

Name: \_\_\_\_\_

**Joseph's People at St. Elizabeth's Church**  
**The Power of Networking**  
May 6, 2013

*Networking -- many recommend it; some do it; and fewer still maximize it.*

Although the Principles and Benefits of Networking have been established for some time, it is surprising at how often the process goes “off track.” The “Power of Networking” will be a highly pragmatic and interactive session which will cover *“the Do’s, the Don’ts and Some Maybe’s”* of Networking. More specifically, we’ll review:

- The Networking Process itself including “important things that are occasionally missed”
- Practical Skills in how to network *wisely*
- Making Networking a “2-Way Street”
- Making Networking a “Lifelong Discipline”

**Daniel J. Kowalski** is a businessperson with thirty years of industry experience in leadership development, general management, finance, strategic planning, business development and quality/productivity. He utilizes his diversified expertise to advise senior executives on improving leadership skills, implementing organizational change initiatives, encouraging innovation, and building effective teams.

Prior to forming Leadership 2020, LLC, in 2006, Dan held a variety of leadership and consulting roles. He was a Managing Director for a multi-national consulting firm, Assistant to the Vice Chairman of Management Consulting Services for a “Big Four” firm, and held executive level positions in various divisions of Bristol-Myers Squibb.

Dan received his Bachelor’s degree from The Wharton School at the University of Pennsylvania and his M.B.A. in Finance from New York University.

## Lessons Learned & Next Steps

### What did you learn overall from this session?

- In terms of what you're currently doing with respect to Networking, what are you doing WELL?
  - And need to continue doing?
  - And need to do more of or expedite?
- What are you NOT DOING AS WELL and you need to adjust? In what way?
- What do you need to START doing? Where should you *begin*?
- What obstacles are holding you back? What can you do about it (to overcome the obstacles)? *Who can help you?*

### What were your **Written Goals** for this session?

### Who did you meet at this session and what did you learn about them?

### What are your **Next Steps** as a result of today's session?

(First Hint: At least one of your Next Steps HAS TO BE “utilizing the information you learned about someone and figuring out a way to help them.”)

(Second Hint: At least one of your Next Steps should be “forming a mutually supportive alliance” with one of your colleagues.)

### Who did you help today and in what way?

## Why Am I Here? (“The Gift”)

### The Purpose of a Networking Meeting Is to:

- help you *gain information* on the job marketplace that is not available elsewhere;
- help you to *hone what you’re looking for in a job opportunity* and how to present yourself best for that opportunity;
- *practice your self-presentation skills* (of which your “Elevator Speech” is just the “tip of the iceberg”);
- *build or enhance a professional relationship*;
- *develop a “Two-Way Street”* so that the networkee also benefits from the Networking Meeting; and, most importantly of all,
- *provide you with an opportunity to take control of your campaign.*

Networking requires you to be active and proactive. It gets one out of the habit of “surfing the net, waiting for headhunters to call, etc.” (There’s nothing worse than relying **solely** on these passive approaches to a job search.)

**Having control over your job campaign keeps you moving in the right direction.** It focuses you on positive things -- like meeting people, presenting your skills, talking about your experiences, etc. (*Each Networking Meeting becomes a mini-interview practice.*)

## Some Basics Including Important Things That Are Occasionally Overlooked

~~“It’s not WHAT you know, it’s WHO you know.”~~

- “It is WHAT you know.” -- *That’s “The Gift” that you bring to the Networking Meeting.*
- “It is, however, not WHO you know .....
- ..... but rather, it’s HOW WELL you know them.”
- When recording your database of “who you know and their basic information,” make sure that you ask yourself “*How do I know this person?*”

*Why is the above important?*

*What implications does it have for when someone is providing you with referrals?*

**Be aware and considerate of the networkee’s time. The process includes:**

- **an Intro;**
- **Decompression;**
- **Statement of Purpose;**
- **Brief Sharing of Professional Profiles;**
- **Seeking Information via Asking Questions;**
- **Asking for and Gathering Referrals; and**
- **Concluding Statement and a Thank You.**

*Avoid asking for “a few minutes” when the process will definitely take more than “a few minutes.”*

*Do a “Time Check” once you arrive to confirm that the person’s schedule still accommodates you.*

*And do a “Time Check” further into the meeting to make sure you know how much time you have left.*

**“Read the person; read the room.”**

~~Networking is a “Contact” Sport.~~ **Networking is a “Relationship” Sport.**

## Correspondence / Communication Asking for a Networking Meeting

### Points in the correspondence / communication:

- Build a bridge from the mutual acquaintance to the prospect through you.
- State the reason why you are seeking a meeting:
  - to gain insight;
  - to share my campaign and get feedback; and/or
  - to benefit from your experience.

