
Networking

June 6, 2007

SPGRE Wednesday Night Professional
Development Seminar

What networking is

- Sharing of knowledge and contacts
- Getting the help you need when you need it from those from whom you need it
- Getting more done with less effort
- Building relationships before you need them
- Helping others

Darling, Diane. *Networking Survival Guide : Get the Success You Want by Tapping into the People You Know*. Blacklick, OH, USA: McGraw-Hill Companies, The, 2003. p 16.

<http://site.ebrary.com/lib/uncch/Doc?id=10152998&ppg=28>

What networking isn't....

- A one-way relationship
 - Selling anything
 - Getting a job
 - Receiving a donation
 - Securing funding
 - **Schmoozing** (getting something from someone with no benefit to the other person. a take situation, instead of give and take)
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Why network?

- Networks exist to foster self-help, to exchange information, to change society, improve productivity and work life, and to share resources. They are structured to transmit information in a way that is quicker, more high touch, and more energy-efficient than any other process we know.

-JOHN NAISBITT, MEGATRENDS

General tips

- Know the terminology of your field and use it when speaking to someone in your field, and don't when speaking to someone who isn't
 - Always carry business cards
 - Try to get business cards from people you meet, make a note on the back after you receive it about who the person is and why you took the card
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General Tips

- Dress appropriately for the occasion (whatever it is)
 - If you do not own clothing that meets these standards then you need to invest in an outfit or two
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Handshakes and eye contact

Handshake should be firm but not too firm.
Look the person in the eye

Lets practice !!!!

Business Cards

- 5 things every business card should have
 - 1. Name
 - 2. Contact Information
 - 3. Job, research description
 - 4. Website
 - 5. Affiliation (University, Company)
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How to network: Initiate the conversation

professional- social gathering

- Smile (especially the men) this makes you seem more approachable
 - Approach
 - Introduce yourself and shake hands
 - Initiate small talk
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Small Talk- starters

- Use who what where when or why questions
 - Tell me how you know the host, company, etc.
 - What made you decide to come to this event?
 - Ask open-ended questions, then shut up and listen.
 - Compliment someone on his or her attire or a recent accomplishment.
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Small Talk- Things to keep in mind

- Don't just talk about yourself.
 - Participate in the discussion—don't wait for someone else to initiate.
 - Don't answer questions with just one or two words.
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- Skit networking in a professional-social gathering (i.e.. the Fiesta)
 - Person you are talking with most likely will not be in the same field
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How to network- Initiate Conversation

Professions Conference

- Before you arrive review who will be present at the conference, take note of when and where they will present
 - Approach after talk or at poster
 - Make a comment about their presentation
 - Be positive
 - Ask about future studies
 - Make the link to your own work
 - Ask for contact information and offer yours
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- Skit Networking at a professional conference
 - Person will most likely be in the same field
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What was similar between the two situations?

- Always had business card
 - Always able to describe research briefly for who ever they were speaking to (at all levels)
 - Looked the person in the eye
 - Smiled
 - Make small talk
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After the meeting- how to keep in touch

- Email the person you spoke with
 - Remind them who you are, where you met, and what you spoke about
 - Respond to any requests made during initial meeting
 - Thank them, or say nice to meet you, and hope to keep in touch
 - If in the same field, email them a copy of your newest paper when published,
 - ask a question related to your research
 - If you will be attending another conference on related topic arrange to have lunch or coffee
 - If you will be in there vicinity make sure you top by and say hello, or try to have lunch or dinner
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Elevator Speech

- Be able to describe your research in less than 2 minutes.
 - 2 versions, more specific for those in your field, more simple for those not familiar with your area
 - Simple is better.
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- Now its time to Practice the elevator speeches.

How to get better

- Practice, practice, practice
 - Try making small talk where ever you are
 - In lines, at the bus stop, on airplanes, or in the airport, practice with each other
 - Get off the phone and take off the Ipods
 - These give the impression that you are not available and worse yet uninterested in what someone may have to say
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References

- *Networking Survival Guide : Get the Success You Want by Tapping into the People You Know*, Diane Darling.
 - Wild Woman's Guide to Etiquette, Sharon Hill
 - VistaPrint.com
 - <http://www.unc.edu/opt-ed/events/crosstalks/05-06/notes060421.pdf>
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