

Connect!

Comfortable Networking Techniques
That Will Make Your Career



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Every Major Life Opportunity

Companies and Individuals

Internally and Externally

BIGGEST MISTAKE

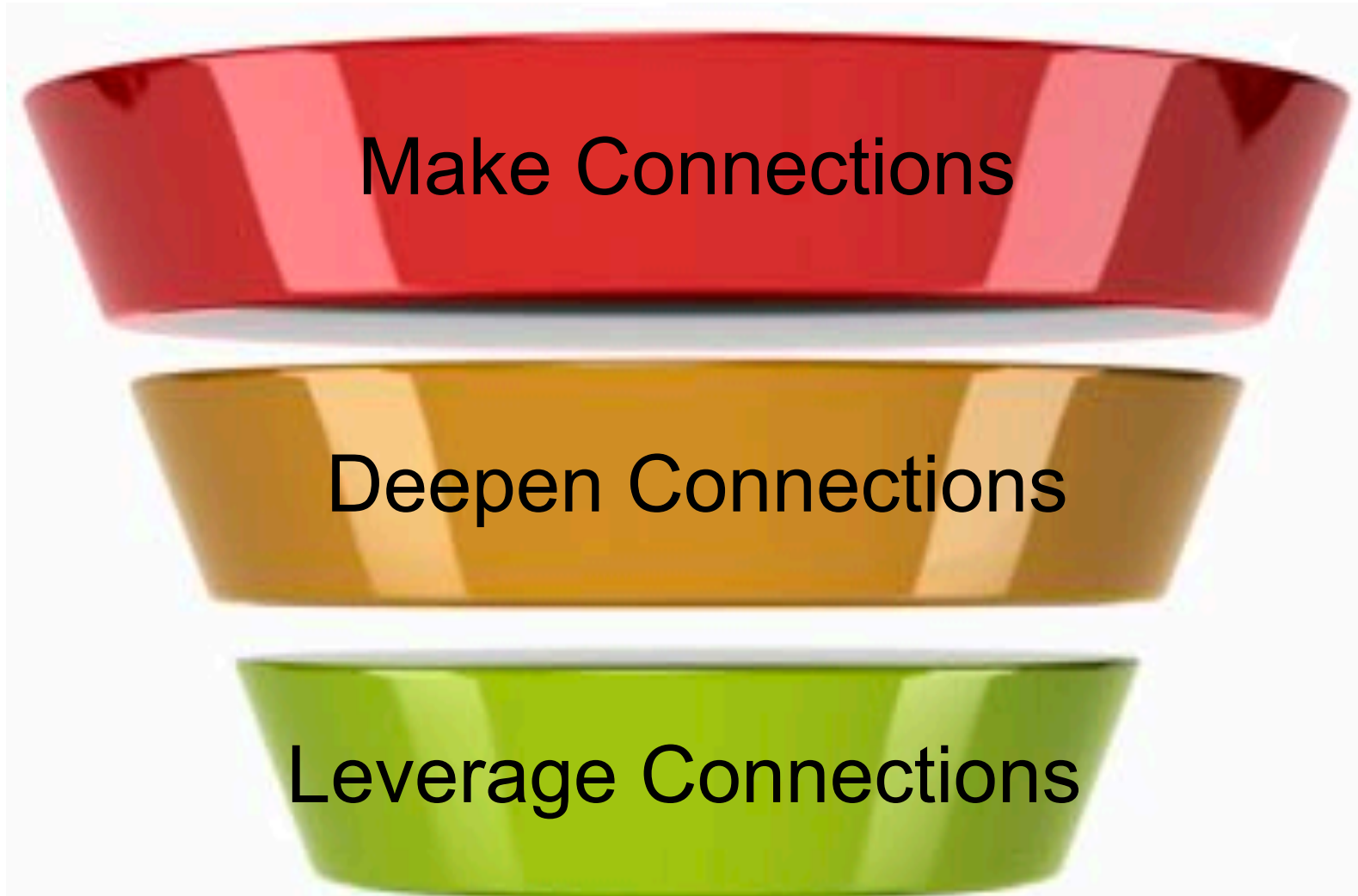
Connect

What We'll Cover

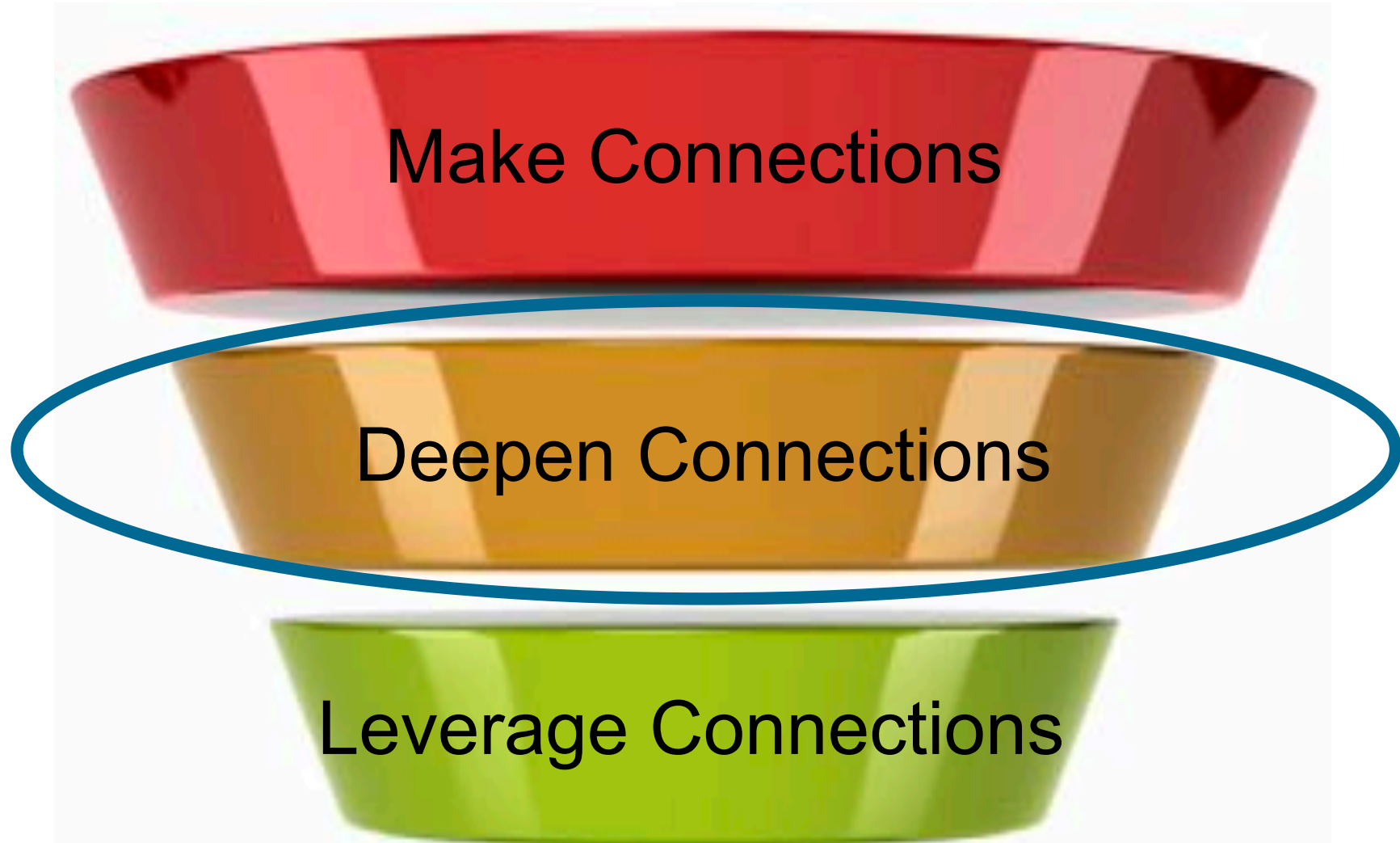
- Tactical: Three Steps to Powerful Networking
- Activity
- Practical Tips