### And remember:

- You must decompress.
- Indicate when you will call.

### ROBERT C. REDFORD

123 Broadway  
Bayonne, NJ 07002

August 24, 2012

Mr. Dustin Hoffman  
President & CEO  
The Tootsie Corporation  
123 Main Street  
Princeton, NJ 08540

Dear Mr. Hoffman:

A mutual friend of ours, Barbara Streisand, suggested that I contact you. She mentioned your key participation in the New Jersey Acting Guild and felt that your ideas could be helpful to me.

My background includes almost fifteen years of progressive experience with A. Pacino Company culminating in a position as Director of Film Production. Unfortunately, at the end of last year, my division completed a restructuring and a relocation in which we closed our New Jersey headquarters. I was asked if I was interested in a position in Hollywood, but I declined.

Please be assured that I do not presume that you have a current opening or that you even know of a potential position. Rather, I'd like to meet with you to benefit from your insight on the film industry as I develop my career campaign. (*Decompress.*)

I would enjoy meeting you and will call within the week to see if we can arrange a mutually convenient time to meet.

Sincerely,

## Thank You Correspondence / Communication -- After Networking

### Points in the correspondence / communication:

- “Thank You;”
- summarize key points of meeting (and how valuable the networkee’s insights were);
- remind the person of your skills;
- thank networkee for referrals and indicate when you will contact them;
- state that you’ll keep the networkee posted as to your progress; and
- specify the next step.

Note: It’s okay to be somewhat personal (i.e., not stiff or extremely formal) but avoid being “too folksy.”

**DONALD S. DUCK**

123 Rain Lane  
Quackerville, NY 12345

April 1, 2013

Mr. Storm Fields  
Director of Forecasting & Rain Control  
Nature Elements, Inc.  
1 Mudd Road  
Ducksoup, Iowa 00000

Dear Storm:

Thank you very much for speaking with me today about my career campaign. It was great to see you again and to hear about all of the opportunities you have.

Your comments about key trends in the rainmaking industry, such as pricing, pipeline needs and political issues were helpful. Furthermore, I appreciate your hints on how to sell my business planning and analysis skills.

I cannot thank you enough for all the referrals that you mentioned. I will be contacting Huey, Dewey and Louie in the near future. I’ll let you know before I contact them, and then, keep you posted as to my progress.

Once again, thank you very much.

