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

371 registrants - March 9, 2010

Program
- BBA: 41%
- MBA: 53%
- MPA: 6%

Grad Year
- < 1980: 14%
- 1981 - 1990: 26%
- 1991 - 2000: 41%
- 2001 - 2009: 19%
Why is Networking Important?

- For Clients
- Jobs/Advancement
- General Knowledge
- Other

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.

amy@a-w-consulting.com