

Connect!

Developing Relationships To Reap Results

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Networking is a way of life, not an activity.
Networking relationships are loops, not a horizontal line with a beginning and an end. Every relationship is different and changes with time.

12 REASONS TO NETWORK:

- ▣ **Developing** valuable contacts.
- ▣ **Sharing** information.
- ▣ **Being** a role model or setting a positive example.
- ▣ **Getting** business results more easily.
- ▣ **Identifying** quality resources, vendors and consultants.
- ▣ **Enhancing** your image, promoting your skills and achievements.
- ▣ **Gaining** a deeper knowledge of your function or industry.
- ▣ **Identifying** unanticipated opportunities.
- ▣ **Validating** or revising your goals.
- ▣ **Personal** satisfaction.
- ▣ **Obtaining** potential job leads.
- ▣ **Benchmarking** best practices.

The essence of networking is focusing on the other person instead of yourself.



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NETWORKING TIPS...

Organize your thoughts before you call or e-mail someone to ask if you can meet.

- ☐ Network with people of all levels, not just people who are similar to you.
- ☐ Remember people's names.
- ☐ Use a multitude of communication vehicles to network...voicemail, face-to-face, e-mail, postcards, a fax send articles, letters, etc.
- ☐ Organize your contacts in one place.
- ☐ Develop the art of small talk and practice your conversational skills.
- ☐ If you've spent more than 15 minutes with anyone, send an e-mail or a handwritten note
- ☐ If someone you know has visibility or a skill you lack, ask her if you can collaborate with her in some way.
- ☐ Learn to publicize your achievements.
- ☐ Be able to introduce yourself succinctly and in an interesting way.
- ☐ Whenever you are with others, act like a host, not a guest.

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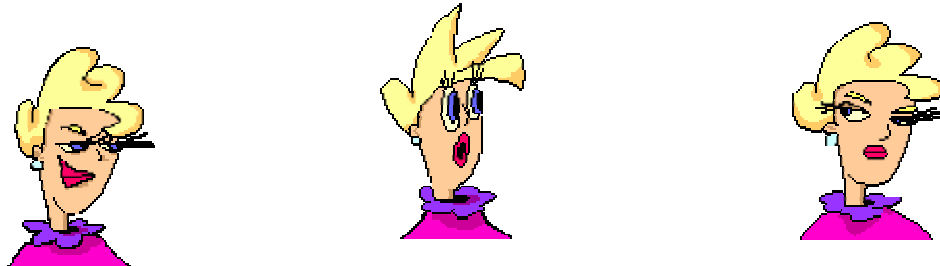
- ☐ Begin or end every day by contacting a business or personal acquaintance with whom you haven't communicated within at least a month.
- ☐ When you're in a face-to-face networking situation:
 - ✓ Smile and be approachable
 - ✓ Look the other person in the eye
 - ✓ Stop and *listen*
 - ✓ Don't come on too strong
 - ✓ Give genuine compliments
 - ✓ Ask questions
 - ✓ Remember that "perception is reality"
- ☐ Approach one person or three people at a meeting, never two.
- ☐ Think ahead of time of two pieces of small talk that you can bring up to "break the ice."
- ☐ When you go to a meeting, don't sit next to someone you know well.
- ☐ Recognize that there are gender differences in any kind of interpersonal interaction.
- ☐ Give someone your business card or resume *only* if they ask for it or ask them if you may give it to them and explain why.
- ☐ Consider creating an advisory group of people to help you now and when you land.
- ☐ Instead of saying, "We should get together sometime" make plans that moment.

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- ☐ Treat every business card you receive as if it were a \$5,000 bill. (Andrea Nierenberg)
- ☐ Master your communication skills. This means being able to speak articulately and write well, with intelligence and enthusiasm.
- ☐ Use humor and smile!
- ☐ If you are in a situation where you are wearing a nametag, always wear it on your right side.
- ☐ In *Power Networking* by Donna Fisher and Sandy Vilas, they recommend putting a Post-it® note on your phone or computer that says, “Ask, ask, ask! Who do you know who...? How can I help you?”
- ☐ Move away from thinking about yourself and others as a title. Instead think about the results you achieve.
- ☐ Remember that you won't have chemistry with everyone and they won't always have chemistry with you.
- ☐ It is usually possible to find one thing you may have in common with someone else. Try to find that one thing.
- ☐ Be aware of your body language, facial expressions and overall presence.



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Most Common Mistakes Someone Makes When Networking

1. He doesn't make it easy for his networking contact to help him.
2. She doesn't remember that reciprocity is fundamental to the networking process.
3. He disappears after he's met with you.
4. She forgets to lighten up.
5. He doesn't know how to nurture a relationship (instead of treating it as a transaction).



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