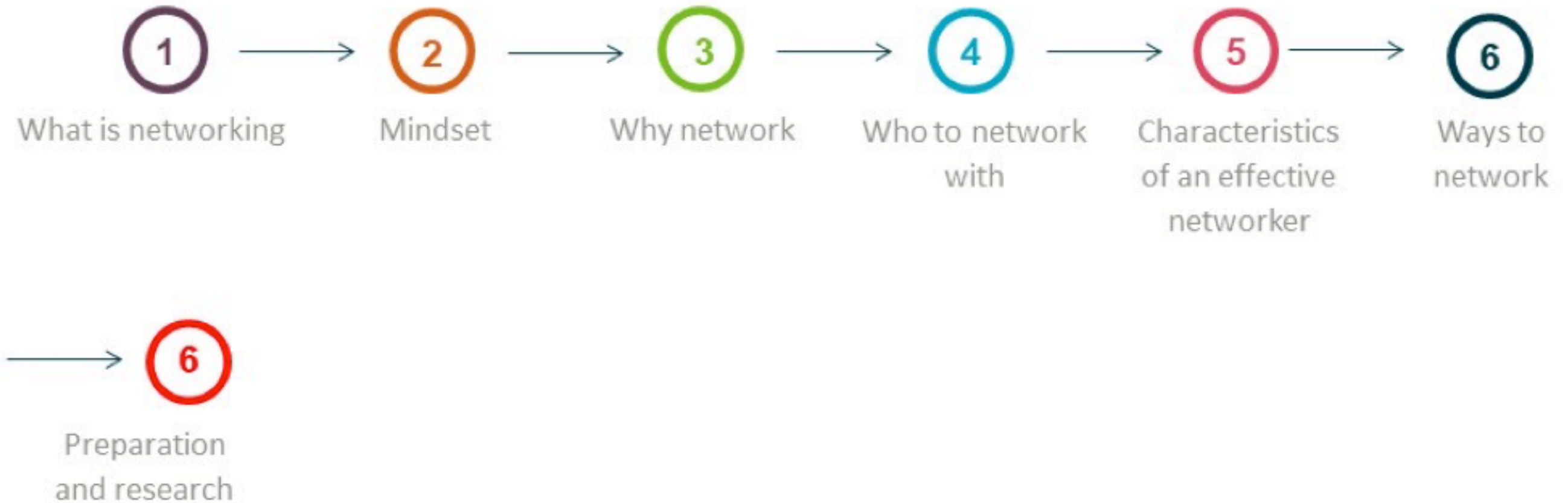# Etiquette

- *6 to mute and #6 to unmute
- Stay on mute when listening
- Interactive session – ask questions, share stories and challenges, comment on the topics, share learnings
- Do your work whilst in the session
- Use the chat function, annotation and talking to digest the information as well as listening and reflecting
- Technical issues – refer to your joining instructions
- Confidentiality

# Objectives

- Understand what networking is, why to network and who to network with

- Establish your current mindset and how this can impact our success

- Know the characteristics of an effective networker

- Find out ways to network

- How to prepare and research effectively

# Agenda

**1** What is networking

**2** Mindset

**3** Why network

**4** Who to network with

**5** Characteristics of an effective networker

**6** Ways to network

**6** Preparation and research

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# What is networking?

