

WELCOME

grab a Networking Bingo Card

Networking BINGO

You have until 8:50 a.m. to
collect as many

NEW CONNECTIONS

as you can using your card

This panel is sponsored by





Networking for Success:

BUILDING CONNECTIONS THAT ELEVATE YOUR CAREER AND CREATE OPPORTUNITIES

Association of Corporate Counsel, NYC Chapter
General Counsel Toolkit
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Speakers



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Run of the Show

- Your Elevator Pitch
- Tips for Networking at Conferences
- Tips for Networking for Career Development
 - Connecting internally within your organization
 - Targeted external networking
- Tips from *The 20-Minute Networking Meeting*
- Tips from *Networking for People Who Hate Networking*
- Tips Maintaining Your Network

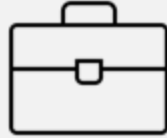
What is networking?

Networking is about connections and information. It requires curiosity because it is about learning from your connections through the exchange of information and ideas.

Networking is a give-and-take that is about both parties. It is generally a mutually beneficial relationship.

Networking for Career Development

Prepare Your Elevator Pitch



Who are you professionally?

Explain your expertise and key accomplishments
Tailor to the audience as appropriate



If you're in transition or seeking a change

Be as specific as you can be about what you are seeking



Keep it short
(Max 2 to 3 sentences)

Tips for Networking at a Conference

Pre-Conference

- ▶ **Volunteer to Speak or Organize a Panel**
 - Good way to introduce who you are as an attorney to attendees
- ▶ **Do Your Research on Speakers and Attendees**
 - Make a list of people you want to meet
 - Consider whether to send a note beforehand

During the Conference

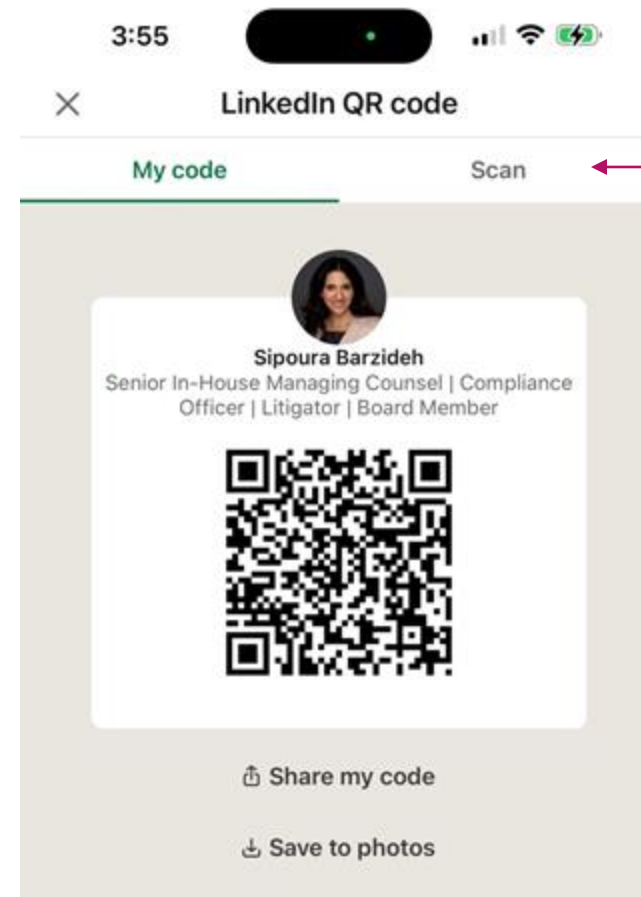
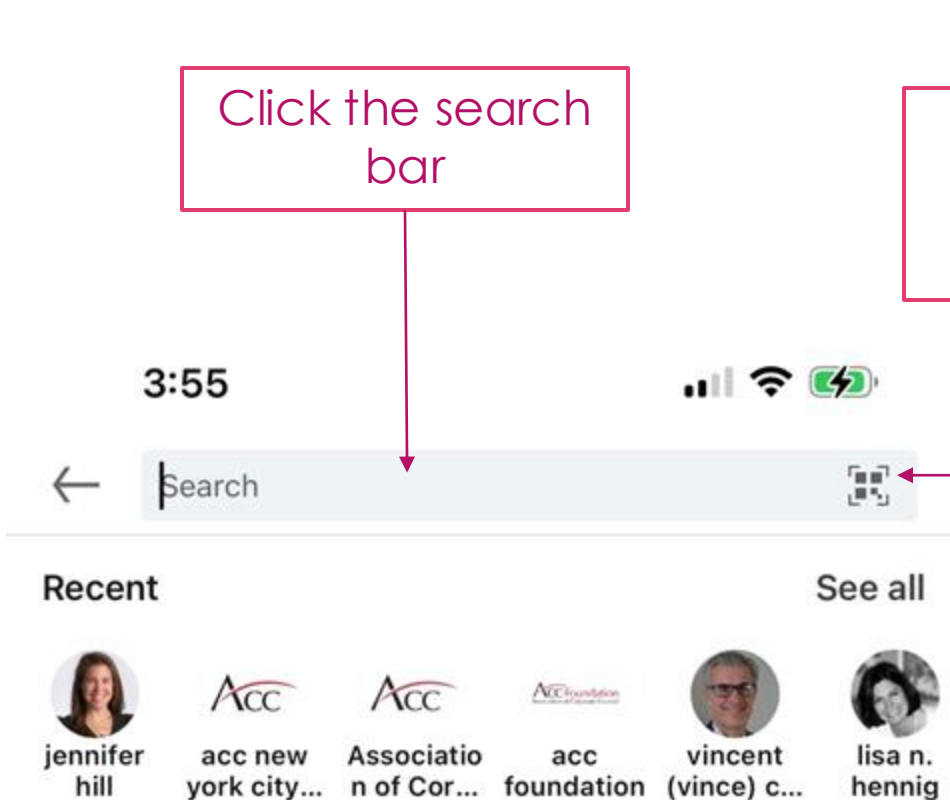
- ▶ **Be Present and Open to New Connections**
 - Avoid emails, messages, or meetings to the extent possible
 - Strike up a conversation with new people
- ▶ **The NEW business card: LinkedIn QR Code**
 - Connect with attendees with whom you want to continue the connection
 - Personalize your invitation

