

# Networking

... or more specific, Face-to-Face Networking

**NPC**  **JNM** 017

Slide # 1

Version 1

**NPC**  **JNM**  
[www.npcjobs.com](http://www.npcjobs.com)

**Northminster Presbyterian Church**  
2400 Old Alabama Road  
Roswell, GA 30076  
Main Office Number: 770-998-1482

# Questions:





# Networking (3 of 19)

## OK. What is Networking?

**(Business) Networking** is a socioeconomic activity by which groups of like-minded businesspeople recognize, create, or act upon business opportunities. A business network is a type of social network whose reason for existing is business activity.

People do business with people they know, like and trust. Networking enables you to meet people you otherwise would not come in contact with, and establish a foundation for a lasting relationship.



# Networking (4 of 19)

## What is Networking NOT?



**DON'T...**  
... ask for a Job  
... present your Resume





# Networking (5 of 19)

## Why Networking?

*“70-80 percent of jobs are in the hidden job market and not posted on job sites and can only be accessed through Networking.”*

According to The National Association of Colleges and Employers.



# Networking (6 of 19)

## Some Benefits of Networking Face-to-Face

**Develop your interpersonal skill sets**, also referred to as people skills or communication skills. They include listening, having an interactive conversation, learning how to relate personally. You just can't get better at that with a smart phone.

**Practice and learn the art of chit chat** by engaging in small talk about things you enjoy and like that can have commonality with others. Your ability to chit chat allows someone to gain greater insight into you.

**Realize the power of eye contact, humor and authenticity** in personal versus virtual connecting. There is nothing like real-time live energy of being with people. It is the only way to get a true sense of someone's vibe, spirit and personality.

**Make a more lasting and memorable impression** because of the way someone makes you feel and how you make them feel.



# Networking (7 of 19)

## Prepare for Networking

**Establish goals.** Like any business effort, you need to set measurable goals so you can determine the best networking strategy for you. Do you want to make X number of new contacts per month? What kind of people do you want to meet? In the same industry? Same / similar profession?

**Create a strategy.** Now that you know what kind of people you want to meet, figure out what organizations and events they are likely to attend. Are there key industry trade groups whose conferences you should be attending?

**Make the time.** Figure out how much time you need to devote to networking to achieve your goals. Depending on your goals, you may want to focus on only a few organization or spread your efforts among several groups. Whatever you do, don't take a scattershot approach. Give each group at least two or three tries before you decide how valuable it is.



# Networking (8 of 19)

## Shortly before and at the Network Event

**Do your homework.** When you attend networking events, be prepared with plenty of **business cards** and your best **elevator pitch**, that clearly conveys who you are and is intriguing enough that people want to know more. Bring pens for jotting notes on the back of business cards.

**Mingle.** Of course it's easier to attend an event with a friend or colleague, but if you do, make sure you split up. Spending all your time with people you already know defeats the purpose of networking. Networking is kind of like cold calling: The more you do it, the less scary it becomes. If you're nervous about being rejected, try finding other newcomers; they'll be eternally grateful.





# Networking (9 of 19)

## At the Network Event

**Be a good listener.** Listening is the secret to making sales, and it's also the secret to successful networking. When you meet someone new, ask questions and really listen to the answers. When you listen carefully, two things happen. First, you'll spot needs that your business can fill. Second, you'll gain a reputation as a great conversationalist, which will make more people want to approach you.

**Be a leader.** If you decide to join an organization, don't just sit there. Join a committee or take a leadership role. By doing so, you'll learn more, meet more people, and make yourself memorable.



# Networking (10 of 19)

## After the Network Event

**Follow up.** You can go to 20 networking events a month, but if you don't follow up on the contacts you make, it's all for nothing. **Within 48 hours** after each event, follow up on your new contacts in some way, even if it's just a quick e-mail saying how nice it was to meet them. Take action on what you talked about at the event—if you discussed meeting for lunch, follow up with a specific invitation. Acting within 48 hours helps cement you in the other person's mind and starts building the relationship.