# What is networking?

- 2 way relationship building with a purpose
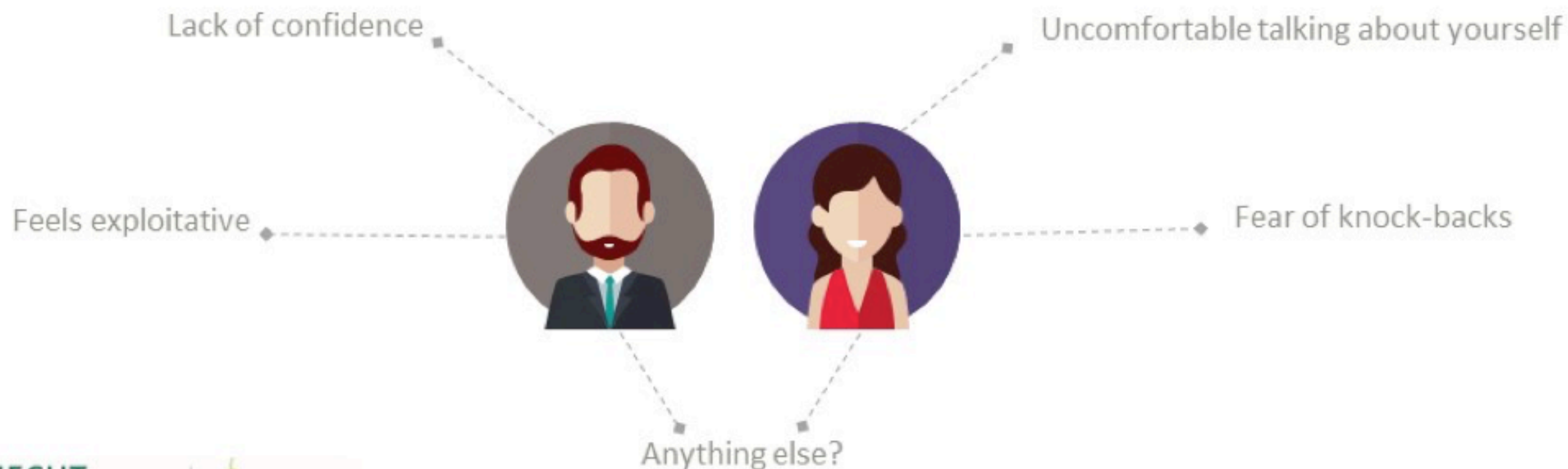- Reaching out to people you know and people you don't know

# Current mindset

# Mindset issues

**Some things to think about:**

Identify your personal obstacles and emotions that prevent us from networking, such as:

Lack of confidence

Uncomfortable talking about yourself

Feels exploitative

Fear of knock-backs

Anything else?

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# The value of mutual assistance

Your ideas and thoughts may help their own

Connections often enjoy to be asked for their advice or opinion

Consider your own response when others ask you for help and advice

Increases someone's own brand to connect a suitable candidate with a hiring manager

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# Networking in to a role

What % of people find their next role through networking?



Networking

Other

# Why network?

# Why network?



Gain emotional support and practical advice

Tweak or reaffirm your career vision

Hear about opportunities before others

Getting your message out

Gathering marketplace information

Acquiring detail on target organisations

Gaining advice and ideas

Maximise your impact

Obtaining referrals

Locating sponsors/mentors/hiring managers

What are your list
of questions for
your current and new
network?

