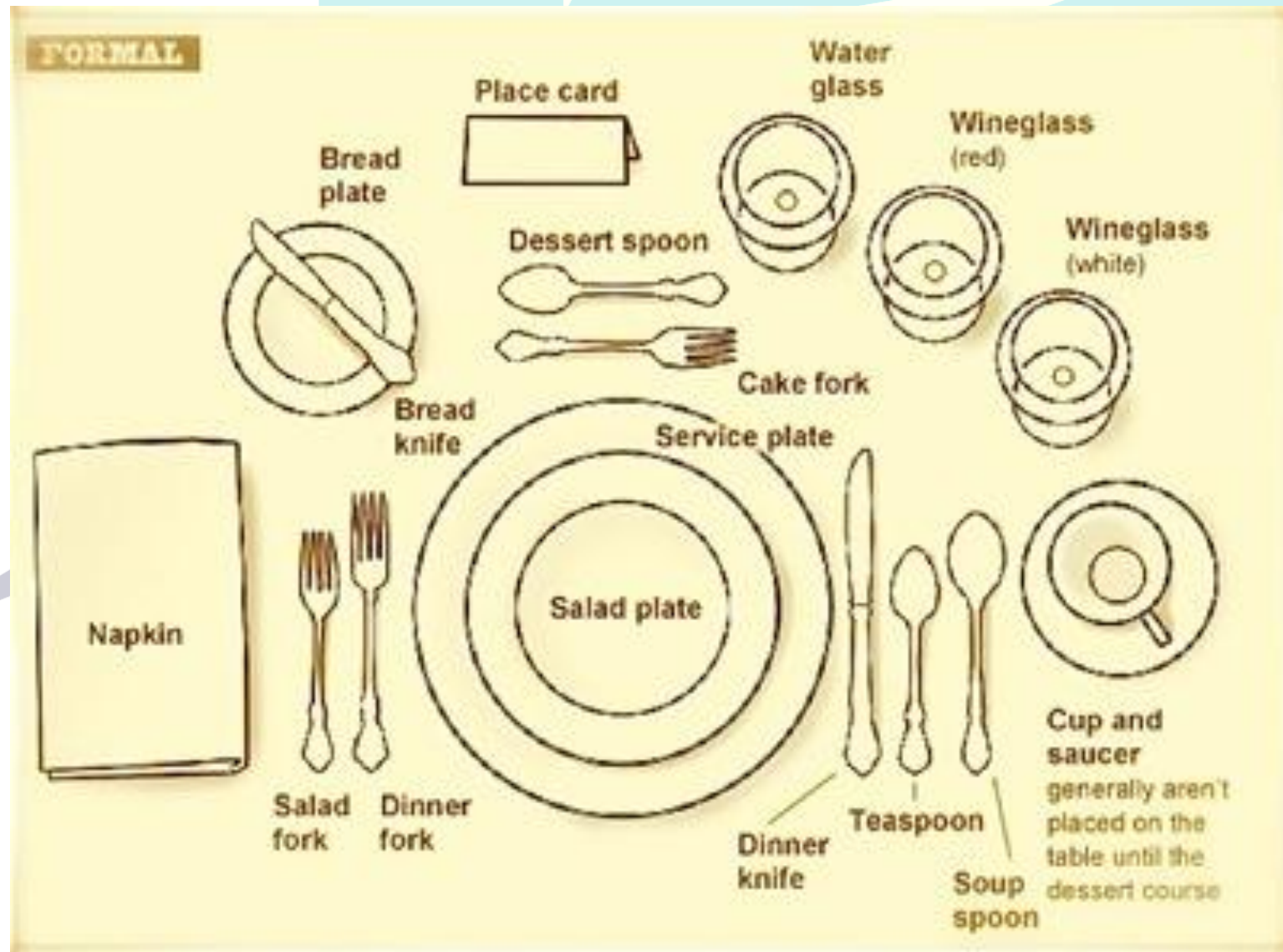


- Remember the Purpose of the Event
 - Food and Drink is secondary (snack before you go)
- Make Others Feel Comfortable
 - Most rules of etiquette are based on this
 - If something goes wrong, downplay it

