

# NETWORKING – WHAT'S IN IT FOR ME?

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A large, dark blue, textured circle is centered on a white background. The circle has a rough, watercolor-like edge. Inside the circle, the text "Networking- What's in it for me?" is written in a white, sans-serif font, centered horizontally and vertically.

Networking- What's  
in it for me?

Presented By:  
Bradley Kuykendall and Jerrod Moore



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# Agenda

- Poll
- Storytime
- 4 W's
  - What, Who, Why, When of networking
- Key Networking Topics
  - Barriers, Etiquette, Goal setting, Conversation starting, Elevator pitch, Closing and follow-up, Digital

# Poll

- How many of you network?
- How many of you network using social media?
- How many of you use different social media platforms for networking (IG, FB, LinkedIn, other)?
- How many of you are networking for jobs or new opportunities?



# Storytime

- Let me tell you a story....



# What

- Effectively growing your brand and name recognition
- The goal is to have people speak positively about you even in your absence

# Who

- Everyone should be networking
- That includes YOU
- You are a brand



# Why

- Networking is necessary so people know about
  - Your success
  - Your skills
  - Your education
  - Your goals
- People trust people they know or are in their circle

# When

- You should be networking all the time
- You should network at work
- You should network at social events
- You should network at networking event
- You should network on social media



# Key networking topics



# Barriers

- Lack of Time
- Alcohol
- Environment
- Technology
- Asking too much too soon

# Goal Setting

- Know your niche
  - Be comfortable and authentic
- Know:
  - Why you attending an event
    - “I want to meet someone in finance”
  - What you want to leave event with
    - “I want to leave with contact information for someone in finance”



# Etiquette

- Be on time
  - For meetings
  - For phone calls
  - When attending events
- When there is food, be cognizant of what you are eating
  - Avoid messy food and drink
  - Don't get drunk
- Treat everyone the same
  - Shake male and female hands the same



# Elevator Pitch

- Overview of who you are professionally
- Think in bullets
  - What do you currently do
  - What skills to you have
  - What are your work interest



# Conversation Starters

- Ask open ended general questions
  - What do you do
  - How long have you been with your organization
  - What do you do for fun





# Closing and Follow Up

- Politely ending conversations
  - “It’s been a pleasure talking to you”
  - Its OK to just want to end a conversation
- Follow up in 24 hours or less
  - LinkedIn
    - Add them
    - Send them a note reminding them of your interaction
  - E-mail
    - Send a short note reminding them of your interaction
- Create a schedule for mentors
  - Monthly, quarterly, yearly



# Digital

- LinkedIn
  - Connect with mentors, managers, professors, and advocates
- E-Mail
  - Its ok to send a cold email, just consider who you are email
- Other social media (Facebook, Instagram, Snapchat, etc)
  - Unless it's a business account try to used email and LinkedIn



# Tips

- Barriers- don't let let them stop you
- Goal Setting- know why you are doing what you are doing
- Etiquette- remember not to get drunk or eat messy foods
- Elevator pitch- less than 30 second bulleted overview of you
- Conversation Starter- ask open ended general questions
- Closing- thank them for their time
- Follow up- follow up in 24 hours or less
- Digital- work within your strategy

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Questions?



# Connect with Us

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# Literature Review

## Resources

- [“Superconnector,”](#) Scott Gerber and Ryan Paugh (Book)
- [“Never Eat Alone,”](#) Keith Ferrazzi and Tahl Raz (Book)
- [“Giftology,”](#) John Ruhlin (Book)
- [“The 7 Habits of Highly Effective People,”](#) Stephen R. Covey (Book)
- [“Networking Is Not Working,”](#) Derek Coburn (Book)
- [“Give and Take,”](#) Adam Grant (Book)
- [“How to Win Friends & Influence People,”](#) Dale Carnegie (Book)

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