Finding the LinkedIn QR CODE

Your Personal Electronic Business Card

Click the search bar

Click your personal QR code



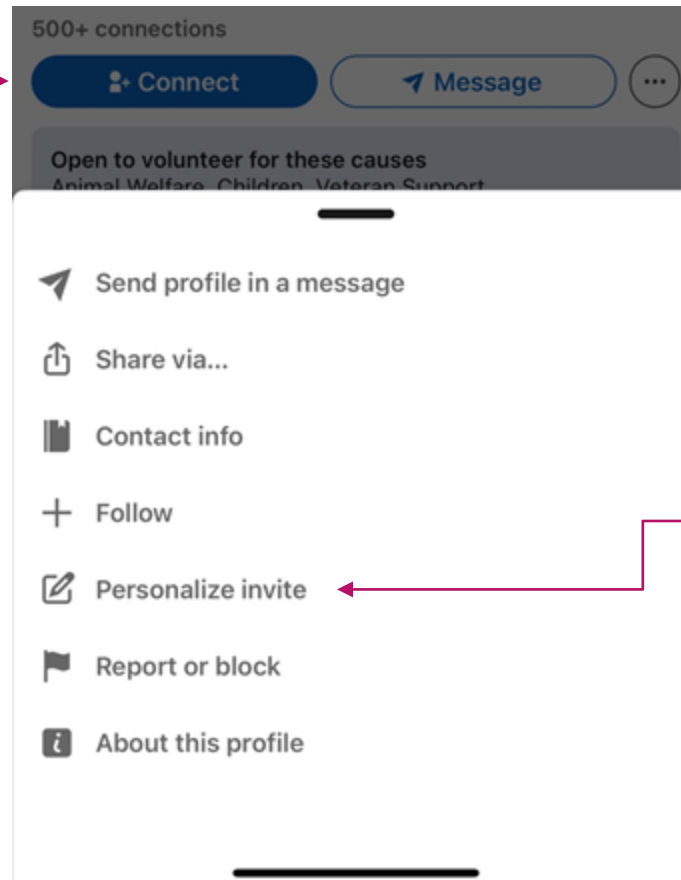
Snap a photo if you have limited internet connection and scan the photo later

LinkedIn

Personalize Your Invite

Don't just click connect

Hi Peter. It was lovely meeting you at the ACC NYC General Counsel Toolkit. Looking forward to staying connected.



