

NETWORKING FOR SUCCESS



ATD Webinar June 7, 2018
Amy L. Dinning



“It occurs to me that our survival may depend upon our talking to one another.”

— [Dan Simmons](#), [Hyperion](#)

Learning Objectives:

- To develop an understanding of the value and benefit of internal and external networking
- To gain insight and skills in effective networking
- To learn about various forms of networking and tools needed to network
- To create a plan to develop your networking skills and abilities



What is Networking?

What is Networking?

- Building a mutually beneficial relationship with another person
- Building productive relationships for business or personal purposes

“The currency of real networking is not greed but generosity” – Keith Ferrazzi




POLL 1 – How do you feel about networking?

- Love it, can't get enough
- Enjoy it in moderation
- Network when I need to but it is not my thing
- Wish I never heard the word

What is the value of networking ?

- Gain new information
- Gain new connections
- Broaden our horizons
- Enrich our lives
- Find an answer to a question or problem
- Get other people's viewpoints
- Discover new friends
- Find out more about a target company



**"My Golden Rule of
Networking is simple:
Don't keep score."
Harvey Mackay**

Where do we network?

- Internal meetings
- Company parties, events
- Management/Leadership Development programs
- Resource Groups
- Professional Association meetings/conferences
- Networking Events/Groups
- Parties, Weddings, Reunions
- Family & Kids events, sports
- Meals
- Neighborhood Events
- ANYWHERE!!





Poll 2

- How many networking meetings/events have you attended inside or outside of your company in the last 3 months?
- At how many of those events did you actually network?

Networking Process

Establish rapport

Listen with purpose

Ask insightful questions

Radiate credibility

Communicate concisely

Show openness

Exhibit professionalism

Follow through

Quality versus Quantity



Networking Do's

- Always be prepared – business and networking cards, networking profile, elevator speech, linked in profile
- Have a clear purpose
- Let the other person do most of the talking
- Always ask how you can help him/her
- Be gracious, polite and positive
- Focus on that person
- Consider every situation as networking
- Follow up and do what you say you are going to do



Networking Don'ts

- Send/Give someone your resume
- Ask for a job
- Do all the talking
- Expect someone to give you all of their contacts
- Don't expect anything and get excited when you receive



Tool: Elevator Speech

- Name
- Professional identity
- Experience with industries/functions
- Strengths
- What you are looking to gain from the networking contact
- 30 seconds – 1 minute





Large Group Networking Events

“The way of the
world is meeting
people through
other people.”

Robert Kerrigan

Large Group Networking Events

- Have a goal to accomplish
- Research the organization holding the event
- Research the people attending the event to determine who you want to meet
- Refine your elevator speech for the event and the people you will meet
- Make sure to focus on the people you want to meet and don't try to meet everyone
- Ask a question, share information
- Follow up with people you want to continue to build a relationship with – thank you, LinkedIn invite, meeting/call





What do I say?

- Tell me about yourself.
- What department or function do you work in?
- Have you ever been to an event with this group before?
- What brings you here?
- What motivated you to come here today?
- My name is Amy, What is yours?
- These events are can be a little bit awkward, true?
- I'm an accountant, what line of work are you in?
- Please tell me about you and your role, function, business.



One on One Networking

“Harness your curiosity to initiate conversations and open avenues of dialogue.”
— Michelle Lederman, 11 Laws of Likability

One on One Networking

- Have a goal to accomplish through the meeting or call
- Research the person and prepare questions you want to ask
- Send an agenda and a short profile or bio of your information ahead of time
- Refine your elevator speech for the person you are meeting with
- Follow the agenda and be aware of the time
- Follow up – thank you, LinkedIn invite



Tool: Networking Profile

What is it – a document that presents your contact information, professional summary, accomplishments, and if you are looking for a new job - target positions, target industries or companies.

