

Networking 101: Practical Networking Strategies for Career Success

HIMSS Early Careerists Webinar Series

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Meet Our Speaker



Maiko Minami

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Background

- Background in Public Health, Healthcare, Technology, Consulting
- In July 2019, started Executive MBA at Cornell University
- Began focusing on identifying specific networking strategies
- Project: Interviews with beginning, intermediate, advanced networkers to identify on-the-field, tangible networking strategies and techniques

Agenda

- Fundamental Concepts of Networking
- Network Strategy Framework: Goal, Plan, Action
- Networking Strategy Toolbox
 - Networking mindset
 - Networking tools
 - Network analysis
- Scenarios

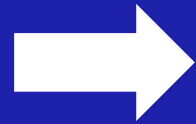
Learning Objectives

1. **Mindset:** Outline the mindset behind successful networking, along with an understanding of human behavior related to networking
2. **Analysis and Toolbox:** Analyze how to apply fundamental and practical strategies to real-world scenarios
3. **Your Strategy and Action Plan:** Illustrate how to develop an action plan for how to grow your network

*Fundamentals
Concepts of Networking*



Connecting



Networking

Why network?

Practical reasons...

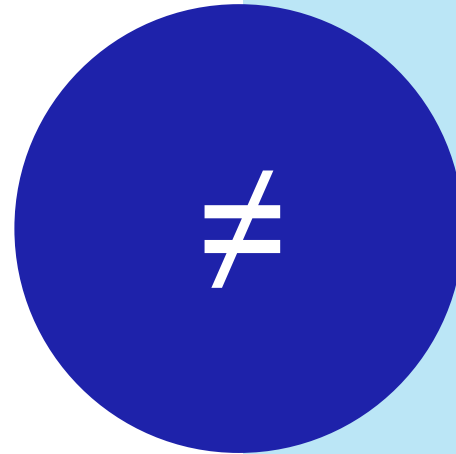
- Looking for a new job / career
- Business development
- Establish relationships to get your current work done more effectively

But why is it effective?

- Fundamental human behavior to place more **trust** in things that are familiar to us.
- Unknowns are **risks**

We already know this. So why don't we prioritize it?

"I think networking is important"



Actions taken towards prioritizing networking

Reasons Why We Don't Prioritize Networking

- Takes too much time or energy
- Not sure how to networking effectively
- Unpleasant
- “I’m an introvert” “I don’t like people”

And many more...

Networking Strategy

What is a Networking Strategy?

An approach and plan of action designed to achieve a major goal through your network



Goal

What are you trying to achieve with your network or connections?



Plan

Networking Strategy Toolbox

- Networking mindset
- Networking tools
- Network analysis



Action

- Pick your tools
- Establish a plan
- Execute!



A few guidelines...

- Build your network before you need it
- Take a long-term view
- Focus on content, not just size
- Be systematic with execution of your plan

Reference: Duguid, Michelle. "Managing and Leading Organizations"

Networking Goals

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Goals: Why do you want to build your network?

What are you trying to achieve with your network or connections?

Where would stronger relationships help?

- A new job or career
- Career mentorship
- Business development, more clients
- Establish relationships to get your current work done more effectively

You will likely have multiple goals, professional and social

Write them down and revisit regularly.

Networking Plan

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Networking Mindset

Sometimes this:

It's marathon, not a sprint.

“



Other times this:

It's marathon, not a sprint.

“



Things to work on for the long run...

Assessing your Personality

- Social characteristics
- Strengths and weaknesses

Attitude about Networking

Assessing barriers or accelerators towards networking

Networking Mindset

Art of Conversation

How well do you converse?

Prepare, Practice & Resilience

- Tips on how to prepare
- General mindset

Assess Yourself in Social Situations

Get to know yourself and be specific. Take an honest inventory of yourself in social situations so you can tailor your networking approach and still get the outcome you want



Type of Socializer

- Extrovert, introvert, or ambivert?
- Strengths vs challenges
- How do you appear to others?



Types of Scenarios

- Identify the types of scenarios that you excel in vs underperform



Types of People

- Identify which personalities make you feel more comfortable.
- Which ones do not?
- Are there patterns?

What's Your Perspective on Networking?

Do you have a negative connotation about networking?