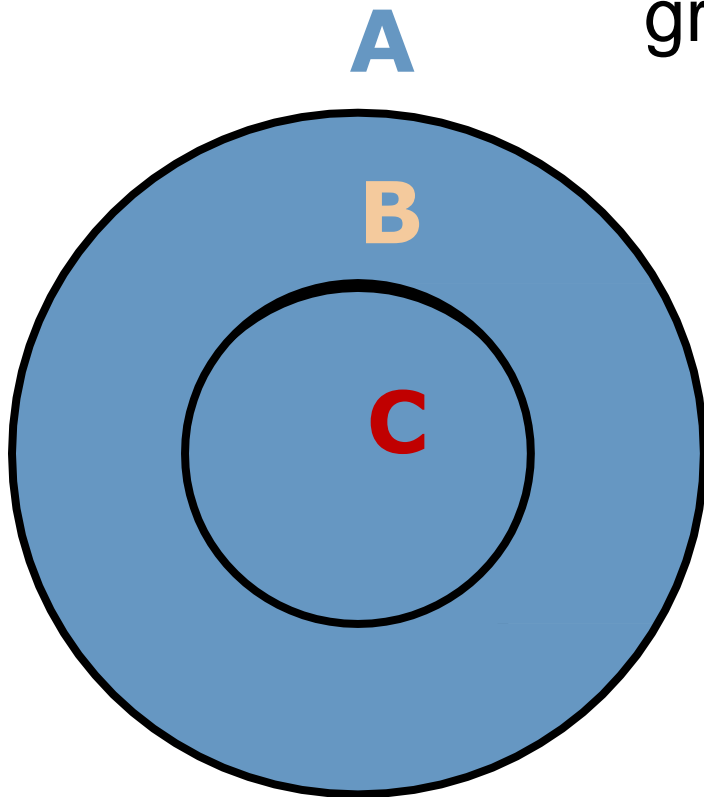
**Integrate online and offline.** Incorporate your real-world networking contacts into your social networking efforts. When you meet someone at an event, follow up with an invitation to **connect on LinkedIn.**



# Networking (11 of 19)

## Who should you network with?

Make a **list of all your contacts**, grouped into A, B, and C.