When do you use it – networking

Why do we use it – in place of a resume when networking to give information about ourselves

How long – 1 page

123 Market Street Anywhere, PA 19000	YOUR NAME linked in link	your telephone number your email address
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NETWORKING PROFILE

Senior Training and Development Professional with 20+ years experience working at all organizational levels creating, promoting, and delivering training solutions designed to support the organization's business plan. Possess effective leadership, influencing, administration, and facilitation skills essential to motivating others. Passionate about creating an interactive and enjoyable atmosphere that supports learning. Expertise in:

Instructional Design Management Needs Assessment Organizational Development	Facilitation Strategic Planning Project Management Mergers
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ACCOMPLISHMENTS

- Designed a role capability framework for two key Clinical positions in time and under budget.
- Create high levels of stakeholder engagement for both projects managed.
- Designed, managed and implemented the global training plan for an important organizational scorecard initiative.
- Created and implemented a large scale training plan for over 450 employees that facilitated the merger of two organizations.
- Built the department from the ground up including staffing, curriculum, and materials.
- Saved \$42,775 through obtaining and administering state grant funds for training purposes.
- Facilitated the supervisory development of 105 employees.
- Created and facilitated a team of technical experts to provide software support for the organization.
- Selected, managed, and trained 10 branch trainers to facilitate retail training.
- Led the cross function team to create the organization's mission and vision statements.
- Facilitated the Reverse Evaluation process to provide feedback to every manager and created the follow up process and action plan to assist managers in implementing changes.
- Led the organization in creating internal and external service standards to meet the needs of our customers.
- Created and facilitated team building sessions with intact work teams.
- Created and facilitated the supervisory development of all management.
- Led the employee team to evaluate and implement employee suggestions.

TARGET POSITIONS

Management position in Training and Development. Organizational Development; Career Consultant; Training & Development Consultant

TARGET INDUSTRIES

Career Consulting Healthcare/Pharmaceuticals Non-Profits Travel	Education Insurance Training/Consulting
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Tool: Networking Agenda

What is it – an agenda of what you would like to cover during the networking meeting/call

When do you use it – when having an individual networking meeting/call with someone, send it to them in advance of the meeting or call

Why do we use it – to show our organizational skills, to clarify the purpose of the meeting/call, to make the best use of the time

How long – 30 minutes

- Introductions
- Share goals
- Ask and answer questions, ask for and give advice, make suggestions
- Ask what you can do to help them
- Connections and Information – mutually share connections and information that benefit each other
- Closing, thanks and follow up

Questions to ask

- How did you get your start in this function, business, etc?
- Where do you see our/your profession, function, industry going in the future?
- What skills are the most helpful to have now and in the future for your role?
- What training and education is needed to succeed in this role, function, industry, etc?
- What do you enjoy most about your role, function, company, etc?
- What resources and professional organizations have been the most useful to you?
- How can I learn more about this role, function, industry, etc?
- Do you have any advice or suggestions for me based on what we have discussed?
- Please describe the company culture.
- What type of person is most successful at our/your company?
- What is happening in our/your industry?
- What are important future trends for our/your industry and our/your function?
- Can you recommend other people who would be important for me to talk to?



- What specific steps do you need to pursue to up your game at networking?
- List one event that you will attend in the next 3 months
- List one person that you want to network with in the next 2 months
- How will you make sure to keep networking internally and externally on your calendar?

A hand-drawn form titled "ACTION PLAN" in blue capital letters. The form is divided into four columns by green lines. The column headers are written in red capital letters: "WHO", "WHAT", "WHEN", and "HOW". Below the headers are four empty white boxes for notes. The form is drawn on a white background with green outlines and red dots at the top corners.

WHO	WHAT	WHEN	HOW

Resources

- Never Eat Alone by Keith Ferrazzi
- “The Lifelong Pursuit of Networking” by Amy Dinning, TD Magazine, August 2017
- The Fine Art of Small Talk by Debra Fine
- Networking for People Who Hate Networking by Devora Zack
- Show Up: Unlocking the Power of Relational Networking by David France
- Networking for People who Hate to Network by Karen Wickre



Let's network together

- Please connect with me on LinkedIn – Amy L. Dinning – amydinning@juno.com
- If you are interested in networking with others on this webinar, type your email address into the chat window and everyone pick one person to connect with after this webinar
- Make it a meaningful connection
- HAPPY NETWORKING!!!!