- Transactional
- Inauthentic
- Manipulative
- Intimidating
- Uncomfortable
- Boring
- Hate asking for favors
- I'm wasting their time
- It's a waste of time

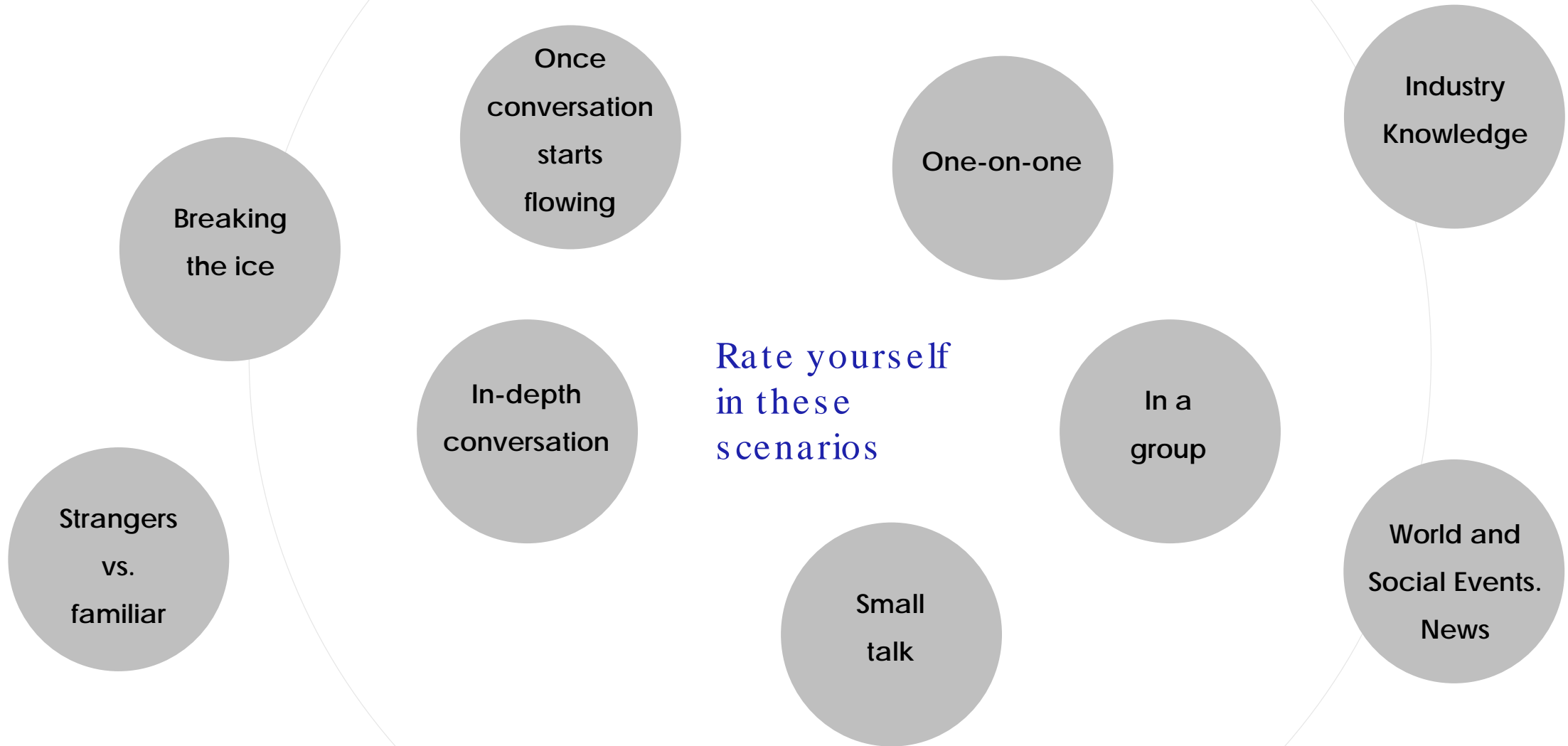
*The more I help out, the more
successful I become*


*Adam Grant, Give and Take: A Revolutionary
Approach to Success*



The Art of Conversation

How Well Do You Converse?





*Conversation
Skills Take
Preparation,
Practice, and
Practice*

Do not be a conversation dud!