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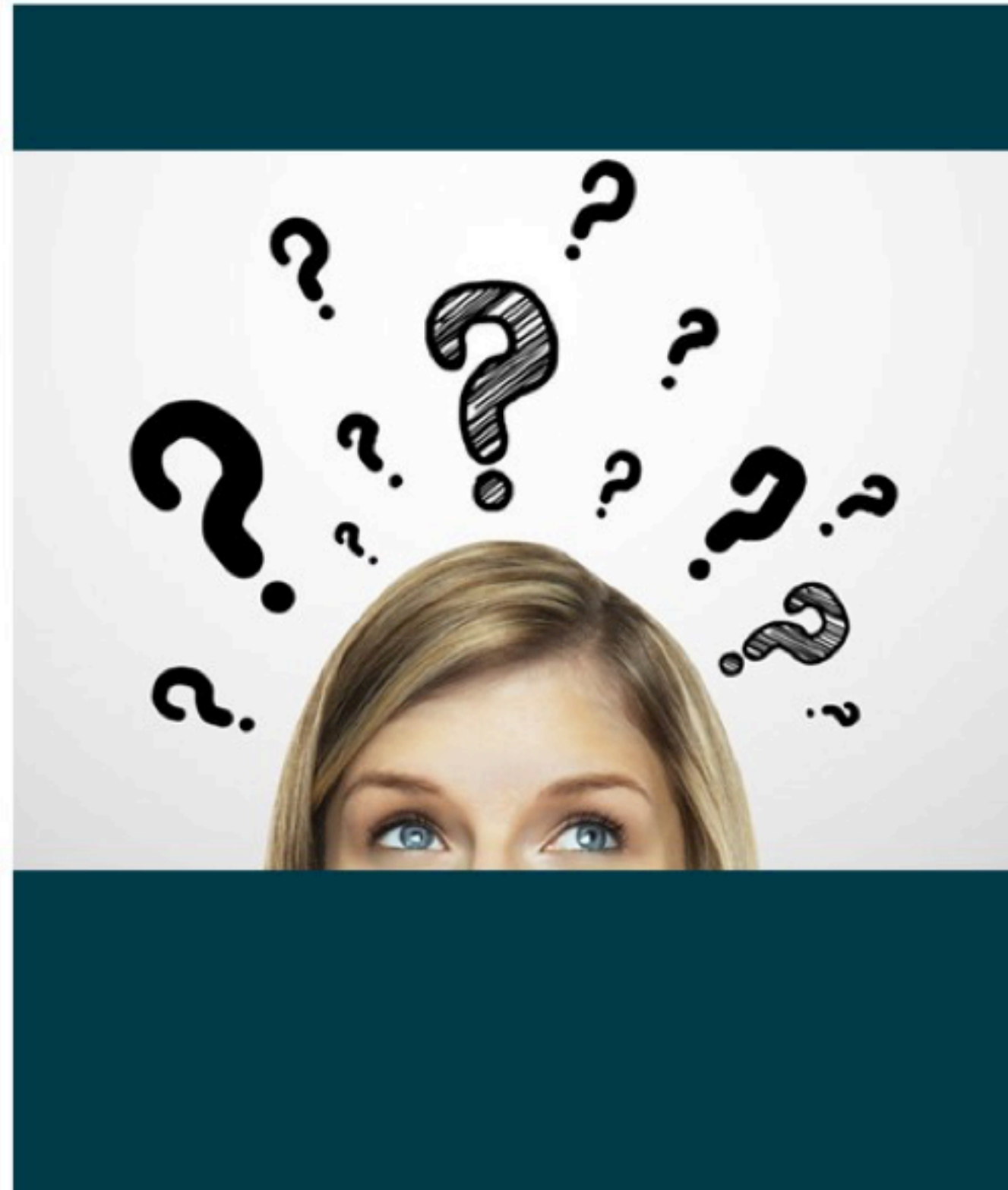
# Questions to ask

- Key decision makers names and ways of working
- Culture of the company
- Industry information
- Job information
- Salary / benefits
- Interview processes

# Who to network with

# Networking categories

- Your buyer / key decision maker / future boss

- HR / Talent Acquisition

- Peers within and outside of industry/company

- Suppliers/Customers/Clients

- Anyone with whom you have an existing or prior

relationship and positive reputation with

# Activity after the session

- Who do you currently know?

- Who do you want to know?

# Who are your networking contacts?

List a minimum of 5 in each category - are they Active, Dormant or Passive?

Friends, Relatives, Neighbours

Religious, Alumni and Professional Organisations

Colleagues, Suppliers, Customers

Personal business connections

Community, Political Groups

Spouse's/Partner's Network

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# Characteristics of an effective networker

# Characteristics of an effective networker





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# Characteristics of an effective networker

Takes the lead in nurturing relationships

Get to know people in broader ways

Regular maintenance conversations

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# What are some of the ways to network?

