

NETWORKING



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“The 21st Century will depend on women and companies. A large part of humanization will be produced by women”

Jane H. Matlary



1. Definitions & Overview

NETWORKING is...

The ability to walk into a group of strangers and, in a short period of time, come out of the other side with a group of new business prospects

Working Net: A nurturing environment/system in which one can flourish

Where does it fit?

Networking can extend through all areas of life:

- **Career advancement**
- Mentoring
- **Business development**
- Building community connections



Exercise 1

2. Why is it important to NETWORK?

Personal referrals are 80% more **effective**

Average person has **250 contacts**

70% of **jobs** result from networking

Exposure – who knows you?



The Golden Rule of Networking →

“Think first of what you have to share and then be prepared to graciously give it away”

3. How to do it? Top Tricks

1. **Introduce yourself** in a professional and effective way

- **Be aware of your language**
- **Make sure** people can find you: business card with e-mail, phone, address...
- **Exchange** experiences at different levels: work, home, interests

Exercise 2

2. **Remember** others will value what you offer: “give before you ask” and remember that: “Before you ask something, make sure you’ve invested in that person”

3. **Be clear**, transparent, kind and helpful, believe in yourself

- Be yourself
- Talk from your heart

4. **Remember the 4Cs**

- **Competence:** Skills & Capabilities
- **Chemistry** (Look like them / fit)
- **Caring:** special and natural quality with which women can leverage
- **Commitment** (Not only for the meetings)
 - **Be a person who keeps her word**, keep a promise
 - **Be someone who cares deeply**, take responsibility

3. How to do it? Top Tricks

5. Have a plan:

- **List of the 20 most important professional** contacts and keep regular contact with them
- **Pick your next tier:** a group of 50 to 100 contacts

6. Spend 20 minutes a day for Social Media + online strategy “to interact with others”

7. **Expect** the unexpected even in unexpected places. Believe in the power of networking: help others, as you never know when you will really need them

Exercise 3


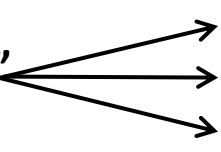
8. **Never accept the unacceptable: Don't let anyone bring you down!!!**

3.1 Internally

THE SIGNIFICANCE OF **INTERNAL NETWORKING**: 8 EASY WAYS

1. **Never eat alone**
2. Participate in internal and external **trainings and events**
3. Be the **driver and leader** in your project/module
4. Be a **supporter** (commitment and real interest)
5. Be a **connector** (contacts you share you do not own)
6. **Be the first** during moments of joy and sadness
7. **Praise others** (many of my excolleagues are still a great source of continuing friendship and inspiration)
8. Try to find **“Mentors”** to help you to understand the “next steps”

3.2. Externally

1. **Never let anyone stand alone** – go up and introduce yourself
 2. **Thank people for the gift of being introduced:** acknowledge an introduction and refer to the source
 3. **Be “Connected” with the world:** Cosmopolitan, Languages, Digital, New Values, Trends...
 4. **Be also “Connected” with the business environment:** Professional Associations, Business Schools, Head Hunters, Clubs... Professional Networking
 5. Do not seek for **contacts** who are not aligned with your  **Values & Style**
- Be careful: **“Tell me who you are with, and I will tell your...”** 
- Values**
 - Principles**
 - Beliefs**

Exercise 4

10 LinkedIn Tips for creating a perfect profile

1. **Personal Branding:** create a striking headline
2. Include the **sector** in which you work
3. Introduce **key words:** people will be able to find you in searches
4. Give details of your **education**
5. Publish interesting **articles:** people will notice them
6. An image is worth a thousand words: include **audiovisual** content
7. **Be precise:** give details
8. **Volunteering experience** could be as important as professional experience
9. Order your **skills** by importance
10. Join **groups** of your sector: they'll show up in your profile

Exercise 1

My **short** term career goal is

My **long** term career goal is

Exercise 2

Introduce yourself in 1 minute:

- a) - Name & Surname
 - Company & Position
 - Prescriptors
 - Projects & Interests

- b) Be ready to answer questions about:
 - Background
 - Success and Failures
 - Potential Contacts

- c) Offer the “extra mile”

Exercise 3

People you like: Networking style

People you dislike: Networking style

Exercise 4

List 5 Pros and 5 Cons of Networking

PROS

CONS

<u>PROS</u>	<u>CONS</u>

THANK YOU FOR YOUR
ATTENTION!!!