THREE STEPS

Your "Connection Funnel"



This Piece Will Set You Apart



Stages

Make Connections

- Barely know each other
- Little or no trust
- May get “low-risk” intros
- May or may not go anywhere

Deepen Connections

- Getting to know each other
- Some trust
- May get “low/med-risk” referrals
- May or may not be reciprocal

Leverage Connections

- Strong relationship
- High trust
- Strong, “high-risk” referrals
- Reciprocal



Trust you with their reputation

Your "Connection Funnel"



Make Connections

- Meet people wherever, whenever possible
 - Seek opportunities for interaction
 - Have a goal (e.g., five people)
- Engage
- Aim for friendships
 - Don't be transactional
 - Show genuine interest and affection
 - Ask questions, be curious, try to get to know them
 - Use whole-body listening
- Be real/natural
- Personalize
- Do what works for you
- Let the network lead you down a path
- Play to your strengths



How to Do It: Just a Few Examples

- Clubs
- Trade associations
- Parties - attend or host
- Networking events
- Classes and Workshops
- "Birds of a feather" groups at work - join or start
- Meet for coffee
- Committees
- Online dating
- Community involvement
- Email
- Facebook
- LinkedIn (only people you already know well)
- Twitter
- Online communities and discussion boards
- Airplanes
- Other chance encounters



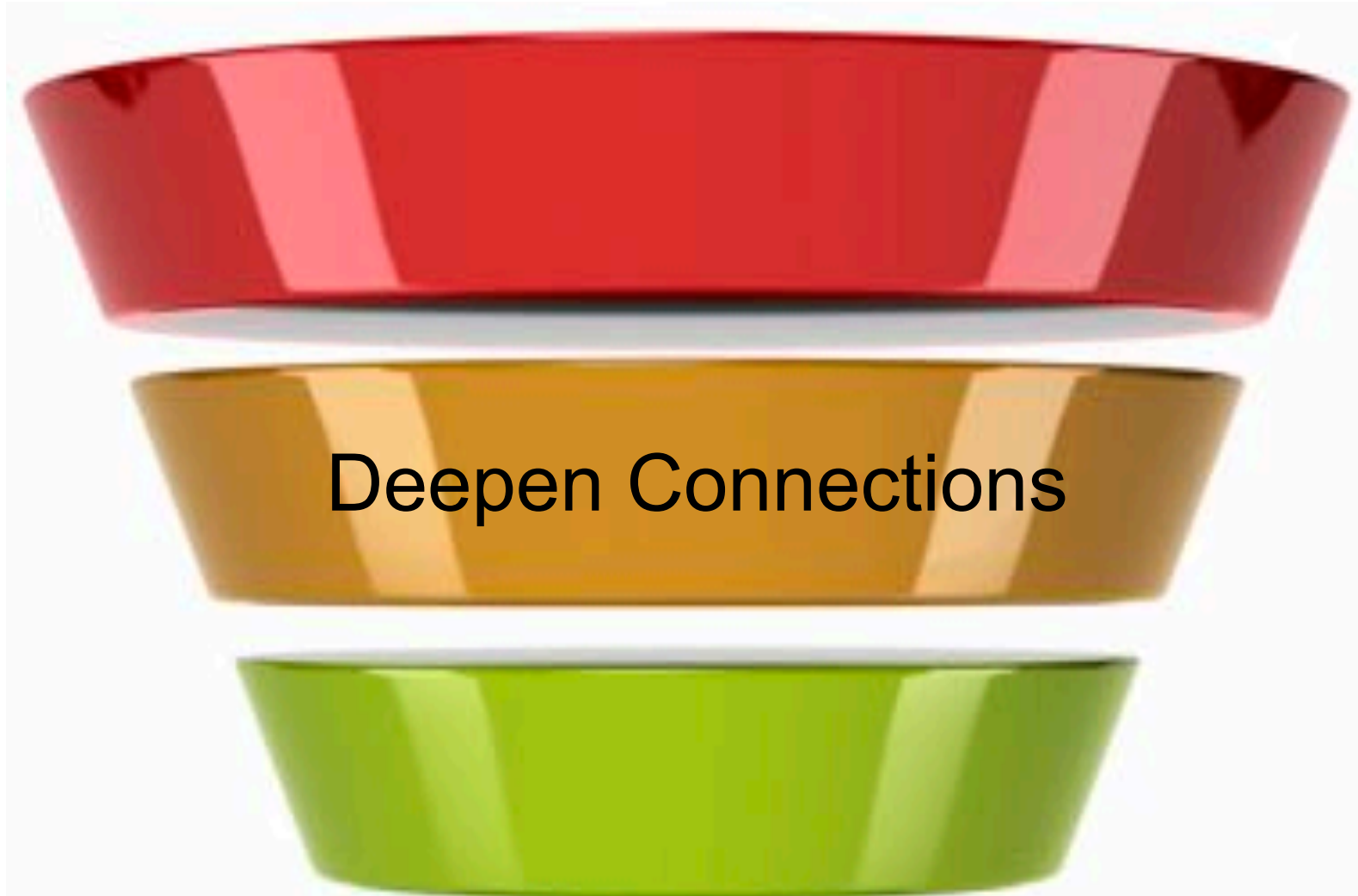
STANFORD
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NETWORK

