

Beyond the Business Card



Amy Wittmayer
March 16, 2010

Agenda

- **My Networking Views**
- **Class Demographics**
- **Improving Common Networking Pitfalls**

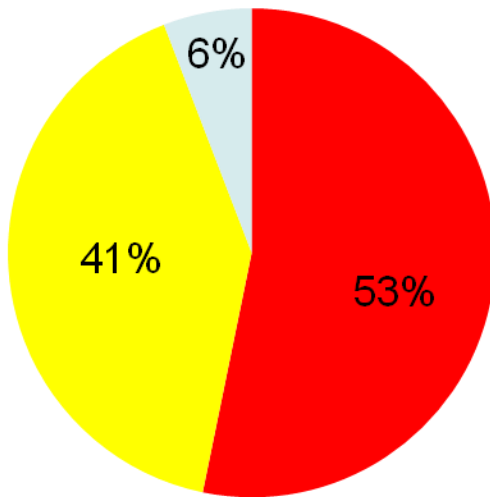
My Views on Networking

- **Foundation of Respect**
- **Gold Mining**
- **Mutual**
- **Long-Term & Continuous**
- **Can be Unintentional**

Class Demographics

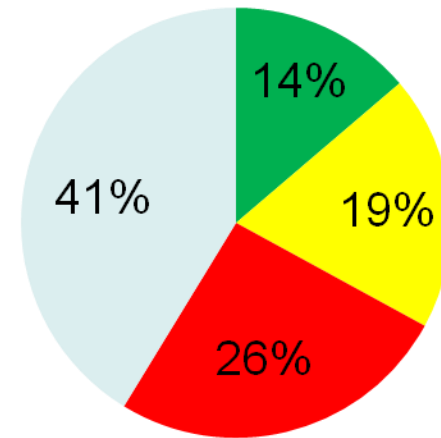
Program

■ BBA ■ MBA ■ MPA



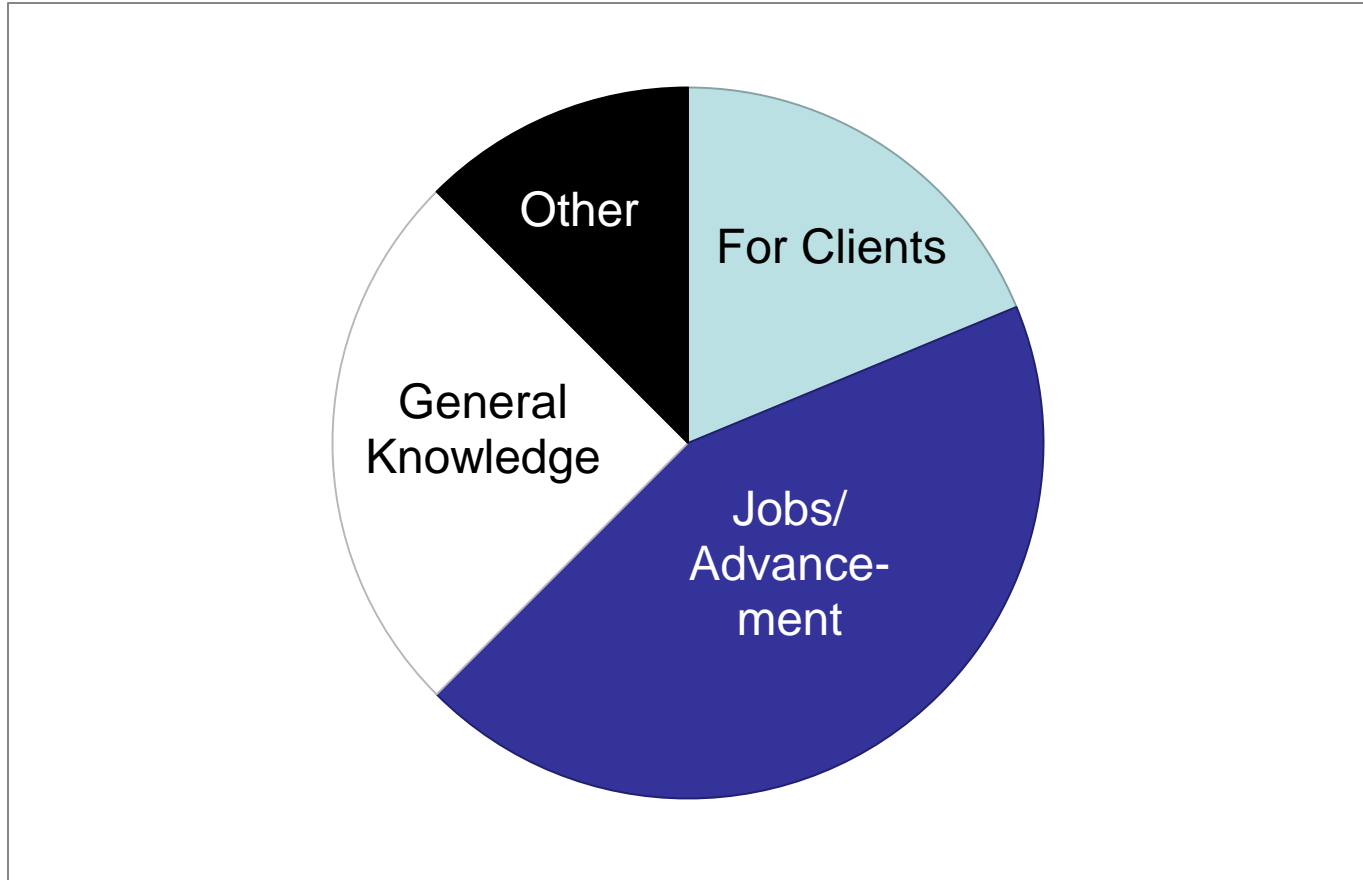
Grad Year

■ < 1980 ■ 1981 - 1990
■ 1991 - 2000 ■ 2001 - 2009



371 registrants - March 9, 2010

Why is Networking Important?



Ivy Exec/AW Survey, 11/1/09

Describe a “Good Networker”

- **Genuine**
- **Respect**
- **Listens**
- **Conversation Skills**
- **Brave / Comfortable**
- **Maintains Contact**
- **Connector**
- **Selfless / Share / Reciprocate**

Networking Improvement Areas

- **The Approach**
 - Battling shyness
 - Elevator speech
- **Conversation**
 - Finding common ground
 - Mention unemployment?
- **Maintaining Contact**
 - Email and other vehicles
 - Remembering names and facts
 - Using LinkedIn
- **Relationships**
 - Deep and meaningful connections

The Approach

- **Prepare!**
- **Find a lone ranger**
- **Warm up with people you know**
- **Hover and smile**
- **Include others**
- **Ask questions**
- **Strong close**



Elevator Speech

- **60-90 seconds**
- **Launch naturally**
- **Themes over chronology**
- **Include goal or future statement**
- **Collect critiques**
- **Read audience**
- **Make relevant**