Click the "..."
to get the
option to
personalize
your invite

Hi Jennifer. Thanks for connecting. It was lovely to meet you earlier this week at the LEN networking event. I loved your presentation and thought it did a great job of presenting your company. Your LinkedIn shows that you have an amazing career path. Would you be open to meeting either virtually or in-person when you're in NYC to talk with me about your journey?

Tips for Networking at a Conference

During the Conference

► Ask the Panelists Questions

- Not only will you get answers to your questions, but it may lead others in the audience to approach you after the panel to share their thoughts

Post-Conference

► Send a note to Your New Connections

- Refer to the conference where you met and your discussion with the person

► Post on LinkedIn

- Share something new or interesting that you took away from the conference
- Tag the speaker or conference host to drive more engagement with your post

Networking for Career Development

Targeted Networking Externally

Identify the company or industry you want to move into and expand your network there



- Industry Groups
- Professional Interest Groups
- Connections of connections
- Religious community
- Neighbors, Family, Friends
- Your kids' friends' parents
- Places you patronize

Get Involved



- Volunteer for groups
- Write articles for ACC Docket or other industry magazines, blog posts, or LinkedIn Posts

Networking for Career Development

Networking Within Your Organization

Identify and Maintain Connections



- Find a mentor through an organized mentoring program
- Ask your boss or business clients for recommendations of people you should meet
- Invite the person to connect over coffee/lunch on a monthly or quarterly cadence

Gain Visibility within Your Organization



- Volunteer for company initiatives and committees
- Attend lunches, all-hands, and other events
- If you have the flexibility, rotate to other regions or other departments

The 20-Minute Networking Meeting*

Plan Ahead

Preparation is Key

- **Research:** Both the company and person before meeting
 - ✓ Identify mutual connections and others you may want to meet
- **Set a goal:** Know and be specific about your goal for meeting
- **Set the agenda:** Manage your topics and time to avoid going over

The Meeting

Honor the Gift of Time

- **Set the Tone:** Remind them how you connected and reason for the meeting
- **Be Strategic:** Keep tabs on time and topics
- **Requests:** Be specific as to the type of connection/job you want (e.g., Do you know anyone who does XYZ?)
- **Reciprocate:** Ask how you can help the person or offer help based on the discussion

Follow-Up

Gratitude is Key

- **Show Appreciation:** Send a thank you note within 24 hours
 - ✓ Follow up on items from the discussion
- **Track Everything:** Document information for future follow-up:
 - ✓ How and when you met (e.g., call, in-person)?
 - ✓ Notes from discussion
- **Engage in Meaningful Follow-up**

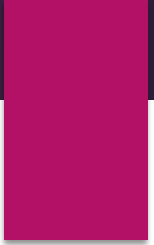
* The 20-Minute Networking Meeting by Marcia Ballinger and Nathan A. Perez

Networking for People Who Hate Networking*

Platinum Rule

Treat others as we want to be treated. Put their comfort first.
The goal is to create genuine connections

- ▶ The Power of Introverts and Extroverts – think before speaking
- ▶ Over coming fight or flight response
- ▶ The 3 P's technique: Pause, Process, and Pace



Don't confuse activity with accomplishment.

UNKNOWN

Following up and following through is key to maintaining and cultivating your network.

Maintaining Your Network

Be in touch with your network

When to connect directly:

- New employment, contact information, certification
- Share an article of interest
- Invite them to join you at an event of interest
- When in job search, attaching an updated resume
- About once a quarter to catch-up and connect
- Say hello when you are thinking of them (infrequent)

What to share on LinkedIn:

- Speaking engagements
- Conference takeaways and links to resources
- Blog posts, articles
- Questions in special-interest groups

Resources

- ▶ **The 20-Minute Networking Meeting**
 - By: Marcia Ballinger and Nathan A. Perez
- ▶ **Networking for People Who Hate Networking, Second Edition:**
A Field Guide for Introverts, the Overwhelmed, and the Underconnected
 - By: Devora Zack
- ▶ **The Lost Art of Connecting: The Gather, Ask, Do Method for Building Meaningful Business Relationships**
 - By: Susan McPherson with Jackie Ashton
- ▶ **Build Your Dream Network: Forging Powerful Relationships in a Hyper-Connected World:**
 - By: J. Kelly Hoey