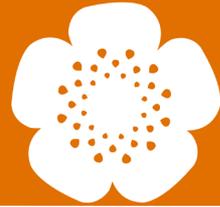


Professional Networking and Interaction

*Professional Development
and Leadership Program*



Session Goals



After completing this module, participants will be able to:

- ❁ Understand the value of networking and interacting with others professionally.
- ❁ Identify current and potential networks that may be meaningful for personal and professional growth.
- ❁ Identify and demonstrate characteristics of effective and meaningful first impressions.
- ❁ Identify and demonstrate characteristics of effective elevator pitches.
- ❁ Create plans for practicing and/or applying networking skills in the community.



Warm-Up: Elevator Activity

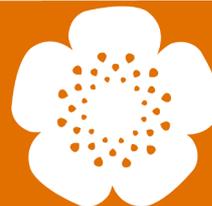


Photo Credit: Pixaby

- 🌸 You find yourself in an elevator with someone you greatly admire and have always wanted to meet.
- 🌸 Who is it and what do you say to them?



What Is Networking?



The exchange of information or services among individuals, groups, or institutions; specifically, the cultivation of productive relationships for employment or business

Networking remains the No. 1 cause of job attainment.
– *Hal Lancaster*



Source: *Merriam Webster Dictionary*





Why is networking important?

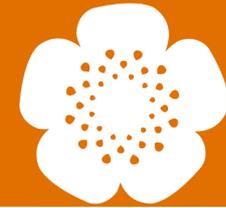
How can networking benefit you?



Where does networking occur?



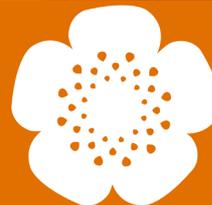
Examples of Where Networking Occurs



At school or university	At job fairs	At informational interviews	At community events
Through work colleagues	Through family and friends	Through dating	Online, via social media, in chat rooms, etc.
At a concert, festival, or other special event	At a café, restaurant, or similar	At a store or mall	On a plane, train, or vacation



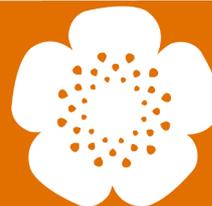
Think—Pair—Share



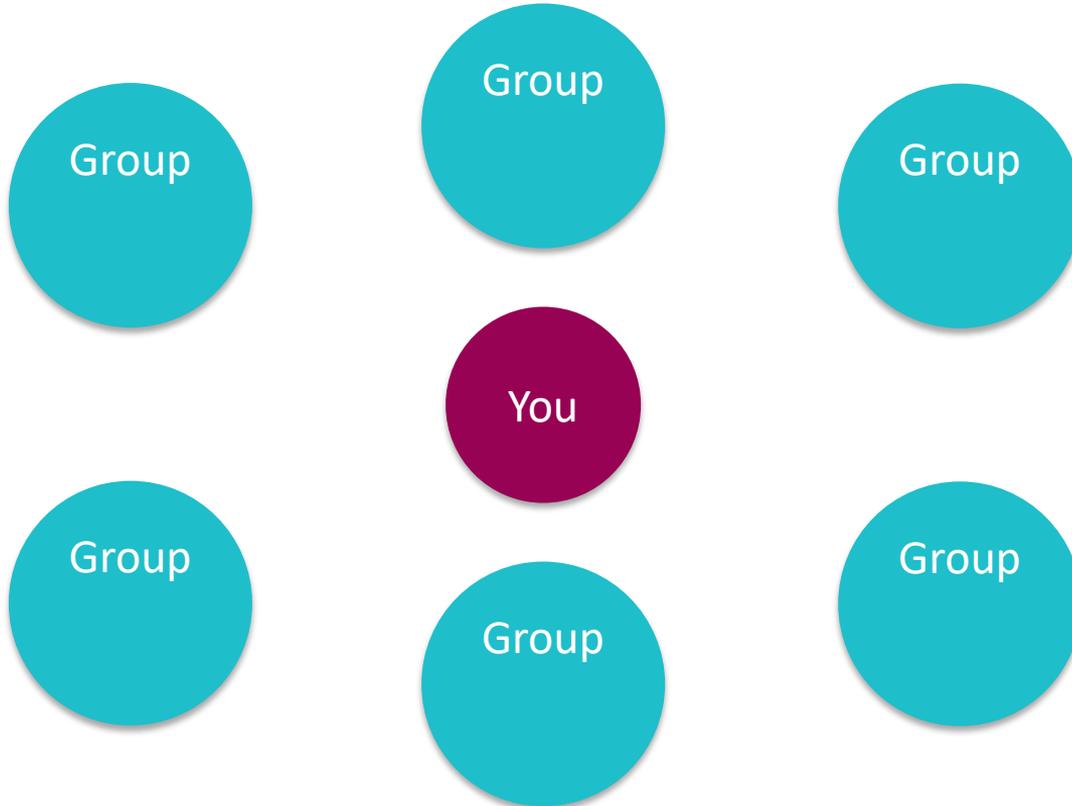
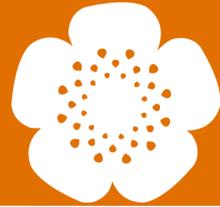
Where was the strangest place or what was the strangest situation in which you met someone with whom you formed a meaningful relationship?