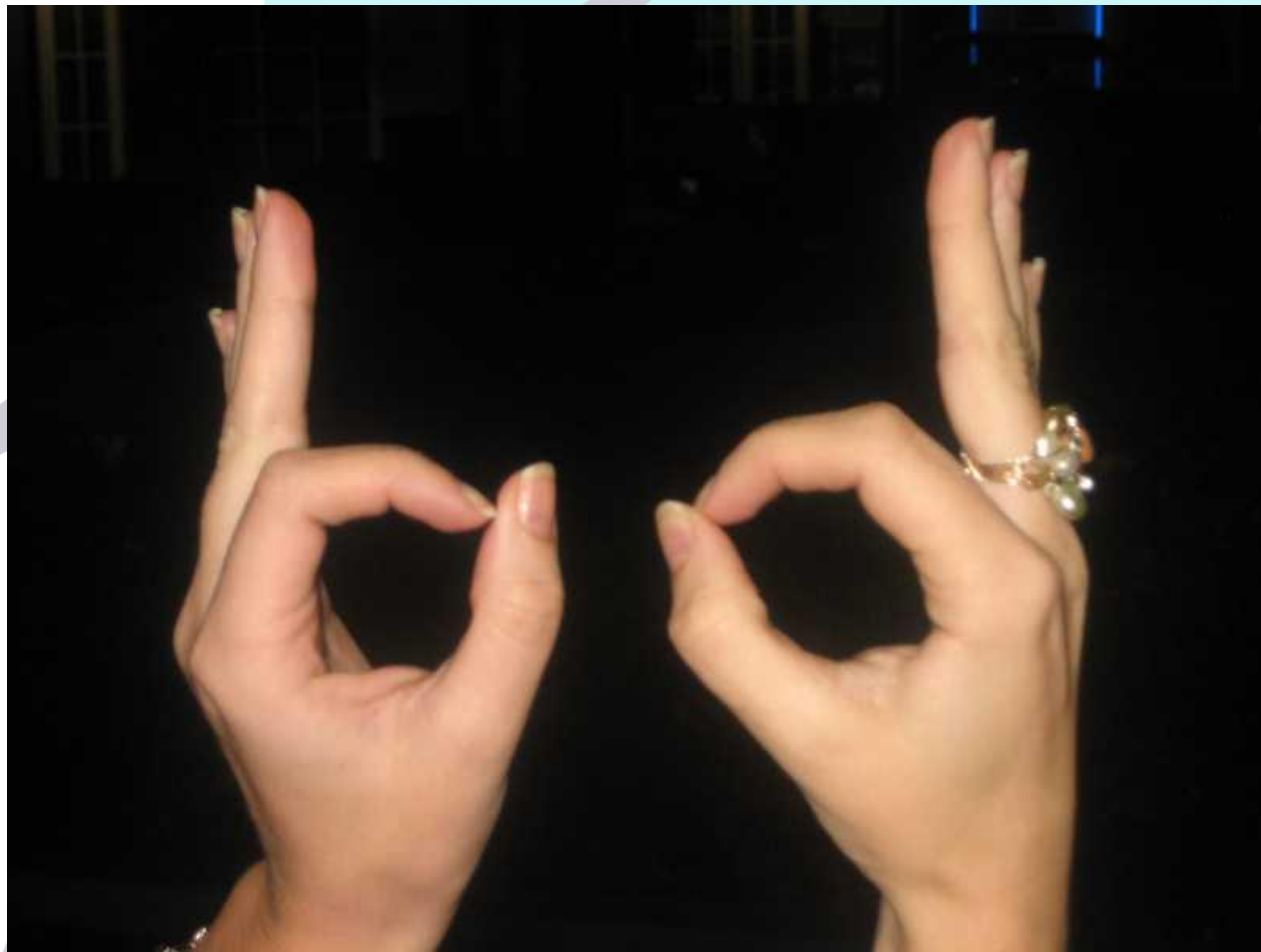
How do you Juggle your plate and glass?

- (You don't) Remember, you are there for a business purpose, not to eat. Choose one or the other at a time or sit at a table
- Hold your plate/glass in your left hand
- If there are tables, sit to eat

