Networking
The Power of Peers
How many of you have actually stayed after a SCORE meeting for this?
How many of you feel like one of these when you think of networking?
Objectives

• Discuss the benefits of networking

• Summarize tips for networking

• Identify potential networking strategies for future SCORE events
Why Network?

- Opens Doors to New Opportunity
- Expands Support Network
- Facilitates Exchange of Fresh Ideas
- Raises Your Profile

Baird; Karrera, 2017; Page, 2015; The Advantages of Networking
Why Network?

- Satisfaction from Helping Other
- Increases Confidence
- Boosts Self-Esteem

Baird; Karrera, 2017; Page, 2015; The Advantages of Networking
I’m gonna let a real professional do some of the talking...
Networking = ‘proactive approach to meeting people to learn with the hopes of helping them’

‘it’s about the connection’

‘we dynamic’

‘the better connections you make, the more successful you will be’
“Most of us recognize that networking is beneficial to our careers. Yet for some reason, we only think of its benefits when we are job hunting, but connecting with other professionals can help with every aspect of career development so don’t just reach out to other professionals in times of crisis; rather invest in these relationships throughout your career.”

– Mariliza Karrera

‘Strategic’ Networking Tips

• When attending ‘networking’ events, conferences...
  - Try to find out in advance who is attending, research web pages/bios and identify potential items/questions for discussion
  - Practice... Michael Goldberg Advice: PEEC Statement
  - Bring business cards
  - Participate, ask questions, be visible
  - **Careful of the booze!**

• After you ‘connected’...
  - Connect on LinkedIn
  - Write something distinctive on the back of their business that will boost your memory later
‘Serendipitous’ Networking Tips

• Forget your personal agenda
  - Network to forge connections, not meet a personal need
  - Play ‘matchmaker’

• Focus on active listening rather than speaking

• When you do speak about yourself, speak to ‘why’

• Don’t dismiss people as unimportant or confine networking to people who seem immediately useful

• Remember you only make a first impression once… ‘be smart about how you carry yourself’
  - Be friendly, SMILE, mind your body language, mind your manners, say THANK YOU, etc.

Cabot & Walravens, 2016; Charisma on Command, 2017; Complex News, 2016; The Advantages of Networking; Vest, 2014
GROUP Activity
<table>
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<tr>
<th>What Can You Do?</th>
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<tbody>
<tr>
<td>Show Up</td>
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<tr>
<td>Engage</td>
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<td>Challenge Yourself Professionally</td>
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What Can SCORE Do?
References