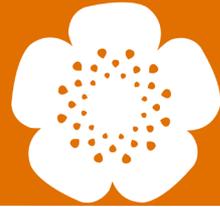
Who Is in Your Re:MIX Network?



Building and Mapping Your Networks



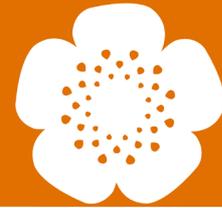
First Impressions



- ❁ Think of a time when someone made a good impression on you and a time when someone made a poor impression on you. What happened? How did it feel?
- ❁ What kind of first impression do you think you make on other people?



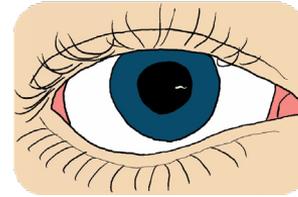
Aspects of First Impressions



Body Language



Eye Contact



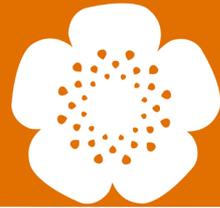
Facial Expression



Tone of Voice



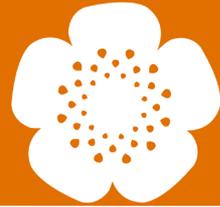
Why You Might Need an Elevator Pitch



- To introduce who you are
- To explain what you do personally and/or professionally
- To explain what kinds of opportunities interest you and why
- To explain what makes you (or your organization) special and unique
- To describe solutions you have developed to respond to a particular problem
- To express that you have something interesting to share
- To recruit someone for an event, project, or a job vacancy
- To encourage someone to contribute to, join, or support your cause or organization



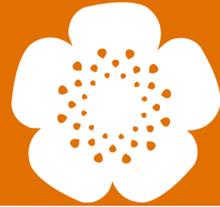
Tips for Creating an Effective Pitch



- Show your personality and be authentic.
- Speak slowly—do not let your nerves cause you to rush.
- Make it conversational. Smile and share your enthusiasm.
- Practice delivering your pitch and rework it as necessary, but avoid memorizing it.
- Create different versions of your pitch for different audiences or situations.
- Have a clear and specific ask for your audience.
- If you are pitching your organization, observe how your colleagues pitch the organization and ask them for advice and talking points.
- Focus on answering “so what?” questions, to maintain your audience’s interest.
- Watch your audience. Modify or wrap up, if you start losing their attention.



