

Networking 102*

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College of Engineering & Science
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January 2010

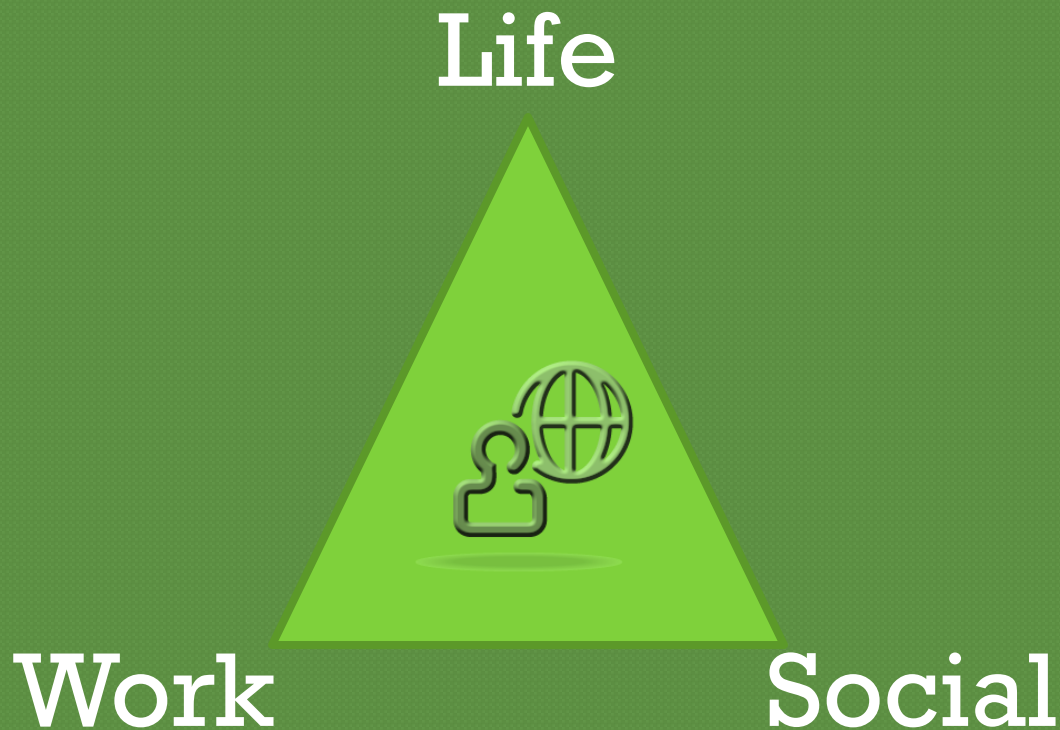
* Adapted from Gail B. Cornelius, Boeing, SWE'09

What is Networking ?

Networking – (noun)

1. a supportive system of sharing information and services among individuals having a common interest;
2. the process of establishing a mutually beneficial relationship with other people, initially focusing on how you can help the other person you are listening to rather than on how he or she can help you

Your Networking Universe



- How many people are in each network?
- What is the depth of your relationships?
- How often do you interact with these people?

Networking Tips for Events

◎ Food

◎ Introductions

◎ Speakers

◎ Handshake

◎ Dress

◎ Accessories

◎ Timing

◎ Attendee List

Food

- Either arrive early and eat first, or eat before your come.
- If you must eat and network, hold everything in your left hand (napkin, plate, cup).
- Keep your drink about half empty – you can use it to excuse yourself from a group.

Introductions

- Find someone who knows the person you want to meet and get them to introduce you.
- Practice introducing yourself and others.
- Introduce yourself in a way that tells others what you do – don't just give your title.

Speakers

- ◉ Note name and affiliation ahead of time.
- ◉ Introduce yourself before they speak, not after.
 - They usually arrive early, have nothing to do, may be nervous and will welcome the distraction.
 - Everyone tries to talk to the speaker afterwards (you may not get to speak to them, you will not be able to talk with them long, there are so many people that they will not remember you).

Handshake

- ◉ Right hand to Right Hand
- ◉ Web-to-web
- ◉ Two firm pumps
- ◉ Shake in the group, Shake out of the group

Dress

- Appropriate for the occasion
- Tasteful
- Wear one stand out (in a good way!) accessory – colorful shoes or jacket, eye-catching pin or necklace, etc.
- At least 2 pockets!
- NAMETAG – on right-hand side so it can be read when you shake hands)

Accessories

- ⦿ One pocket for your business cards
- ⦿ One pocket for business cards you collect
- ⦿ Pen for taking notes on business cards
- ⦿ Take time to write key info on the back of each card after you talk with that person to assist with follow-up.

Timing

- Don't start with your elevator speech.
- Ask questions that invite conversation (avoid “yes” or “no” questions).
- Avoid hot topics (politics, religion, etc.)
- Establish trust first!

Attendee List

- Get a copy ahead of time, if possible.
- Scan to see who is coming.
- If you can't get an attendee list, walk around the room once when you arrive and scan nametags to determine who is there.
- Pick out three to five new people to meet.

Closing Tips

- ◉ Networking is a state of mind.
- ◉ Forget Mom's advice: Talk to strangers!
- ◉ Personalize, personalize, personalize...
- ◉ A little cleverness goes a long way.
- ◉ Stand out for the right reasons.
- ◉ Practice makes perfect.

Questions?