

McCombs Career Webinar



August 16, 2012





Effective Networking

Tips & Techniques



Presented by

Amber Travis-Ballinas, MBA
Career & Image Consultant
Career Creators—The Career Design Specialists

http://careerdesignspecialists.wordpress.com/



What is the Definition of Networking?

Networking is the process of building mutually beneficial relationships which support both your personal and professional goals.

It is a continuous and systematic approach of reaching out to others, developing a broad list of contacts, and using them to your advantage when you need assistance.



Why is Networking Beneficial?

- Approximately <u>80%</u>
 of all new jobs / new
 clients are found via
 networking.
 - If you are seeking employment or new business; you should be spending 80% of your time networking.

- Cited as the best way to find a new job / new client
- Introduce yourself to people in your industry
- Get insider information about people, current events, & companies
- Practice talking and interacting on a professional level with people in your industry



What is the Real Goal of Networking?

Focus on three main objectives when networking:

- 1. Developing genuine relationships with another person / group
- 2. Creating a situation where the other party must say,
 - "I owe you a favor."
- 3. Asking for what you want or need in return to achieve your personal and /or professional goals.



Who is in a Network?

- Family, Friends, & Colleagues
- Current and Former Employers & Coworkers
- Industry-specific Club & Association Members
- Area Chambers of Commerce & Service Club Members
- Community Service Agents

- Faculty Instructors & Career Services
 Department Staff
- Classmates and Alumni of your College/ School
- Internship Contacts
- Religious Organization Co-Members
- Volunteer / Charity Contacts
- ANYONE YOU MEET



How do you Network?

• What are the best methods to connect?

- Attending an event
- In-person meeting
- Internet—Affinity and Social Networking Sites
- Cold-call / office visit
- Phone call
- E-mail correspondence
- Registered mail letter
- Informational interviews
- Be open to networking opportunities that can happen anywhere at anytime





Where do you Network?

- Work, School, & Internship Positions
- Professional Association Meetings
- Industry-specific Events
- Career Fairs
- Social Events,Weddings, & Parties
- Formal and Informal Club Meetings

- Sporting Events
- The Gym
- The Park
- Houses of Worship
- The Market
- Volunteer / Charity Work
- Online Social Networking Sites
- EVERYWHERE and ANYWHERE



Why Does Image Really Matter?

- First impressions are formed within 10 seconds or less.
 - You never have a second chance to make a first impression.
- If you wish to be viewed as a professional—
 You must have a professional image.
 - Professional image is formed by a combination of non-verbal and verbal communication.



Image & Nonverbal Communication

 Studies show that nonverbal cues, like personal image and social etiquette, constitute 65%---80% of conveyed messages.

Nonverbal Cues:

- Attire, Grooming, & Appearance
- Speech & Tone of Voice
- Gestures & Postures
- Facial Expressions & Eye Movements
- Social Skills & Etiquette
- Attitudes, Behaviors, & Passions
- Self-esteem / Level of Self-confidence



Image & Nonverbal Communication

The12 x 12 x 12Rule

- How do you look 12 feet away?
- How do you look 12 inches away?
- What are the first 12 words you will say?

- Appropriate personal image, grooming, and attire
- Confident yet approachable body language
- Strong eye contact, handshake, smile, & good posture
- Use proper manners and social etiquette
- Prepared and rehearsed "Elevator Speech"



The "Elevator Speech"

A summary statement that describes how your or your company's unique set of knowledge, skills, abilities, & experiences would benefit a potential employer or client.

- Use to introduce yourself / your company and to build a solid foundation for networking with potential employers and clients.
- Develop, write, and rehearse, the introduction so that it sounds natural.
- The speech should be concise and last about 30 seconds to one minute.
- Stay relevant and keep it appropriate for the venue, situation, and audience.



The "Elevator Speech"

- The introduction should include a combination of the following four elements:
 - 1. Explain who you are.
 - 2. Explain what you do.
 - 3. Explain <u>why</u> and <u>how</u> your offer is special.
 - 4. Explain <u>which</u> specific type of referral for you are looking.

