



CLINTON GLOBAL INITIATIVE
UNIVERSITY

Commitment Webinar Series

Learning the Art of Networking and Overcoming Fear



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Outline for Presentation

Purpose: To understand and learn strategy to develop a professional networking plan. We will unpack networking circles and think about what master networkers have used to enable their success.

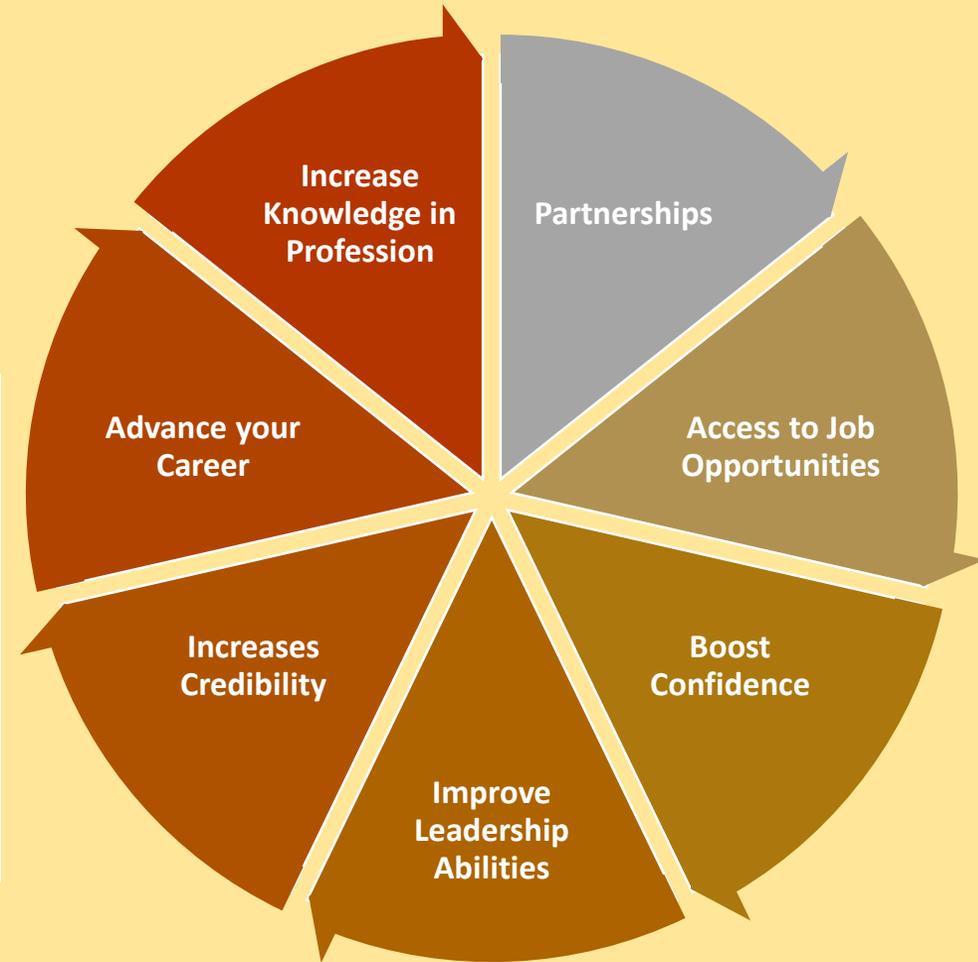
We will explore the following topics:

- Why is networking important?
- Interesting statistics about networking
- How to start a networking circle
- Advice from master networkers
- Tips to get over fear
- Plan of action
- Questions

Why is Networking Important?

Active networking is vital to career growth. Often confused with selling, networking is actually about building long-term relationships and a good reputation over time. It involves meeting and getting to know people who you can assist, and who can potentially help you in return.

Your network includes everyone from friends and family to work colleagues, business connections, your social network and members of groups to which you belong.



Interesting Statistics about Networking

72% of professionals surveyed said their first impressions are impacted by someone's appearance as well as their handshake.



41% of professionals have expressed they want to network more frequently, but simply don't have the free time to do so.



