



“The biggest mistake that you can make is to believe that you are working for somebody else ... the driving force of a career must come from the individual. Jobs are owned by the company, you own your career!”

~Earl Nightingale



Polling Question

What Is Networking?



Networking is:

A Relationship-Based Information Exchange System That is Mutually Beneficial

- Share your knowledge and expertise with others and become a “go-to” resource both inside and outside your company.
- Provide referrals or introductions to key people in your industry.
- Add to your awareness of current needs, problems and critical issues in your industry.
- Exchange information regarding companies of interest.



Why Is Networking Important?

- People are your greatest resource.
- No matter how good you are at what you do, you need the help of others to reach your true potential.
- People network for help with sales, raising business capital, recruiting, professional development, job transition, fundraising, social, personal reasons.



... what if I don't like networking?

If you think that networking is boring and painful, you aren't alone:

- Many see networking as “schmoozing” or shameless self-promotion.
- Networking is particularly unappealing to introverts AND introverts represent from 25-49% of the population.
- Networking events can be awkward and exhausting.



5 Tips of Successful Networking

- It's farming not hunting
- Be memorable
- Know your desired outcome
- Follow through
- Be helpful to others



It's Farming Not Hunting

Look to create valuable, deep relationships with a modest number of people.

- Start by making a list of your **KEY** contacts who meet the following criteria:
 - ✓ have a good relationship with you, or would be interested in building a good relationship with you
 - ✓ they have a strong network of their own and believe in networking
 - ✓ they have insight and are visible in the industry you are in or want to be in



Be Memorable

Be ready to share a bit about yourself in under a minute!

- Your background (where are you from, where did you go to school, how you developed an interest in your profession?)
- What you are passionate about/interested in?
- What you are doing now?
- What you are looking to do next?

Practice, saying this out loud.



Know Your Desired Outcome

Whether attending a group event or having a one-on-one conversation, what is the goal?

- Do your homework
- Ask specific questions to gather important information
- Ask for referrals - who can provide added information
- Be a good listener



Follow Through

Do what you say you are going to do, when you say you are going to do it.

- Stay in contact regularly(quarterly), and maintain your network.
- Update people on introductions you are making or those that have been made for you.
- Don't forget to say "thank you" via email, note or phone.



Be Helpful

Everyone has a unique set of skills, knowledge, talent, share yours!

- Volunteer, it is a great way to network and gives a defined purpose to your conversations.
- Use email and social media to get conversations started or answer questions that people post.
- Introduce people with like interests.



* References throughout presentation by Bill Stewart, a self-proclaimed introvert and managing director and co-founder of Avondale, a strategic advisory firm focused on growing companies and Devora Zach, author of "Networking for Those Who Hate Networking."

Resources

For Job Seekers:

Acton Networkers: www.actonnetworkers.org

Acton Networkers is a job search networking and support group that meets every Friday at St. Matthew's Church, 435 Central Street, Acton (Rear entrance, Main meeting room) from 10 AM - 12 noon. Their goal is to help each other and, in doing so, shorten the transition time to a new position as much as possible. Members represent a wide spectrum of experience with no one dominant group in attendance.

WIND (Wednesday Is Networking Day): www.windnetworking.net

WIND is a weekly forum for professionals in job transition. WIND provides job seekers a chance to network with each other during times of career change and to sharpen job search skills. Since its inception in 1990, WIND has served more than 11,000 professionals in Massachusetts, New Hampshire, and Rhode Island. Attending WIND will give a boost to your career transition and allow you to develop a stronger job search strategy.



Resources (cont.)

For Job Seekers:

ExecuNet: www.execunet.com

ExecuNet is the premier executive job, career, and networking organization for executives, directors and managers. ExecuNet is designed for professionals who want to stay on top of their careers by being alerted to job opportunities, penetrate the hidden job market, and track compensation levels. Lassiter Consulting hosts the New England Regional Networking meetings for ExecuNet, which are the largest of their kind in the country because of their success in putting together senior level people who can help each other.

General:

Boston Business Journal - Weekly business publication; has a list of events in the "calendar" section.

Meetup.com-geographically and interest specific groups and organizations

Books:

Networking Survival Guide, Diane Darling

Networking for People Who Hate Networking, Devora Zach



Questions & Answers



ClearRock, Inc. Leadership Development and Outplacement

Laura Poisson, Vice President

laura@clearrock.com

info@clearrock.com

www.clearrock.com

617-217-2811

