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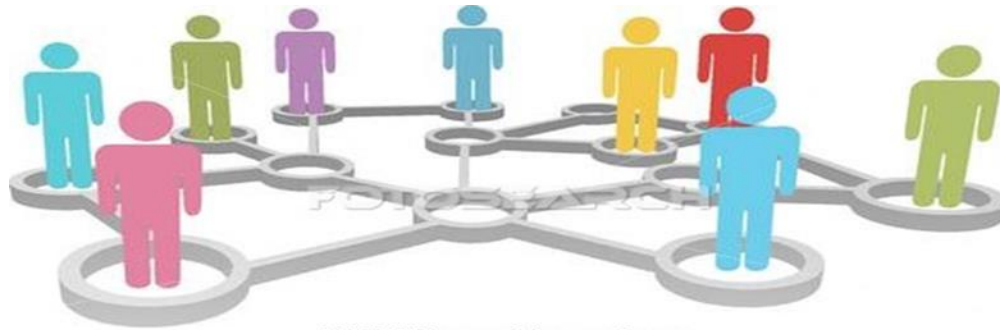
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The Facebook logo, a dark blue rounded rectangle with the word 'facebook' in white, lowercase, sans-serif font.

# Networking



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# Networking

Where can networking take place?



- School, baseball field, a party, walking around the neighborhood, standing at the elevator, grocery, in the workplace, social functions, **YOUR WORKPLACE!**

**ANYWHERE!**

# Networking



Why don't people feel comfortable networking?

- Reluctance to talk to strangers!
  - This should hold true for children but we are now adults and that means that the rules have changed-It's OK to talk with strangers (if you're an adult).
- Fear of what other people might think of me!
  - It's none of your business what other people think of you! If you like you, then you're ok! (If you don't like you, change what you don't like!)
- Lack of a formal introduction...
  - It's as simple as: "Hello my name is \_\_\_\_\_ what is your name?" Other 'ice breakers' include: "What lead you here today?" "Are you having fun yet?"
- I've never done it before
  - Practice, practice, practice...that's how we learn to get better at things!

WIIFM?

# Networking-WIIFM

- Building your own brand depends solely on yourself...
- It's a different approach than ever before in the history of management...
- Organizations want folks who can bring daily value to the table...
- It's about growing your value proposition...
- It's about understanding the world around you...

# Networking

“It’s Not About YOU”



# Networking

- It's not always about GETTING
- As much as it is about GIVING
  - Giving of yourself, your time, talents, gifts, lending a helping hand



# Networking

- Each one of us has something to offer...
- Sometimes it's as simple as a



- Sometimes it's a kind word
  - “I love that shirt you're wearing!” (what a Woman might say)
  - “Nice shirt.” (what a Man might say)

# The Elevator Speech



- Ask yourself:
  - What value do you provide?
  - How do you provide this value?
  - What is unique about your offer?
  - What is your target market?

# The Elevator Speech

- Step 1 – Begin with an ACTION PHRASE that is NOT a noun. (“I am a X” — but don’t use a “label” in the blank. You don’t want people to put you in a box.)
- Step 2 – Add a one sentence statement about what you DO. (“I do Y” — What do you help people or businesses do?)
- Step 3 – Give a statement of the SPECIFIC IMPACT. (“People who utilize my process find Z” — list one or two things from the perspective of your potential employer.)
- Step 4 – End with a CALL TO ACTION. (“I am looking to be introduced to A” — be specific! If you ask for something non-specific you are likely to get it. What good is that?)

# Networking Tips & Tricks

- Etiquette
  - Name Tags
  - Handshake
  - Eye contact
  - Introducing others (hierarchy)
  - What can I help you with?
- Talking vs. Listening
- Preparing for the 'event' (It's NOT about the food)
- Identify the commonalities of the participants
  - Introverts!

# Connecting!

- Go meet at least 2 people during lunch that you don't know
  - This means handshake; eye contact
  - Tell them your name
  - Make your elevator pitch!
  - BE SURE TO ASK THEM AT THE END OF YOUR CONVERSATION, “What can I help you with?”
  - Get their information! (Name, Organization, Department, Contact information)



# Questions? Comments?