- State the name of the company that your work for and your area of specialty or expertise.
- State the name of the school you attend and your major and minor courses of study.
- Describe the relevant differentiating features and strengths that you possess.
- Describe in terms of features how you would benefit an employer or client.
- Describe the benefits of the products / services that your company offers or sells.
- Ask for what you want or need.



Nurture Your Network:

 Networks die if they are not nurtured.

- Follow-up within 24 hours and up to 6 days of the original meeting.
- Demonstrate that you care in a thoughtful, sincere, and professional way.
- Maintain friendships and keep professional contacts current.
- Reach out to and touch your contacts every three months—4 times / year minimum.



Nurture Your Network:

Communicate regularly with contacts:

- Have regular meetings & meals with contacts
- Stay connected with contacts on social networking sites like <u>www.LinkedIn.com</u> or <u>www.facebook.com</u>

Conduct small courtesies:

- Email, send, or deliver thank you, birthday, anniversary, and holiday greetings to your contacts
- Email, send, or deliver an article of common interest / job posting / event info., etc. to your contacts



The "Golden Rules" of Successful Networking

- Choose carefully when deciding which networking events and organizations to join.
 - Use your time wisely & make the most of it.
- Once you join a group, club, or organization:
 - Attend consistently.
 - Participate actively.
 - Be visible.
- Be prepared.
 - Learn as much as you can about the group, organization, members, speaker, etc.
 - Know who you need to meet and what info you want to convey in that meeting.
 - Have an appropriate "elevator speech" prepared and rehearsed.
- Dress appropriately.
 - Dress for success.
 - Always best to be over-dressed than under-dressed.
 - Choose conservative clothing styles rather than trendy styles.
- Be genuine, authentic, and sincere.
 - Do not be a fake or a 'user'.
 - Give more than you take.



The "Golden Rules" of Successful Networking

Continued

- Introduce yourself, shake hands, and exchange contact information.
 - Do not wait until the end of the conversation to exchange business cards...you may forget.
- Always be kind, polite, and interact well with others.
 - Practice your soft skills and improve your emotional quotient.
 - Mirror others behaviors, mannerisms, and style of speech.
 - Make polite introductions.
 - Find common ground.
 - Share valuable information.
- Listen more than you speak.
 - Often we are more concerned about what we are going to say and do not listen to what is being said by others. Listening allows you to discover commonalities and to connect the dots.
 - Ask open ended questions to gather as much information as possible.
 - Take good notes.
- Keep moving. Do not monopolize the time of others.
 - Speak with each contact for about five minutes and then excuse yourself politely.
 - Have an exit strategy planned.



The "Golden Rules" of Successful Networking

Continued

- Never leave a meeting without a new name to contact or an action item for next steps.
 - Doing so is like taking your foot off the gas pedal of a car.
 Your networking will slow down.
 - Targeted networking is the lifeblood of an accelerated job search or business development strategy.
- Always follow through.
 - Do what you say you are going to do. This will demonstrate that you are reliable and credible.
- Send a follow-up thank you note or email within one week.
 - Include information that you discussed with the contact to personalize your correspondence.
- Nurture your network.
 - Reach out to each contact a minimum of four times per year to stay connected.
- Ask what you can do for them. Do it.
 - Offer your assistance to your contacts regularly.
 - Create a situation where you have a lot of outstanding "I.O.U.'s".



Ten Tips for Effective Networking

- 1. Be prepared to network at anytime, anyplace, and with everyone. You never know who you might meet or where you might meet them. Be open.
- 2. Focus on quality not quantity. It is better to have 3 to 5 new quality contacts from each event that you attend rather than 20 brief introductions.
- 3. Talk to everyone. Greet contacts on the way in to the event, at the sign-in table, at the buffet, at the bar, in the restrooms, and on the way out to your car. Do not be shy or introverted.
- 4. Politely greet those contacts that you already know. Ask them to introduce you to someone that you do not know. Keep moving.
- 5. Stay organized. Keep your business cards in your left jacket or pant pocket and place the business cards of new contacts into your right pocket. This way you will not mix them up.