**"A" Contacts = Already Know**

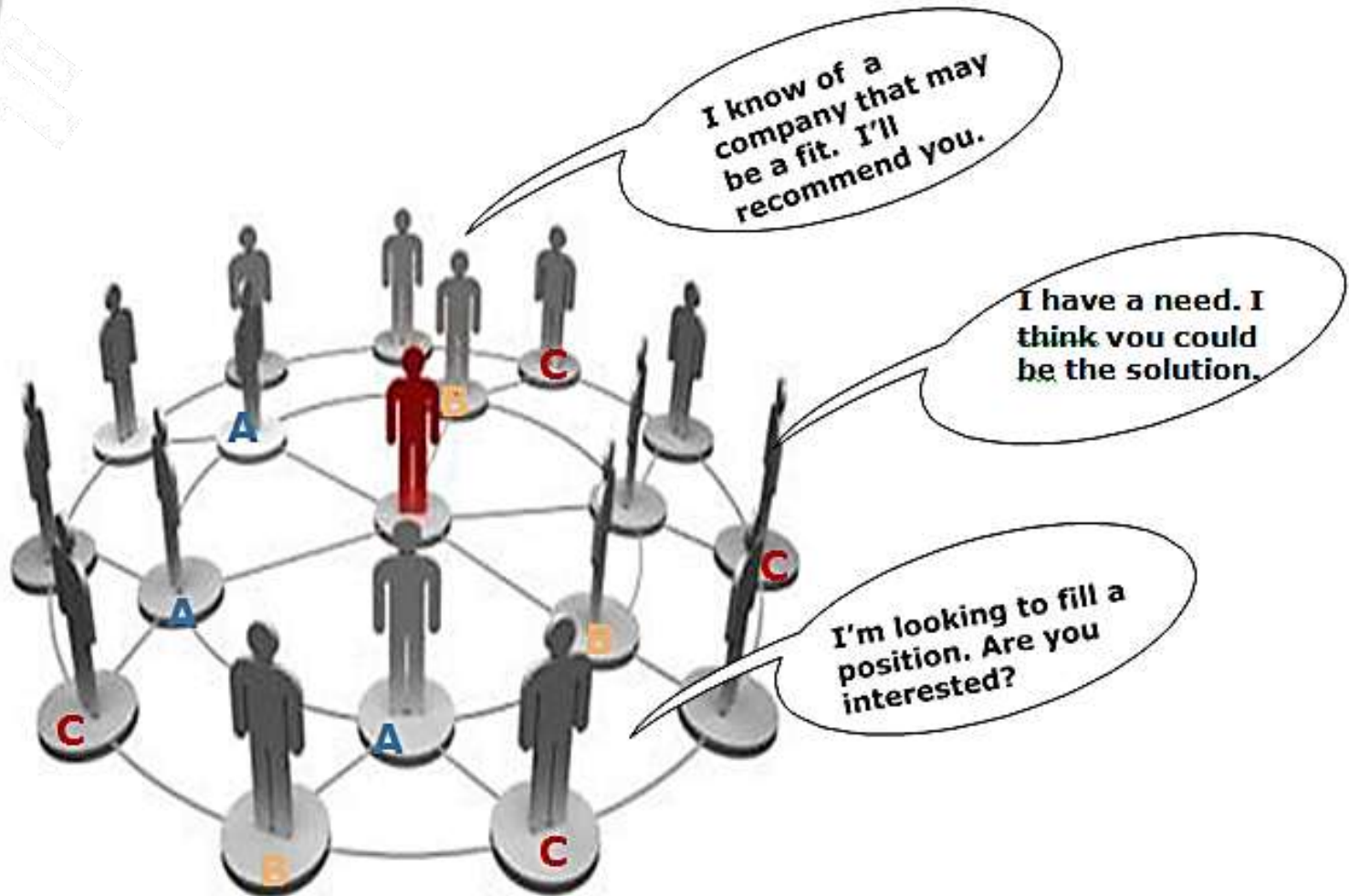
**"B" Contacts = Bridge**

**"C" Contacts = Can Hire,  
Decision Makers**

# Networking (12 of 19)

## Your Network

WHO  
Should You  
Network  
With?





# Networking (13 of 19)

## The Do's and Don'ts of (Job) Networking

**DO** prepare and frequently use your **elevator speech**, a 30-second commercial to let others know you are exploring new opportunities! Then brainstorm with them for advice, information, and referrals.

**DO** proactively **share past accomplishments** with networking contacts. They need to know you were effective to feel comfortable referring you to their friends and colleagues. You don't want to sound like you are bragging, so try introducing your accomplishments with words like, "Something that was fun / challenging about my job was ...."

**DON'T** ask if they've heard of any openings or say, "let me know if you hear of anything".

# Networking (14 of 19)

## The Do's and Don'ts of (Job) Networking

**DO** identify and proactively **mention target companies**. You never know who has a cousin or friend that might work at your target organizations. Mention people you know is a great way to stir up those surprising connections.

**DO** have a **meaningful conversation** to solicit good information and advice from your contacts. Stay in touch and in the top of their mind. If you do, they will automatically think to tell you if they hear of an opening.

**DON'T** force feed your resume to anyone or ask anyone to distribute copies. Contacts will feel like you've transferred the burden of your job search to them. If they are interested in seeing or distributing your resume, they will ask.



# Networking (15 of 19)

## The Do's and Don'ts of (Job) Networking

**DO** find reasons to leave your house and **engage with others face-to-face**. When someone asks “How’s your job going?” reply confidently, “Actually, I’m exploring making a change right now. I’ve spent the bulk of my recent career in ...” and share the rest of your [30-second elevator speech].

**DON'T** say “Please call me” when you leave voice mail messages. That puts another to-do item on the list of your already busy networking contact. Instead, keep the follow-up ball in your court. Close with “Since I’m missing you, I’ll try again later this week. I will also follow up with an email”.

**Do** utilize email, but understand that many people are overloaded with emails.



# Networking (16 of 19)

## Where should you network?

**AtlantaEvent.com** ... Resource for Business Networking, Tradeshows, Business Events, and Information in Atlanta!  
<http://www.atlantaevent.com/>

**Business Networking Groups In and Around the Metro Atlanta Area** ... listing many, many Network Groups  
<http://www.atlantaevent.com/networkgroups.htm>

**Network Mixers in Atlanta**  
<http://www.meetup.com/Atlprobiz-networking/>

... and dozens more Business Network Groups can be found on [MeetUp](#)





# Networking (17 of 19)

## Where should you network?

**Technology Association of Georgia** ... one of the best Network groups ... and not only for “Techies”

<http://www.tagonline.org/>

**American Accounting Association** ... well, the name says it all

<http://aaahq.org/>

**Organizations & Associations** ... on our own Website

<http://www.northminster-atl.org/mediafiles/npc-jnm-012-hand-out-organizations-and-associations-websites.pdf>

# Networking (18 of 19)

## Recommended Books about Networking

**Heart of Networking** by Ricky Steele

<http://www.rickysteele.net/book.html> see also: [You Tube Video](#)

**The Heart and Art of NetWeaving** by Robert Little

<http://netweaving.com/books/heart-and-art-of-netweaving//> see also: [You Tube Video](#)

# More Questions?

