

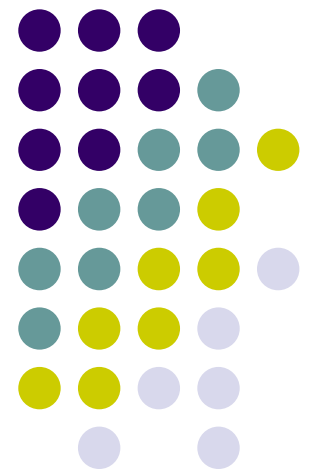
# STRATEGIC NETWORKING

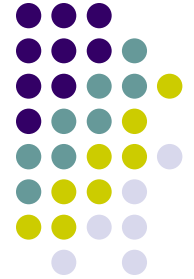
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Presented by Eva Wisnik  
For

# NYU

Women's Leadership Forum  
January 2008  
[www.wisnik.com](http://www.wisnik.com)





# ***WHY NETWORKING IS IMPORTANT***

# DEFINITION OF NETWORKING



- **Networking is initiating & maintaining your professional relationships.**
- **Networking is critical to “career control.”**

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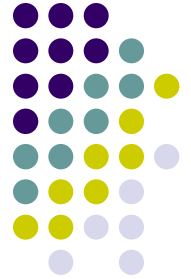




# STEPS FOR INITIATING SUCCESSFUL NETWORKING RELATIONSHIPS

- **Have a 2-minute introduction that clearly describes who you are & what you do:**
  - Give illustrative examples of your work.
  - Have a repertoire of stories that are humorous and interesting.
- **Ask open-ended questions and LISTEN for:**
  - Change...is opportunity.
  - How you can help this person (i.e. information, resources, etc.).

# INTRODUCTION EXERCISE



- Develop a “Memorable Introduction”
  - More than just your title
  - Descriptive vignettes
  - Something you enjoyed thoroughly

# HOW TO WORK A ROOM SUCCESSFULLY



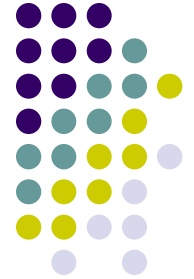
1. Set goals for whom you would like to meet prior to the event:
  1. Call and request attendee list the day before the event.
  2. Identify contacts you would like to meet or reconnect with.
2. Identify conversation starters that work for you (i.e. sincere compliments, questions about events/organization).
3. Bring a colleague, *but* do not spend all evening with this person.
4. Introduce contacts to each other during the event.
5. Build Trust -- **Follow-up! Follow-up! Follow-up!**

# TIPS FOR FOLLOWING-UP WITH PROFESSIONAL RELATIONSHIPS



- Follow-up with all new contacts within 48 hours
- Drop personalized notes
- Reconnect periodically:
  - Leave voicemail messages
  - Send articles/information that will be of interest to the contact
  - Bookmark and visit their website before making contact
  - Send updated information on yourself, ex: published articles
  - Call for advice and information
  - E-mail them with pertinent information
  - Send (minor) holiday cards
  - Introduce people you know to each other

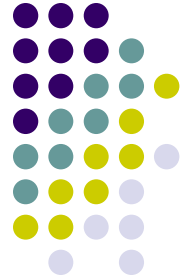




# 2008 PERSONAL NETWORKING PLAN

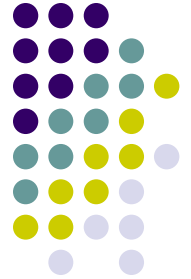


**Exercise:**  
**For your 2008 Personal Networking Plan**



**Identify 1 professional you would like to add to your network (describe the profile if you do not have an exact person in mind)**

# FOCUS ON KEY CONTACTS



- Know the profile of a good contact for YOU.
- Develop a list of your “key contacts.”
- Review your list and think of ways to re-connect.
- **REMEMBER** that your **EXISTING CONTACTS** will be your most valuable contacts.

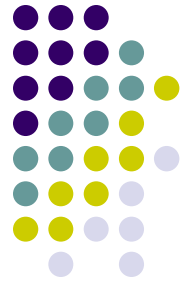
# EXISTING CONTACTS ARE YOUR MOST IMPORTANT SOURCES



- They already know you and what you are capable of
  - They are most invested in your success
- How to network effectively with them
  - Seek out their advice
  - Ask them questions
  - Keep them in the loop as to your progress
  - Make sure they know what you do and need

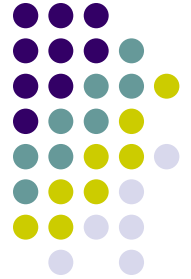


# EXISTING NETWORKING CONTACTS



- ❑ Colleagues you work with
- ❑ Undergrad and Grad contacts
- ❑ Clients
- ❑ Professionals you have worked with
  - ❑ e.g. students, past employers
- ❑ Others
  - ❑ neighbors, social acquaintances
- ❑ Friends & family

# My 20 Key Contacts



1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

11)

12)

13)

14)

15)

16)

17)

18)

19)

20)

# 5 TIPS FOR STAYING IN TOUCH WITH KEY CONTACTS



**Find an excuse to touch-base with your key contacts every 2 months and stay on their radar screen.**

- Send an e-mail with pertinent information or drop notes with articles that may be of interest to them
- Invite them to educational programs/professional association meetings
- Introduce them to your contacts that can help them achieve their goals
- Send handwritten notes congratulating them on a promotion, award, birth, marriage, etc.
- Ask them to speak to a group you are involved with and share their expertise

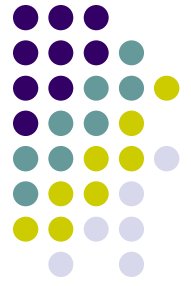


# TIPS FOR REVIVING AN “OLD” RELATIONSHIP

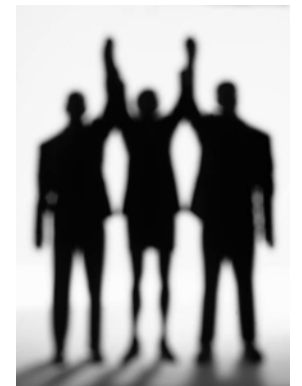


- Drop a note saying you will call on a specific day
- Invite your colleague to an event or “reunion”
- Send a article or book that you know will be of interest with a note and then follow up
- When hearing or reading about an accomplishment, send a congratulatory note

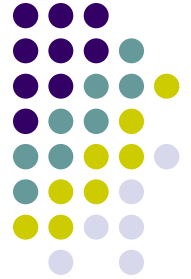
# NETWORKING IS A CAREER INVESTMENT: *TAKE ONE ACTION A DAY, EVERY DAY*



- **ATTEND** a seminar or conference.
- **WRITE** a note to a professional acquaintance you met.
- **JOIN** a related professional association and get involved.
- **MEET** a peer for breakfast.
- **SEND** information you learned in one of your seminars to a key contact.
- **VOLUNTEER** for a cross-university task force.



# 5 KEYS TO SUCCESSFUL NETWORKING



1. Think of networking as an investment in your career.
2. Educate your contacts so they know how you can be helpful to them.
3. Take one action a day towards initiating & maintaining your professional relationships.
4. Bring people together who can help each other.
5. Follow-up, follow-up, follow-up!

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