

Networking Skills to Advance Your Career



ABOUT MARSHALL BROWN



Marshall Brown, President of Marshall Brown & Associates, is a certified executive and career coach and personal brand strategist. Marshall has always had a passion for helping professionals find ways to succeed in the workplace while living happy and fulfilling lives.

Unleashing & Channeling Your Power to Succeed—reflects his commitment to supporting and encouraging his clients to find their passions and unique talents, while seeking additional possibilities to move from mediocre to exceptional. He sets the bar high for himself and others, and is the catalyst for new and breakthrough thinking.

Marshall has a Bachelors Degree in Psychology from the University of Pittsburgh and is certified by the International Coach Federation, Coaches Training Institute and Career Coaches Institute. He grew up in Pittsburgh and now resides in Washington, DC.

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THE BASICS

It's not just “who you know” but “who knows you”.



TIPS FOR SUCCESSFUL NETWORKING

- Be authentic
- Know what you have to offer
- Have a 30 second elevator speech ready
- Avoid closed-ended questions
- Use active listening skills
- Call someone you know and invite them to go with you
- Try starting off with smaller opportunities
- Don't come across as pushy

CAREER NETWORKING “DO’ S”

- Talk to as many people as you can
- Start with 1 or 2 for practice (if you are unsure)
- Meet like-minded people
- Have a business card
- Organize your contact list



CAREER NETWORKING “DO’ S”

- It’s an on-going process!
- Keep in touch
- Add to group conversations...share your knowledge
- Ask questions
- Join associations and get involved



CAREER NETWORKING “DON’ TS”

- Limit yourself
- Rely on others to connect you
- Think it can all happen on the internet
- Be afraid to ask for help
- Stop networking!
- Forget to thank everyone



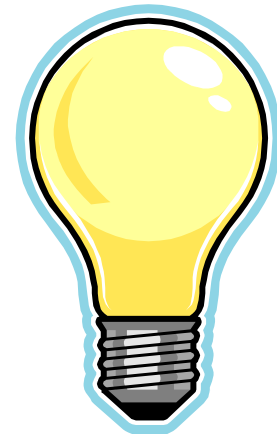
TOP 7 BIGGEST NETWORKING BLUNDERS

- Not networking when you're employed
- Asking and not giving
- Not following up
- Not managing/tracking your networking data
- Using a “canned” commercial
- Trying to network in a bubble
- Not having a plan

“If you don't know where you are going, any road will take you there.” — Lewis Carroll in Alice's Adventure in Wonderland

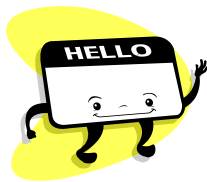
NETWORKING FOR INTROVERTS

- Change the name
- Go with a buddy
- Get the other person talking
- Join a networking group
- Passive networking options



NETWORKING AT CONFERENCES

- Be an active participant
- Ask the group to meet later
- Exchange business cards
- Print stickers for the back of cards..."I met you at ASTD's 2014 conference"
- Listen to what other people are talking about
- Never eat alone
- Follow up with people
- Remember the exhibitors



"I always wanted to be somebody, but I should have been more specific." - Lily Tomlin with Jane Wagner

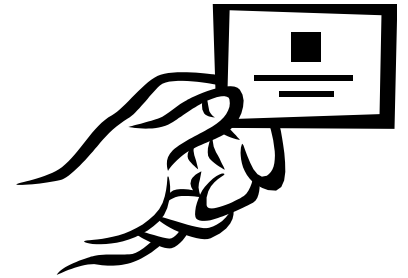
YOUR 30-SECOND COMMERCIAL

- Do not memorize
- Avoid sounding like your résumé
- Use strong value statements
- Make it sound natural



8 POWERFUL NETWORKING TIPS USING BUSINESS CARDS

- Never leave home without them
- Use proper business card etiquette
- Be generous
- Ask for referrals
- Maximize every “per chance” meeting
- Place yourself at the right place at the right time
- Use “in your face” follow-up
- Brand yourself with a slogan



By Carl R Reid

What is LinkedIn?

LinkedIn is the **MUST HAVE** network for professionals. If you are not on LinkedIn, you do not exist.



POLLING QUESTION #1

Do you have a LinkedIn profile?

- Yes
- No
- Not sure!

POLLING QUESTION #2

How often do you use LinkedIn?

- Daily
- Weekly
- Monthly
- Infrequently
- Never used

POLLING QUESTION #3

I use LinkedIn for: (check all that apply)

- Letting people know about me
- Finding job opportunities
- Researching companies, organizations, associations
- Connecting with other people
- Don't use it at all



Why Linked In?

**Over 200 million professionals
use LinkedIn.**



LinkedIn Allows You To:



Navigating Through LinkedIn?

Your Homepage

Important Features:

- Share an Update
- LinkedIn Today
- People You May Know
- Who Viewed Your Profile
- Updates from Others



RESOURCES

How to Work a Room, RoAne, Susan, Collins, 2000

Make Your Contacts Count: Networking Know-How for Cash, Clients, and Career Success, Baber, Anne and Waymon, Lynne, American Management Association, 2001

Monster Careers: Networking, Taylor, Jeffrey and Hardy, Doug, Penguin, 2006

Never Eat Alone: and Other Secrets to Success, One Relationship at a Time, Ferrazzi, Keith, Currency Doubleday, 2005

(The) New Job Security, Lassiter, Pam, Ten Speed Press, 2002

Power Networking: 59 Secrets for Personal & Professional Success, Fisher, Donna, Bard Press, 2000

Rites of Passage at \$100,000 to \$1 Million+: Your Insider's Lifetime Guide to Executive Job-Changing and Faster Career Progress in the 21st Century, Lucht, John, Viceroy Press, 2000

RESOURCES

Networking for People Who Hate Networking by Devora Zack

Networking Like a Pro: Turning Contacts into Connections by Ivan Misner et al.

Networking is a Contact Sport by Joe Sweeney

I'm on LINKEDIN, Now What? by Jason Alba

The Start-Up of YOU by Reid Hoffman

QUESTIONS?

Let us hear from you!

Now's your chance to ask a question!

THANK YOU
FOR
PARTICIPATING

SEE YOU AT ASTD 2014!

Sign-up for Marshall's free
monthly ezine...*IT'S ALL ABOUT YOU* by visiting
www.mbrownassociates.com

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