# Ways to network

**Linked in**

# Ways to network

**Catch up** with old friends, acquaintances, ex-colleagues

**Formal meetings** with those referred to you, hiring managers

Other meetings with **passive** or **dormant** contacts

**Unplanned meetings** bumping into people

**Group networking events**, e.g. alumni associations, trade/industry meetings or events, local business networking groups

**Non-business related** group events/meetings, i.e. local clubs or societies
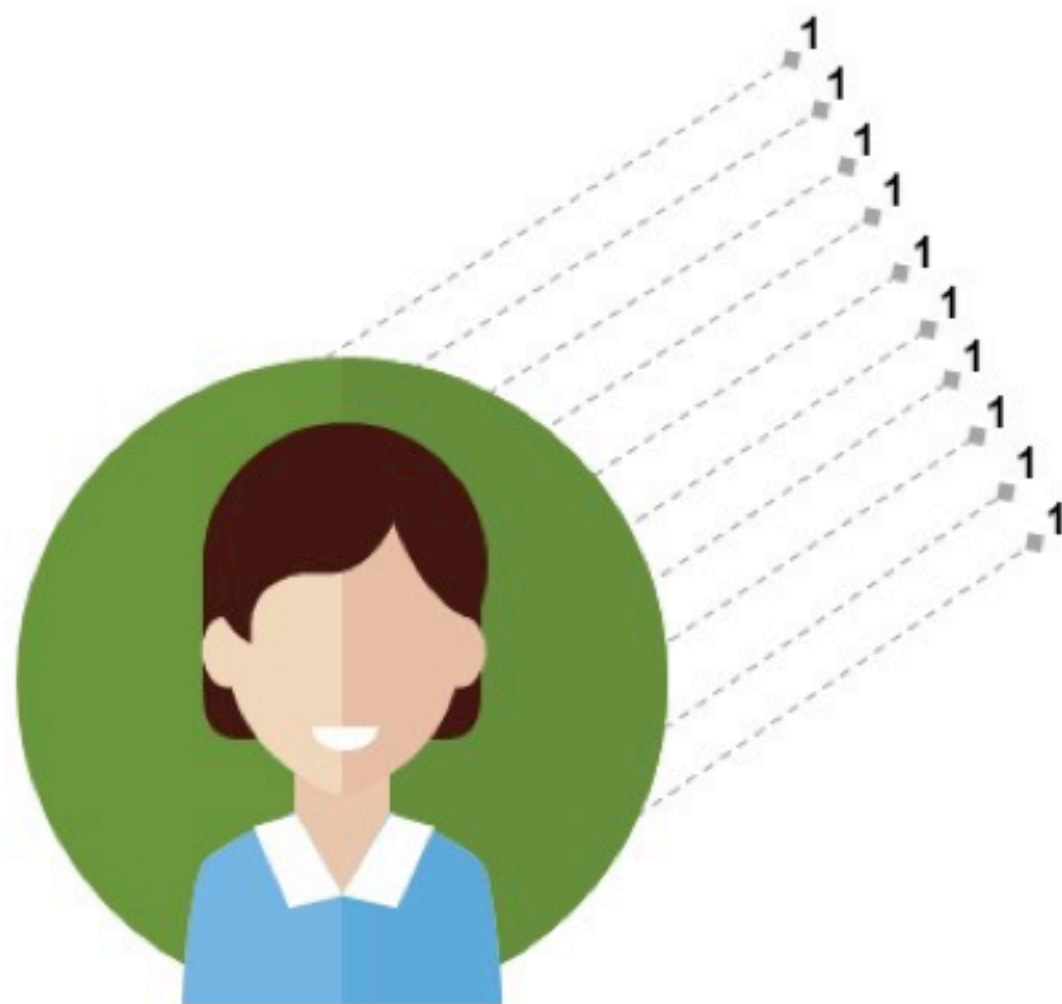
# Relationship networking

- This diagram demonstrates the power of networking

- If your network consists of 10 people, and each of these have networks of just 10 people