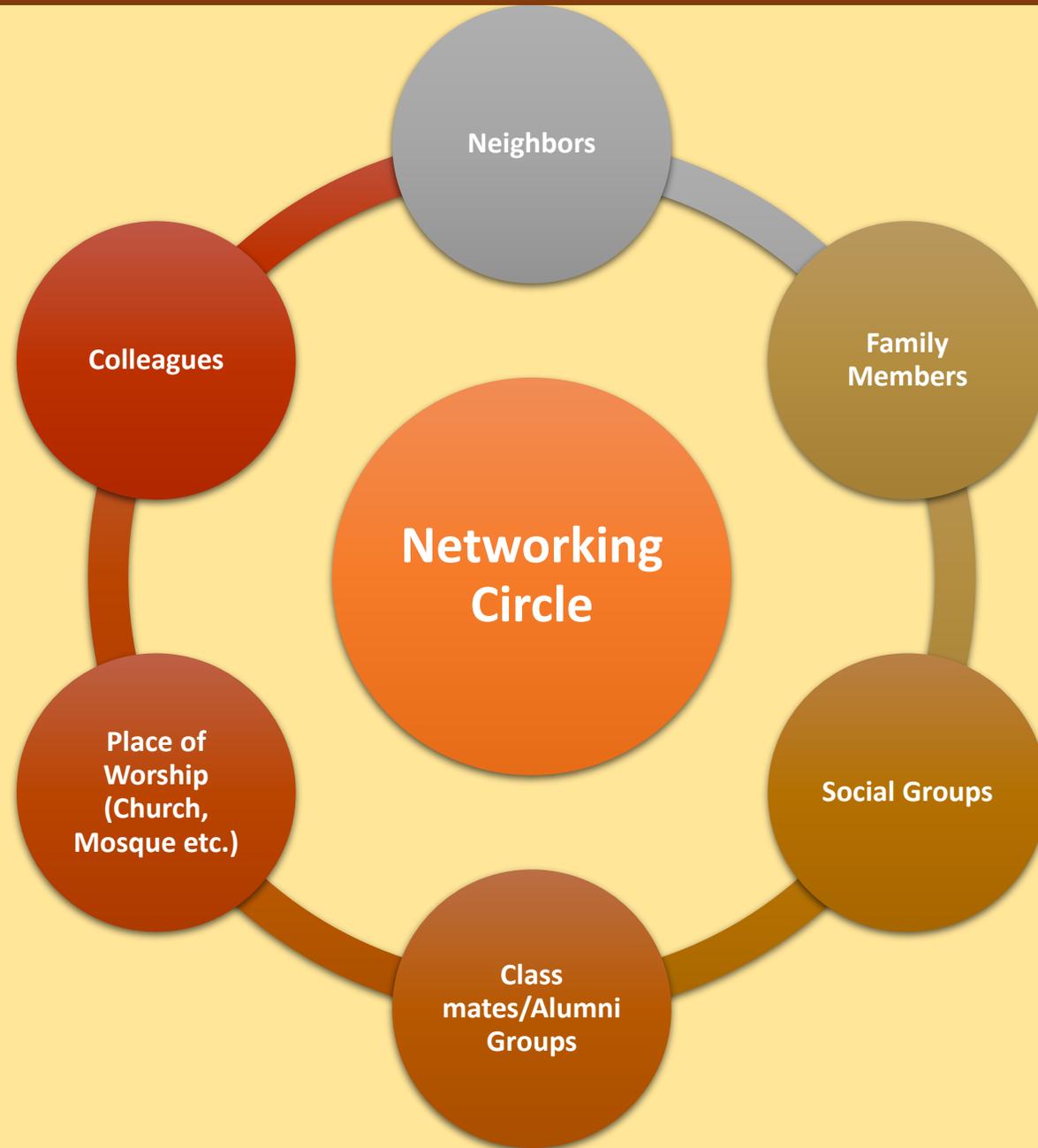
Almost **80%** of jobs aren't published.



25% of professionals across all levels have admitted they don't network at all!



How to Create a Networking Circle



Advice from Master Networkers

Understand
what networking
is and is not

Develop a
networking
strategy

Mastering the
art of
conversation

Following up and
following
through

Disciplined
networkers build
daily habits

Networking is
not a diet, it's a
lifestyle

Techniques and Hints to Improve Networking Skills

1) Develop pre-thought out questions that you can draw from to engage with someone

Business Icebreakers

- What got you started in your current field/area of practice?
- Describe some of the challenges in your field
- Describe your most important work experience
- What is the best part of your job?
- What advice would you give someone just starting out in your field?
- Do you know someone who can help me with _____?

Social/General Icebreakers

- Any vacation plans coming up?
- What are you doing this weekend?
- Have you seen that new movie _____?
- Which team are you rooting for in the big game this weekend?
- Did you see _____ on the news last night?
- Do you agree with what Trump said about ____?
- What is the most exotic place you ever visited and would you recommend it?
- Are you a coffee drinker?

Techniques and Hints to Improve Networking Skills

2) Take the plunge and start a conversation

- Attend an industry dinner or a workshop
- Instead of waiting to be talked to, you choose the conversation partner
- The first encounter is to simply smile. It builds the rapport
- If you are too shy or nervous, go to the mall, smile & say hello to people as you walk by
- Make eye contact with someone, shake their hand and say “what is your name”? The connection and conversation can flow from there
- Choose someone who looks approachable
- Use their name back in a conversation and try to remember names. It is important for people to believe you think they are special
- Do not use nicknames. Call people by the name they have given you



Techniques and Hints to Improve Networking Skills

3) How to keep the conversation going

- Approach speakers before they talk
- Ask someone else for an introduction
- After a conference, capture each person's details in an app or spreadsheet, and identify your goal for the relationship
- Always have business cards ready. They are still important
- Handwritten thank you notes



Prepare an Action Plan

Create an **Action Plan** that will help you accomplish your goals by identifying the people who would be most helpful. Start connecting with the people in an appropriate and relevant way. Your plan is a living document, and it should grow and change as you move forward. Keep an open mind and always be ready to make room for changes.

1) Who to network with?

- a) Write out your current network circle
- b) Multimedia and social media groups

2) How to get started?

- a) Learn the art of networking
- b) Take action in your interest areas
- c) Find mentors
- d) Determine your goals
- e) Develop thoughtful questions

3) Develop your pitch

- a) Develop a relationship action plan
- b) Conduct informational interviews
- c) Job shadow

4) Networking reminders

- a) Start small
- b) Be yourself
- c) Remember body language
- d) Be gracious, say thank you & follow up

Questions?