Create Your Own Elevator Pitch



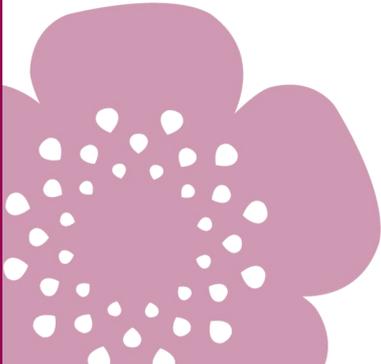
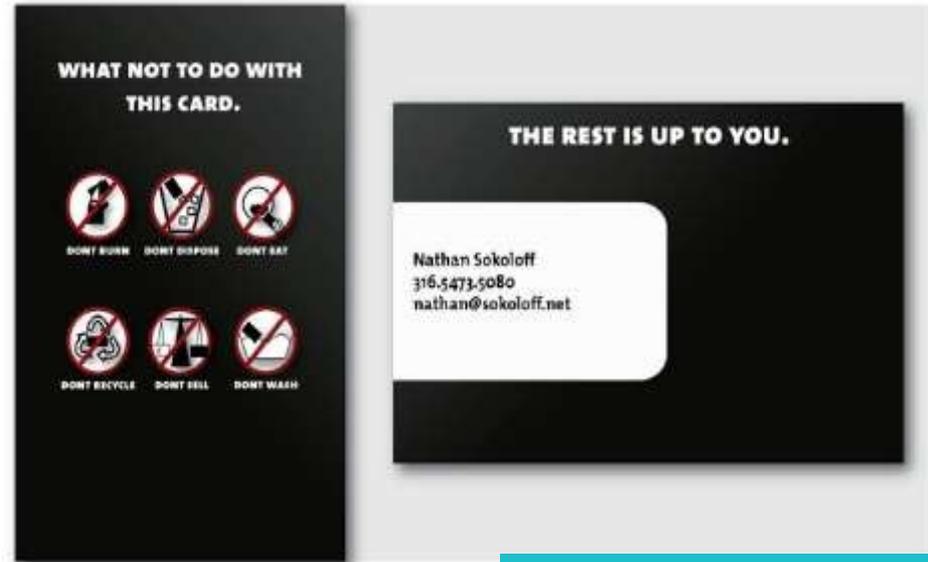
Prepare an elevator pitch for one of the contact groups you identified during the network map exercise. Use the tips and examples we have discussed to draft an effective pitch that clearly demonstrates who you are and what you have to offer. Follow the steps below to develop and deliver an effective elevator pitch.

- 🌸 Identify your goal.
- 🌸 Explain what you do.
- 🌸 Communicate your unique value/proposition.
- 🌸 Engage your audience with a question.
- 🌸 Combine all of your points.
- 🌸 Practice.

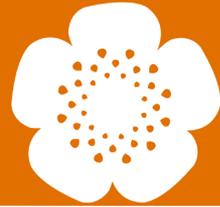


Leave Them with Something Memorable

- 🌸 A business card
- 🌸 A flier or brochure
- 🌸 A quirky, inspirational message
- 🌸 A free resource
- 🌸 An exciting opportunity



Networking Goals

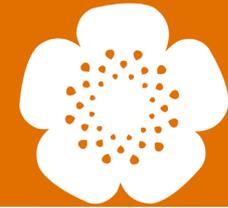


Think about your current and desired networks and consider upcoming opportunities where you might need or want to interact with potential new connections.

Create one or two specific networking and/or interaction goals to focus on this month.



Upcoming Networking Opportunities



Peer Educator
Recruitment

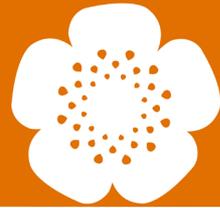
Job Searching

Professional
Conferences

Others?



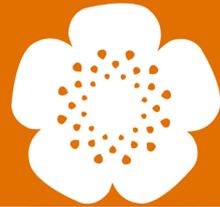
Closing Thoughts



- ❁ **Build the relationship at a natural pace.** Do not rush or demand a contact or lead for a job. Get to know new contacts, personally and professionally, first.
- ❁ **Create a diverse network.** Establish contacts in different venues and across several activities. The broader your range of contacts, the further your reach will be.
- ❁ **Establish your network *before* you need something.** Establish relationships with people before you request assistance. This increases the likelihood that the person will help you.
- ❁ **Stay in touch.** Do not limit contact to the times you are both involved in a certain activity or to when you need something. Call occasionally to see how they are.
- ❁ **Keep it personal.** Emails and texts are easy, convenient, and quick—but they are also impersonal and can be misinterpreted. Whenever possible, talk to people face-to-face, on the phone, or even via virtual chat. People will appreciate your effort.



Additional Resources



- ❁ Visit the Mind Tools website at <https://www.mindtools.com/> and search “networking” for various tools.
- ❁ Read Women for Hire’s “Networking 101” at http://womenforhire.com/professional_networking/networking_101/.
- ❁ Read Sammy Shreibati’s blog entitled “Introducing a Smarter Way to Message and Build Meaningful Relationships on LinkedIn” at <https://blog.linkedin.com/2017/april/13/introducing-a-smarter-way-to-message-and-build-meaningful-relationships-on-linkedin>.
- ❁ For contacts, events, and opportunities in the Austin area, visit the Young Nonprofit Professionals Network at <http://www.ynpnaustin.org/>.

