

A decorative geometric pattern in the top right corner, consisting of a grid of squares with internal lines forming a complex, interlocking design.

NETWORKING IN A REMOTE WORLD

XAPHES



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Adopt a Networking Mindset

Maintaining relationships is like gardening.

✖ Keep in touch with people you like

You don't have to keep in touch with people with whom you don't click. Focus on relationships for the future. Don't try to be all things to all people. When it comes to networking, quality is better than quantity.

✖ Be authentic

Authenticity is memorable. It will make the experience more enjoyable for you and those you meet. Networking may be exhausting or feel awkward, but if you approach networking with energy and the right mindset, it will pay off.

✖ Be generous

Generosity is rocket fuel for any network. Research shows that the networks of people who seek to give, e.g. help others, experience better results or output from their networks over time. Adam Grant, in his book *Give and Take*, suggests the "Five Minute Favor" as a way to be helpful and successful in your relationships.

- Share your knowledge
- Make an introduction
- Send a note just because
- Pay your daily ritual forward
- Listen actively

"The most successful people are the ones who start giving right from day one."

- Adam Grant

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|-------------------------|--|
| ✖ Invest in the person. | Continue to see ways to be helpful and generous, professionally or personally. Keep track of personal details. People appreciate when you remember the little things and when you help them to accomplish their needs, interests and priorities. |
| ✖ Leverage technology. | Interactions via technology can work just as well as in person interactions. And with social media and other platforms, this is how many people keep in touch these days. |
| ✖ Prioritize follow-up | Follow-up is a requirement if you want to build a successful network. Continued interaction in any medium will help to develop a true and trusting relationship. Seeking NextInt's in the moment will aid in your effectiveness with follow-up. |

Continue to look for ways to keep in touch. You are only limited by your own creativity. Keep it natural, authentic and generous.

- Social activity
- Philanthropy/Pro bono
- Hobbies
- Relevant article or news item
- Opinion seeking
- Free help
- Events
- Connections

Two Critical “Speeches”

Answering the questions “What do you do?” and “What’s new?” are often missed opportunities. Leverage the moment to incite curiosity and conversation and to leave a lasting impression of memory.

Elevator Speech

“I [verb] [who] [what].”

- ✖ Adjust your elevator speech for the scenario and audience
- ✖ Depending on your types of clients, you may need to create multiple elevator speeches
- ✖ Keep it short and comfortable for casual conversation
- ✖ Practice and revise your elevator speech in order to elicit your desired response and type of conversation

Your Elevator Speech:

Reacquaintance Speech

“What are you working on?”

“How are you?”

“What’s new?”

- ✦ A Reacquaintance Speech can be used when you are:
 - Engaging in a networking setting
 - Interacting socially with friends or family
 - Conversing with others at your firm/company
 - Speaking with current or former clients
- ✦ Always have a Reacquaintance Speech at the ready
- ✦ Leverage both professional and personal examples

Your Reacquaintance Speech:

Conversation Best Practices

Prepare

Many people simply “show up” to networking events with little preparation. The more you prepare, the more productive your time will likely be.

- Determine your goal for the event
 - Meet 3 new people
 - Deepen an existing relationship
 - Seek opinions on a salient topic
 - Practice networking, etc.
- Prepare your Elevator Speech
- Determine your Reacquaintance Speech
- Prepare a few questions to engage conversation

*“To be interesting,
be interested.”*

- Dale Carnegie

Ask engaging questions

People love to talk about themselves. Get the other person talking about himself or an interesting topic and into an in-depth discussion. Science has shown that novelty triggers the hippocampus which gets the brain to perk up, pay attention and remember the conversation better.

- What was the highlight of your day?
- Have anything exciting coming up in your life?
- How is your organization responding to...? (new regulation, trend in the industry, competition activities, etc.)
- What are some of your major priorities this year?
- As you think about the future of your business, what are you most excited about?
- What do you like best about what you do?
- You’ve been very successful in your career. What is next for you to accomplish?
- What has brought you the most fulfillment in your life?
- What do you wish your younger self had known that you know now?
- If you had more free time, how would you spend it?
- What are you most passionate about in your life right now?
- What hobbies do you enjoy?

Match pride, excitement or passion

You will deepen your connection with your conversation partner if you celebrate the victories of others as your own. Good feelings multiply around other good feelings. This associates you with their feelings of pleasure and triggers more dopamine. It also demonstrates that you are listening intently.

Search for similarities

Finding similarities can help you to quickly create a bond with another person. Similarity-Attraction Theory says that people like and are attracted to others who are similar, rather than dissimilar, to themselves. Similarity effects tend to be strongest and most consistent for attitudes, values, activity preferences, and attractiveness. Personality similarity has shown weaker, but still important, effects on attraction.

Seek a NexInt

A NexInt is a mash-up of the word Next Interaction. While you are in a conversation, seek a NexInt in the moment while the chemistry and good dialogue is happening. Typically, the person will accept an invitation to talk again because they are enjoying the conversation. This will, additionally, help to ensure that the follow-up occurs.

Components of a Contact List

A contact list is a key tool in establishing and maintaining your network. Be sure to add to it as you meet new people and use it to keep your network active and nourished.

Types of Contacts

- Existing clients/targets
- Potential clients/targets
- Connectors
- Firm/company contacts

Prioritization of Contacts

- Tier 1 Tier 1 contacts are your highest priority contacts. You typically have approximately 20 Tier 1 contacts, and you are in contact with them from a relationship perspective every 4-6 weeks.
- Tier 2 Tier 2 contacts are your next level of contacts. You may have up to 30 of this level of contact, and you interact 2-4 times per year.
- Tier 3 Tier 3 contacts are everyone else. You may interact with them on social media. They may be on the mailing list for articles and other information. You may see them at annual conferences, etc.

Contact List

Name	Position/ Organization	Type	Tier	NexInt	Notes

Tips for Virtual Networking

- ✖ Camera on

Enable people to see you and interact with you while on the virtual meeting. People will see that you are keen and engaged.
- ✖ Ask questions verbally

Don't be afraid to speak up, ask questions and engage with the speaker or audience members. It is an opportunity to show your brain in action.
- ✖ Engage in "chat"

Chat is another way to ask questions or engage with the audience. You can make comments or add to the discussion. Folks will see your comments and may agree or acknowledge your contributions.
- ✖ Build relationships

Use virtual meetings to follow-up with individuals afterwards. It gives you a good excuse to reach out and start a conversation.
- ✖ Leverage LinkedIn

LinkedIn is a great way to connect and stay connected with people. It can also help you to remain top of mind with others when you Like, Comment or Share.
- ✖ Seek Involvement

Get involved in organizations or events, even if remote. People are meeting virtually so be sure not to miss out on those networking opportunities.

Your Commitment

What two techniques will you begin to implement after you leave this program?