Don't make the other person do all of the work. Bring value to the conversation

Add hooks to your conversation

Add interesting openings or hooks to your responses to allow people to naturally ask follow-up questions.

Prepare in advance 5 specific topics about you

Identify 5 specific topics that are specific to you (not elevator pitches).

Prepare in advance 5 general-interest topics

Identify 3 to 5 general topics that have broad appeal, including industry news or global / domestic news.

Don't forget to turn the conversation back



Conversation Mind Set

Be prepared for uncomfortable moments

While you're going outside of your comfort zone, know that you will experience 'failed' conversations

Be prepared to rely on courage and resilience

Relying on courage and resilience is a real thing when a stranger rebuffs you. Move onto the next conversation partner

Practice speaking

Practice speaking over time. Also 'warm up' speaking before an event

Do not look at your phone

It's habitual to pull out our phone during down time. Do not look at your phone while networking.

Additional Networking Tools

Additional Network Tools

Energy Level

Meeting and talking to new people takes **ENERGY!**

After a long week at work, it's hard to get yourself in the right mindset to go to an event and engage with new people.

Build up enough energy before events. This is essential!

Some tactics for immediate build-up:

- A good night's sleep
- Coffee
- Music
- "Warm up" conversations
- Alone time
- Take a walk, meditate



Additional Network Tools

Finding and Creating New Opportunities

Requires research, being active, and creating new opportunities.

- Speaker events
- Workgroups
- Meet-ups
- Personal interest groups
- Expanded social events
- LinkedIn
- Online groups
- Anywhere ...

Follow-through

The norm is for people to not follow-through. You just expended time and energy to make a connection, don't waste it.

Keeping Your Connections Active, Systematize

Use a "People File" or a "To Who" to actively or passively manage connections. Systematize it.



Analyze Your Network

Analyze Your Network

For your networking goals identified earlier

1. Who in your network can help you towards the goal?
2. If none, identify hypothetical people that could help, their role and how they could help.
3. Refine your goal until it is specific enough to develop a concrete list for #1 and #2.
4. This list will include: A) the people you will reach out to and B) new contacts you will pursue to build.

Networking Action

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Networking Action Plan

The Action Plan identifies a roadmap and schedule for how you will build your network over short, mid, long-term.

1. Pick items from the Networking Strategy Toolbox

Don't try to do everything at once. Start small to build the habit to incorporate networking in your life.

2. Break down larger items into detailed actions

"Work on Conversation Skills" is too large and not actionable. Break it down.

3. Schedule activities into your calendar

The actions won't happen until you schedule it. Don't try to use memory.