Ten Tips for Effective Networking

Continued

- Keep your right hand free and available to shake hands with new contacts that you meet.
- Write something personal on your business card. People are more likely to remember you and less likely to toss the card when you include a personal, hand-written note or phone number.
- **Keep track of your contacts.** Use a spreadsheet or electronic address book to maintain a list of contacts. Keep it updated.
- Follow-up. Stay in touch with your contacts regularly—not just when you need help. Call, write, email, send birthday and holiday greetings, and invite contacts to events.
- **Be patient.** Networking is a slow, continuous process which takes time to develop, nurture, and grow. It takes patience, effort, and persistence to be successful.



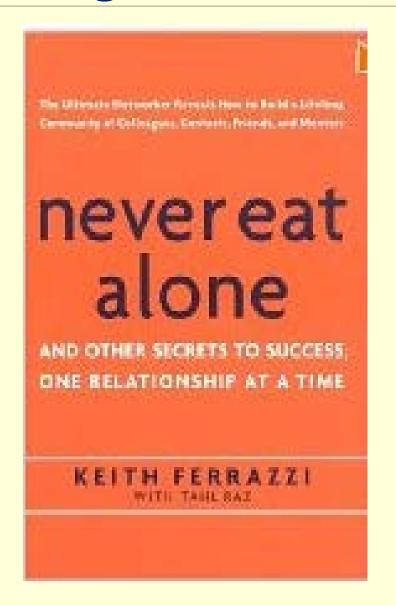
Recommended Reading Resource:

Give Yourself Permission to Network

A must read:

Never Eat Alone and Other Secrets to Success, One Relationship at a Time

by Keith Ferrazzi





Recommended Online Resources:



www.linkedin.com

www.campus2careers.com



www.JobFox.com





www.visualcv.com



www.jobster.com



Recommended Local Resources:













- ATC <u>www.austintechnologycouncil.org</u>
- AYC <u>www.austinyc.org</u>
- Door64 <u>www.door64.com</u>
- NIA <u>www.networkinaustin.com</u>
- Tech Happy Hour <u>www.austintechhh.com</u>
- Tech Ranch <u>www.techranchaustin.com</u>
- GottaMentor-- www.GottaMentor.com
- BASHH <u>www.thebashh.com</u>
- BridgeATX <u>www.bridgeatx.com</u>
- Rotary Cosmopolitan Club—Austin http://www.austincrc.org/
- Rotary Club International—Austin http://rotary-austin.org/







Effective Networking

Tips & Techniques

NETWORK YOUR WAY TO SUCCESS! GOOD LUCK!

Please contact me if you have additional questions.

Amber Travis-Ballinas, MBA
Career & Image Consultant
Career Creators—The Career Design Specialists

http://careerdesignspecialists.wordpress.com/

AmberTravisBallinas@CareerDesignSpecialists.biz

(512) 788-2012



Effective Networking

Tips & Techniques

- Thank You!
- We appreciate your participation.
 - The recording of today's presentation, along with the PowerPoint slides, will be available on the UT Career Programming web page by next week:

http://www.mccombs.utexas.edu/Alumni/Career.aspx

 The presentation and slides will be posted on the Career Creators company website along with additional FREE career resources and advice.

http://careerdesignspecialists.wordpress.com/

 Sources are provided at the end of this PPT presentation.



Sources of Information:

- Nathan Green, Co-Founder & President of <u>Campus2Careers.com</u>; PPT Presentations Prepared for ITT Technical Institute TB332 Class, "Networking 101" May, 2011, & "Leveraging Your Professional Resources" May 2010.
- Danna Lamb McCartney, Information Director LRC at ITT Technical Institute of Austin; PPT Presentation, "Networking by Danna" Prepared for ITT Technical Institute TB332 Class, September, 2011.
- Beth Bartel Lopez, Marketing Director, HP Worldwide; PPT Presentation prepared for ITT Technical Institute TB332 Class, "Brand Yourself", April, 2011.