Sincerely,

### Some Key “Do’s and Don’ts” in the Networking Process

Do’s	Don’ts
<ul style="list-style-type: none"> <li>Recognize that you have succeeded in handling changes before. Moving from one employer to another is just another change that you can handle. Be positive and upbeat.</li> </ul>	<ul style="list-style-type: none"> <li>Don’t leave anyone with the impression of negativity.</li> </ul>
<ul style="list-style-type: none"> <li>Do establish a process for how you will keep track of people and what your communication with them was.</li> </ul>	<ul style="list-style-type: none"> <li><b><i>Don’t go out prematurely and broadcast your availability until you have honed your “Elevator Speech.”</i></b></li> </ul>
<ul style="list-style-type: none"> <li><b><i>Have an “Elevator Speech” which identifies who you are, what you’ve done and opportunities that you are seeking.</i></b></li> </ul>	<ul style="list-style-type: none"> <li><b><i>Don’t forget to practice your “Elevator Speech.” This will help you to make it concise, interesting and powerful.</i></b></li> </ul>
<ul style="list-style-type: none"> <li>Seek guidance and counsel from others. Learn from their experiences.</li> </ul>	<ul style="list-style-type: none"> <li>Don’t assume that someone is an expert just because they say they are.</li> </ul>
<ul style="list-style-type: none"> <li>Do be prepared to “toot your own horn” in a professional and respectful manner.</li> </ul>	<ul style="list-style-type: none"> <li><b><i>Don’t assume that someone else will present you “in the best possible light” even if they say they will.</i></b></li> </ul>
<ul style="list-style-type: none"> <li><b><i>Network vigorously. Know why you are meeting with someone and what the goal for the meeting is. Make the Networking Meeting a “Two-Way Street.”</i></b></li> </ul>	<ul style="list-style-type: none"> <li>While networking, your goal is information. Don’t <u>come across as</u>, “Do you know of any jobs?”</li> </ul>
<ul style="list-style-type: none"> <li>Be prepared to answer the question, <b><i>“How can I help you?”</i></b></li> </ul>	<ul style="list-style-type: none"> <li>Don’t leave things to chance by “winging it” -- even if you believe that “you’re really good on your feet.”</li> </ul>
<ul style="list-style-type: none"> <li>Have an agenda (for yourself to keep you on track) and <b><i>prepare focused questions prior to the Networking Meeting.</i></b></li> </ul>	<ul style="list-style-type: none"> <li><b><i>Don’t become rigid in adhering to the agenda and/or your pre-designed questions.</i></b></li> </ul>
<ul style="list-style-type: none"> <li>Plan ahead and remember that “perception is in the eye of the beholder.”</li> </ul>	<ul style="list-style-type: none"> <li><b><i>Don’t do things that are inconsistent with the “Stated Purpose of the Meeting!”</i></b> <ul style="list-style-type: none"> <li>➤ <b><i>What are some things that would be inconsistent with the “Stated Purpose of the Meeting?”</i></b></li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Use the information that you glean while networking to enhance your job campaign.</li> </ul>	<ul style="list-style-type: none"> <li><b><i>Don’t adopt someone else’s views on a topic because they either “confirm your fears” and/or “let you off the hook in doing something in your job search that you would prefer not to do.”</i></b> <ul style="list-style-type: none"> <li>➤ <b><i>What “confirms your fears?”</i></b></li> <li>➤ <b><i>What would you prefer not to do in your job campaign?</i></b></li> </ul> </li> </ul>

## Asking Questions to Make the Networking Meeting a “Two-Way Street”

The questions you ask should be “thought provoking” and “discussion generating:”

- Are your questions *open-ended*?
- Do your questions *confirm what you said in your “Stated Purpose of the Meeting?”*
- Are your questions *focused and relevant to the networkee?*
- Are your questions *based on research and/or data gathering* that you’ve done?
- Do the possible answers *lead to other questions* that you can ask?
- Do your questions *present your skill sets in the best manner possible?*

### Possible Topics Include Questions:

- to someone you don’t know;
- to someone you haven’t seen in a couple of years;
- on Long-Term Industry Issues;
- of someone in a different industry;
- of someone who has made a switch in focus and/or a switch in size of employer; and
- asking for Referrals.

## APPENDIX

### Your “Elevator Speech”

Your “Elevator Speech” is your key marketing message. It captures who you are, your skills and abilities and what types of opportunities are exciting to you. That’s a lot to capture in a short period of time! To be able to do this, you have to practice your message regularly so that you can hone your message to its most significant parts. Think of when you are watching television and a commercial occurs. The advertiser has a brief period of time to pique your interest and provide you with valuable and enticing information. You are now the “product” that is being advertised.

What are your most pronounced skills and capabilities? Have a short description of how you used them “at your fingertips.”

<b>Your Skills &amp; Capabilities</b>	<b>Short Description of How You Exhibited It (with Appropriate Examples)</b>

**APPENDIX** (Continued)

**Your “Elevator Speech”** (Continued)

I’m \_\_\_\_\_

and I have \_\_\_\_\_ years of experience in

\_\_\_\_\_ (Field or Discipline),

\_\_\_\_\_ (Field or Discipline),

and \_\_\_\_\_ (Field or Discipline)

**OPTIONAL** within the \_\_\_\_\_ and \_\_\_\_\_ industries.

I’m looking for a position where I can utilize my skills in (OR *I have skills in ...*)

\_\_\_\_\_ (Skill or Ability),

\_\_\_\_\_ (Skill or Ability), and

\_\_\_\_\_ (Skill or Ability).

**Sometimes**, you may want to provide an **example** or two of your specific **EXPERIENCES, SKILLS** or **ABILITIES**.

**If possible**, include a small list of **RESULTS ACHIEVED** or **ACCOMPLISHMENTS**.

Test your commercial. (Does it describe you in the best possible manner?) Try it again. Make it as “tight” as you can.