- **Connect to listener**



Engaging Questions

- Prepare in Advance
- Inclusive Questions

What do you do for a living?



How do you spend your days?

- Go beyond professional context...but not too far!

Where did you grow up?

- Solicit judgment or opinion, not just facts

What/When?



Why/How/What's challenging?

Between Opportunities?

- **Lead with skills and goals**
- **Be honest with direct questions**
- **End positively**

Networking Follow-Up

- **Pre-warn of your follow-up**
- **Take notes at the event**
- **Calendar reminders**
- **Reason or call-to-action**
- **Request with a question**
- **Provide specifics for meeting**
- **Connect with LinkedIn**



Managing LinkedIn

- **Picture please**
- **Keep profile current**
- **Make/get recommendations**
- **Don't forget about Groups**

Networking Refreshers

- **Check your handshake**
- **Introduce or re-introduce yourself**
- **Remember eye contact**
- **Flexible clothing**
- **Pay attention or redirect to a topic of interest**
- **Practice your closings**
- **Business cards**

Thank You!



About the Presenter

Amy (Sherrill) Wittmayer, UT MBA '04, is an independent communication and career coach. Her personal networking efforts helped her switch careers from finance and strategy at Dell to career coaching at UT's MBA program, and later to her own career coaching firm.

She has taught networking and communication skills to a variety of audiences, including UT Alumni. Amy also works with current UT MBA students as part of the communication coach network.