Generally sponsored by
Deloitte.

Don'ts

- Don't assume "friend/associate" status
- Don't expect immediate referrals
- Don't expect to connect on LinkedIn or even Facebook
- Don't immediately ask for anything that puts their reputation on the line

Your "Connection Funnel"



Deepen Connections

- Build lifetime relationships
- Find out what they are seeking
- Aim to give, not get
 - though intersections are ideal
- Be proactive
- Be a "Connector"
- Realize that hot and cold is okay
- Stay in touch
- Really care
- Be appropriate



How to Do It: Just a Few Examples

- Congratulate/compliment them on a recent accomplishment, press article, company announcement
- Email or snail mail useful articles, resources
- Proactively introduce them to someone they would want to meet
- Periodically check in via phone, email
- Twitter, LinkedIn, Facebook, etc.
- Do something useful that leverages your skills and what you're "selling"
- Cards: Holiday, congratulations, condolences, birthday
- Invite them to come give a talk
- Recommend them to someone else
- (use caution) Invite them to join your mailing list and then provide useful info

K E E P

I T R E A L

Don'ts



- Don't develop a relationship just to get something out of them
- Don't be a pain
- Don't be self-serving
- Don't make empty contacts
- Don't pursue before you are ready

In summary...

Nurture the relationship
in a way that benefits *them*.



Your "Connection Funnel"



Leverage Connections

Leverage Connections

- Be clear about what you need
 - Be easy to help
- Make sure others are clear on what you need
- Decide what kind of relationship you would like with this person/organization
 - Mentor
 - Potential employer/customer
 - Info sharing
 - Access their mailing list
 - Etc.
- Be direct...ask
- Be indirect...keep your value in front of them

*It should
feel natural*



How to Do It: Just a Few Examples


- Start with simple requests - e.g., asking for an intro, asking them to forward something to their lists
- Requests via Twitter, LinkedIn, Facebook
- Ask for advice
- Draw on their expertise
- Ask for referrals, ideas
- Pitch them ideas (appropriately)
- Let things happen naturally

Continue to give, give, give



Don'ts

- Don't get in touch only when you want something
- Don't be a "user"
- Don't let the relationship get out of balance



Don't expect direct payback -
may come from somewhere else

Tips

- Use LinkedIn, Facebook and other tools appropriately
- Believe in and be prepared for serendipity
- Invest time and energy
- Put some soul into it
- Be open
- Never burn a bridge
- Be situation sensitive (context)
- Work on your weaknesses
- Set your radar for opportunity
- Be strategic

Rare Traits That Will Give You an Edge

- Connector
- Initiator
- Giver
- Tracker

Become a
student of the
topic

Homework

Organize a small get-together
and do the same



Remember

Connect

Contact Info

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