

HOW SHARP ARE YOU ABOUT NETWORKING?

Point

One-to-One Networking
Value points

| | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--|
| I stay in touch with at least 3 people I used to work with, at least monthly | 3 | |
| I'm comfortable contacting friends, friends of friends and current or former colleagues to ask for information | 4 | |
| I go beyond asking for information via phone or e-mail and ask people to meet for breakfast, coffee, lunch or at other times | 4 | |
| I keep my contacts' information, including a note or two about them beyond their business cards, easily accessible | 2 | |
| When I'm job hunting, I bring business cards and a resume to every 1-1 meeting. Regardless, I bring several good questions | 2 | |
| I avoid the "Third Rail," never asking for or hinting that I expect my counterpart to know of a job or gig for me | True 1 False -6 | |
| Near the end of the conversation I politely ask whether my counterpart can suggest others I should contact | 2 | |
| I do some research if necessary to provide some information or a contact that might be of value to my counterpart | 5 | |
| If we have developed very good rapport and I believe we have more to offer each other, I ask permission to follow up, and I DO | 4 | |
| Regardless how the meeting went, I send my counterpart a "thank-you" e-mail | 1 | |
| I follow up by phone whenever possible and begin by telling the person about something or someone, preferably professionally related, of mutual interest | 4 | |
| I average ____ 1-1 meetings per month | If working happily 3 per If working but looking 2 per If in transition 1 per | |

Subtotal

Networking at Events points

Point
Value

| | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--|
| I attend at least ___ professional event(s) each month | 2 per | |
| I am visibly active in at least ___ such events | 3 per | |
| I have a good "Elevator Speech" that I know well enough to ad lib | 3 | |
| I'm seriously working on polishing or practicing one | 1 | |
| If I'm considering attending an event sponsored by an organization new to me, I contact them 2-3 days in advance to find out how many and what kinds of people to expect there | 2 | |
| I let my colleagues and friends in my field know about events, tell them which ones I will attend, and suggest they go too and share information/contacts we gather there | 5 | |
| I check out the leaders of the organization on LinkedIn to learn about their backgrounds and what I might ask them about. Also the speakers/panelists | 3 | |
| I bring more business cards than I expect to need and offer to exchange cards when we're through talking | 1 | |
| I familiarize myself in advance with the basics of the featured program topic | 2 | |
| I formulate a few questions based on the info. I get about leaders, speakers, attendees and the program topic | 3 | |
| I find a tidbit or two about topics likely to be of interest to 2 or 3 people I expect to meet, and I take the opportunity to share those with them | 4 | |
| I always arrive as soon as the doors open | 3 | |
| I limit my time with anyone I meet, especially people I already know, to 7-8 minutes | 3 | |
| I approach the speakers, panelists and a leader or two after the meeting and network with them | 3 | |
| Right after the meeting, I download my mental notes into a voice recorder and also record ideas about with whom and how to follow up | 2 | |
| Subtotal | | |

On-Line Networking

Point
Value Points

| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--|
| I have at least 100 solid connections on LinkedIn for 200-300 add 1 point for 300-400 add 2 points | 2 | |
| My LinkedIn Profile is 100% complete, as rated by LinkedIn | 2 | |
| My Profile showcases my value at least as well as my resume | 3 | |
| I have included my publications, invited speeches/presentations from the last 7 years, as well as all patents and significant awards | 4 | |
| I cite important professional books and articles I've read recently | 2 | |
| I use the "Share an Update" feature of LinkedIn to publicize significant awards, patents I've received or publications or speeches I'm about to come out with | 2 | |
| I belong to at least 3 LinkedIn groups in my field | 1 | |
| I write brief articles, ask questions and/or comment on others' posts to one of those groups at least twice per month | 3 | |
| I search LinkedIn for people in my field (including consultants) or in companies of interest and who know about technologies I need to know | 3 | |
| When I find such contacts, I reach out to them to connect with me or at least start a dialogue | 3 | |
| I connect my LinkedIn contacts with others either on or not on LinkedIn | 4 | |
| I subscribe to, read and use at least 3 professional or industry on-line newsletters | 4 | |
| I share information I receive from newsletters, blogs and Googling with my contacts and start a discussion with them | 4 | |
| I follow companies, thought leaders and decision-makers in my field on Twitter | 3 | |
| I tweet about and retweet (with comments) important developments, "hot" technologies and methodologies, new regulations and business news in my field | 3 | |
| Subtotal | | |

Grand total