Basic Table Etiquette



Bread Plate and Glasses



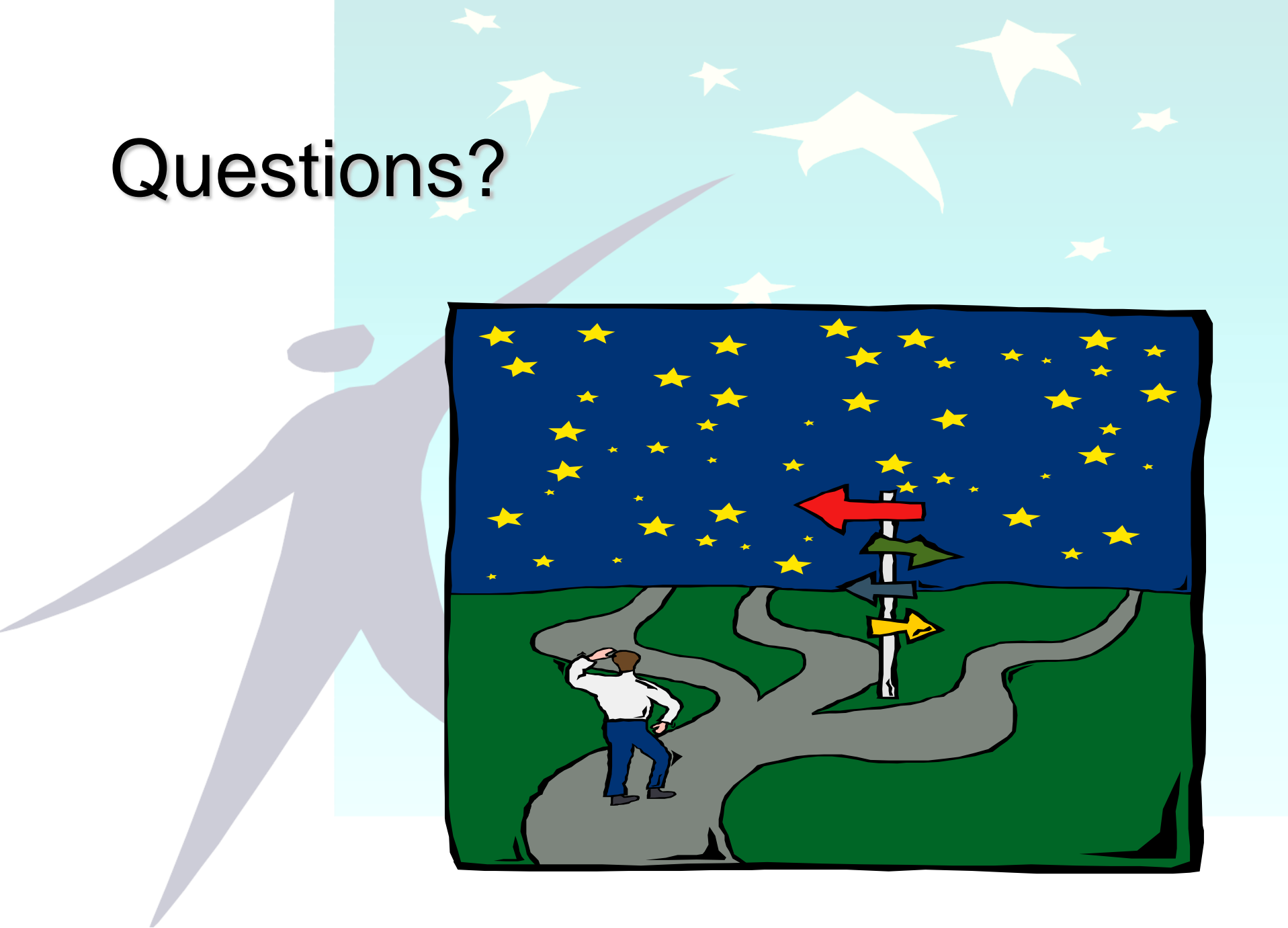
Other Handy Rules

- Napkin on your lap
 - If there is any food on the table
- Wait for all to be served
 - Unless given permission
- Passing the rolls
 - Offer them to the left, pass to the right
- Salt and Pepper
 - Always pass together

- If you get up
 - Fold napkin loosely and place it next to plate (not on your chair)
- Utensils
 - Never touch the table once used
 - When finished, place fork and knife parallel on plate



Questions?



Follow-up



- Why?
 - Your goal is to build relationships.
 - Repeated professional communication will strengthen your contacts' impression of you and willingness to help you talk again
 - You will be peers soon! Get to know each other now.

How to Follow Up

- Notekeeping: ASAP!
- Follow-up note/email
- Continuing conversations

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Continuing Contact



- How to Keep in Touch
 - Periodic Updates—they will be curious and appreciate it!
 - More questions will arise—ask!
 - Ask for advice on current new situation
 - Do something in return—send article on subject you discussed, pass on name of your trusted mechanic (after discussing car woes), etc.



Where to Get More Information

The First Five Minutes: How to Make a Great First Impression in Any Business Situation, by Mary Mitchell

How to Work a Room, by Susan RoAne

Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected, by Devora Zack

Exercise

- The power of positive thinking!



YOU CAN DO IT!

Go out and
meet some new
people!