- With just 4 degrees of separation you have potential links to 10,000

- We used to talk about the 6 Degrees of Separation – today it's closer to 4

**Potential total = 10.000 people**

# Relationship networking

- 1st connections – Known connections

- 2nd connections – Your connections connections

- 3rd connections – Your connections connections connections

**Richard – my connection (1st)**

**Michelle**

**Richard's connection (2nd)**

**Has advice about finance roles in the toy industry**

**Matthew**

**Michelle's connection (3rd)**

**Works at Mattel as a Finance Director**

# Linked in message

- Peer

"I am connecting because I am a Senior Marketing Manager in pharmaceuticals and I see you are also in the same profession. I believe we have similar interests and so it would be great to connect"

- Key Decision Maker

"I read with interest that X company are looking for Senior Marketing Managers. I am an experienced Marketing Manager with a track record of building marketing strategies for big brands, for example X brand gained an increase of 30% market share through this strategy. It would be good to discuss your current needs and how I can be of value to your brands and customers"

# Reconnecting with people

- Update them on your current career vision
- Show an interest in their progress
- Be clear why you are reaching out
    - Information
    - Questions
    - Connections
    - Advice
    - General catch up
- Use of humour
- The power of face to face

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# Preparation and research

**Know your career vision** — *Senior Marketing Manager in the Cosmetics industry within a 10 mile radius of Reading, blue chip organisations*

**Identify your target market** — *Estee Lauder, MAC, Benefit, Hourglass Cosmetics, LVMH, L'Oreal*

**Research your target market** — *Estee Lauder – Marketing Director is Katy Daniels*

*MAC – Owned by Estee Lauder, Brand Manager is Paolo Deponti*

*Benefit – Marketing Director is Natalie Curtin*

# Preparation and research

Research the company, industry key decision makers

Practice your portfolio of scripts

Consider how best to make contact

Keep in touch – keep records
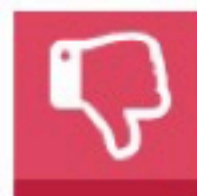
Don't assume people know what you offer

Referrals – ask for these whenever possible

Persevere!

# The SMART way to networking meetings

**S** — **Summarise your messages**: Your professional objective, positioning statement and exit statement.

**M** — **Marketing plan**: Describe your marketing plan and, when appropriate, target(s) from your target list.

**A** — **Ask questions.** Ask about organisations on your target list, their issues, strengths, problems and people.

**R** — **Referrals.** Always ask for introductions to others with more/additional information on the targets you discussed.

**T** — **Trade information.** Always try to give your conversational partner useful information. Make the conversation a two-way street whenever possible.

# Getting your message out there

What will you say?

A positive slant is essential

Manage inner dialogue, feelings – how's your confidence?

Prepare your:

- Professional Objective

- Positioning Statement

- Exit Statement

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# Managing your network

**Thank contact for the meeting**

- Within 24 hours, email is fine

**Contact frequency – as agreed at your meeting**

- Update on news/developments
- Articles
- Think how you can help them
- Make it easy - quick phone call, or email
- Broaden the scope, develop/nurture the relationship

**If contacting a referral, be clear on objective**

- Consider what could be helpful to them
- Ask for guidance or advice

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# Going online

Use the internet for both researching and connecting with people:

Many business and social networking sites, including LinkedIn and Facebook

Use to find contacts, but write personally

Practice discretion, especially with Facebook

LinkedIn also useful to research companies, and identify vacancies

Work through your contacts to find next level contacts, and so on...

Build relationships online and try to connect offline

Google yourself on a regular basis

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# Networking: a summary



Recommended tools: Marketing plan Objective, Positioning and Exit statements

Importance of relationship networking

Preparation and research essential

Keep up with people

SMART Networking – a useful tool

Continue to network

The value of mutual assistance

Manage your mindset issues

Make online resources work for you

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Search by keywords    **Search**

JH  Welcome Jackie

HOME    GOALS    YOUR DASHBOARD    LEARNING CENTRE    QUICK LINKS    **BROWSE BY SUBJECT**    AIM

# Networking

You are here:  Home › Subjects

Networking is the most effective method for gathering helpful information from contacts to assist you at every stage of your career and definitely when in a job search. Read more.