4. Execute the plan

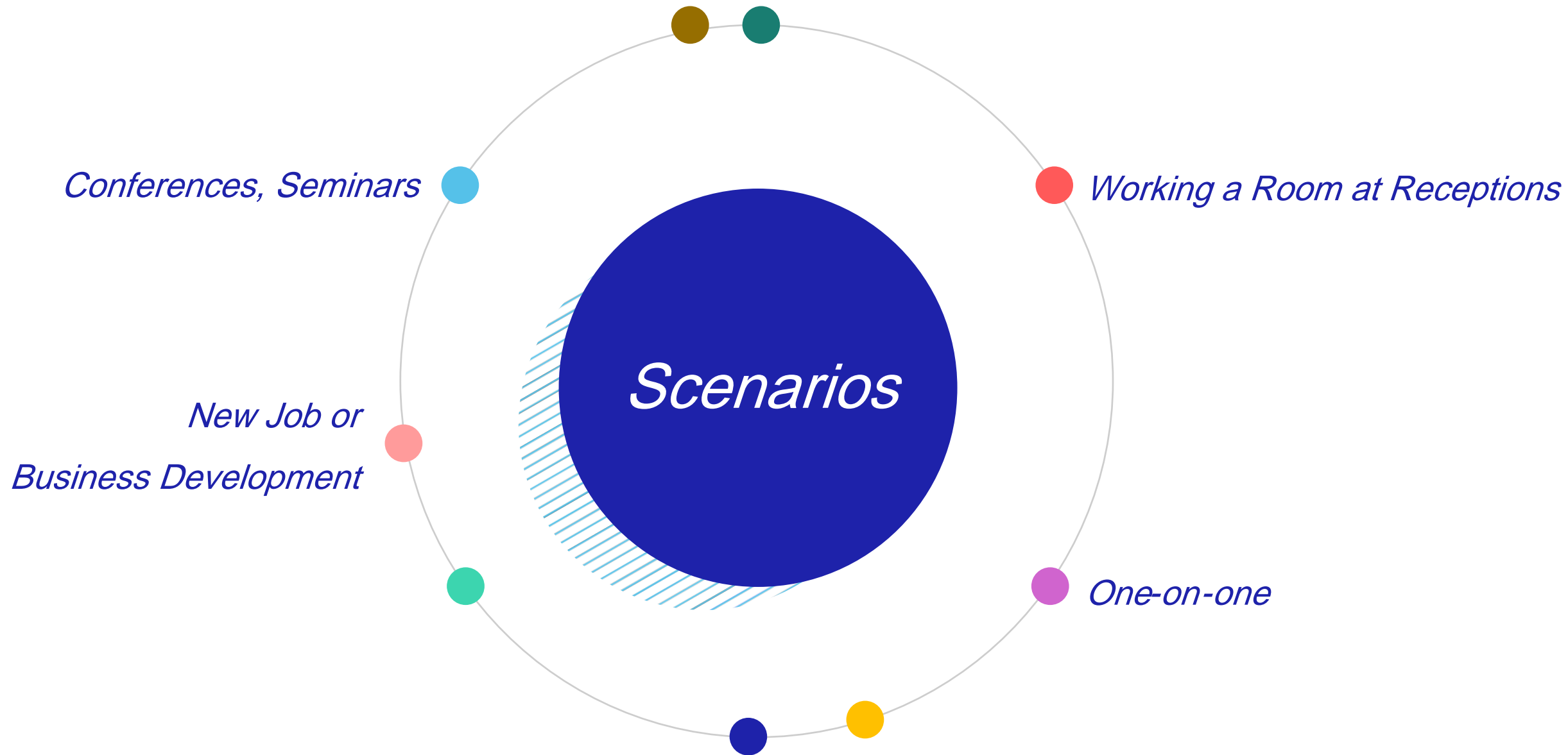


Action Plan for Your Networking Strategies

Example of a high-level 3-year plan (It doesn't have to look like this. Yours can be a simple list)

| Activity | 2019 | 2020 | 2021 |
|---|--|---|--|
| Network outside business unit | Identify individuals | Pro-active outreach and regular touch points | Re-group and identify new relevant stakeholders |
| Peer sharing with next level organization | Identify individuals | In Person meetings and regular peer share | Convert relationships into strong ties for higher impact |
| Events / conferences engagement | Define interest across industries and themes | Get access to events through network | Attend events and connect with other individuals (pre-screen attendees for max impact) |
| Warm referrals outside industry | Define interest across industries and themes | Define individuals in network for potential connections | Pro-active outreach to current network |

Scenarios



Conferences, Seminars

Identify an end goal specific to the event

Why are you attending the conference? Make it specific. “Learning” or “networking” is not specific enough. Dial it in.

Identify the people you want to connect with

Review speakers and attendance profile. Identify specific people to connect with -- look at their profile, message them in advance.

Be prepared with questions, topics

Prepare questions or topics in advance or during the talk. Approach the speaker after the presentation. Ask to connect through LinkedIn.

Follow-up!



Working a Room at Receptions

Acknowledge that it will be uncomfortable

Lots of strangers. No one is especially warm. It takes actual work and courage. Remembering this in advance helps.

Review your Networking Mindset

- Review your mind set based on your energy.
- Try not to default to only “comfortable”.

Identify an approach and goals

- Free-flow or a specific goal in mind?
- What are your goals? Meet new people, hang out with co-workers, reacquaint with old connections, reinforce new connections
- Repetition of contact creates familiarity and strengthens connections.



Working a Room at Receptions

Take stock of the room

Visually understand the layout of the room and scan the group.

Select whom to speak to

- Individuals that are standing by idly or a group.
- Scan for groups that are “open”.
- Pick up conversations on interesting subjects.
- You can subtly join or just ask if you can join a group.

When to leave a group

Don't feel obligated to stay in a group if there's no common interest or not welcoming. Thank them and exit gracefully.



Questions



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