## Recommended For You

**Network With Peers**
Be a Part of Our Online Community. Join now.

**Get Smart on Social**
Read Our Latest Report. Download now.

**Find Us on LinkedIn**
Tap the Knowledge of Our Community. Join today.

**Learning Centre**
Click here to access all our live & pre-recorded events

## Upcoming Events

**NOV 6** — Building a Networking Strategy
🕘 9:00 AM - 12:00 PM
📍 London Gracechurch Street
Register

**NOV 7** — Effective Networking
🕚 11:30 AM - 12:30 PM
Webinar
Register

**NOV 7** — Building a Networking Strategy
🕝 2:30 PM - 5:30 PM
📍 London Gracechurch Street
Register

**NOV 8**

## Recommended Resources

### 📄 SELL

The SELL approach is designed for use with contacts inside target organisations, especially hiring managers and those above that level. It is more focused than the SMART approach. Find out about the 4 steps of SELL.

★ ★ ★ ★ ☆

### 📄 Understanding Relationship Networks

Networking is simply talking with people, exchanging information about any number of topics from the mundane to the very serious. Most of us are involved in a number of different types of networks based on relationships. Find out about Relationship Networking in your Job Search.

★ ★ ★ ★ ☆

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JH    Welcome Jackie    i

HOME    GOALS    YOUR DASHBOARD    LEARNING CENTRE    QUICK LINKS    BROWSE BY SUBJECT    AIM

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networking

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☑ 📄 Resources (29)
☑ 🎧 Podcasts (4)
☐ Show all Courses (including those with no open seats)

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**Self-Paced Learning**    See All Self-Paced Learning

🅴 Setting Up Networking Discussions (7 minutes)    Play    ★★★★☆
This QuikTip discusses how to setup Network Meetings.    4.50/5 Stars
4 Votes

🅴 SMART: Formula for a Networking Meeting (8 minutes)    Play    ★★★★☆
Designed to provide tips to managing an effective networking meeting.    4.25/5 Stars
4 Votes

---

**Resources**    See all Resources

📄 Your Online Brand    View    ★★★☆☆
A strategic online presence promoting your 'brand' can be an important    3.57/5 Stars
element in a successful job search. Branding is a marketing term that is    200 Votes
increasingly well-known and widespread. Find out more about 'branding'
yourself online.

📄 Consulting (M10): Market and Sell Your Services    View    ★★★☆☆
Milestone 10 in Becoming a Consultant is to market and sell your    3.88/5 Stars
services. Find out how and what to look for.    34 Votes

---

**Podcasts**    See all Podcasts

🎧 Managing Your Future Career (5 minutes)    Play    ★★★★☆
Tips on retaining your Job Search Project information and networking    4.33/5 Stars
contacts, for future career moves.    3 Votes

🎧 Networking vs Informational Interviews (5 minutes)    Play    ★★★★☆
Listen and learn about the myths and realities that surround networking    4.00/5 Stars
meetings and informational interviews. These differences are important    4 Votes
because your understanding will impact the outcome of the meeting.

# Thank you

File, Save as the slides

Additional resources

# Key messages: your professional objective

Things to consider when building your 'professional objective':

What role are you targeting?

How would you describe this to someone outside your function / skill set?

What key words convey the skills / expertise you want to communicate?

If you're not sure of the role you want yet, focus on the skills/expertise/motivations

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# Key messages: your positioning statement

Developing your 'positioning' statement:

What you are (role/function/ description/level etc.)

Any special features/key skills etc.

What you do for whom and why

Why you are meeting

The value of your role/activity

Current/future direction

# Key messages: your exit statement

Key components of an 'exit' statement:

A short, pragmatic business rationale for leaving your employer

A positive perspective

Clarity and confidence about your core expertise

A sense of direction

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