

Engineering your Networking Experiences

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- Technical writer and editor for over 20 years in variety of industries
 - Associate Fellow of STC
- Medical editor for 11 years in pharmaceutical industry
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 - Microsoft Word and PowerPoint

My Interest in Topic



Agenda

- ✓ Introduction
 - ✓ Before
 - ✓ During
 - ✓ After
- ✓ Summary
- ✓ Questions?
- ✓ Contact



Introduction

What is Networking?

From dictionary.com:
a supportive system of sharing information and services among individuals and groups having a common interest

Poll – Why Network?

- A. Build relationships
- B. Learn from others
- C. Share ideas
- D. All of the above

Why Network?



BUILD
RELATIONSHIPS



LEARN FROM
OTHERS



SHARE IDEAS

Poll – Why Network *Virtually*?

- A. No geographic limitations
- B. Fewer financial hurdles
- C. More flexible schedules
- D. More open to connection
- E. All of the above

Why Network *Virtually*?



NO GEOGRAPHIC
LIMITATIONS



FEWER FINANCIAL
HURDLES



MORE OPEN TO
CONNECTION



MORE FLEXIBLE
SCHEDULES

Networking Myth #1

Other people like networking *and I'm weird for not liking it.*



Networking *Truth* #1

Most people hate it.

Introverts make up half the population and dread networking events.



Networking Myth #2

Other people are magically good at networking *and there is something wrong with me because I am not good at it.*



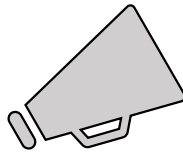
Networking *Truth* #2

Most people have to work at it **to look like** they are good at it. This is something you can learn to do and improve.

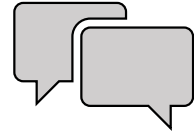




BEFORE



DURING



AFTER

Before

Choose the right networking events



- A Chamber of Commerce meeting? A Network after Work meetup? A random networking meeting? **NO**
- Your best bet is events with like-minded folks where you already have things in common.
 - Meetup.com on a topic you enjoy
 - Similar organizations like STC, AMWA, BELS, ATD, IABC
 - Organizations and events that cater to writing, editing, training, UX, and the like

Have a goal



- Put your goal out for others, and you might be able to get others to help you reach your goal.
 - Who do you want to meet?
 - Are there topics you want to learn more about?
 - Do you have questions for specific speakers or about certain topics?
 - What do you want to accomplish at the networking event?
- Some people like to use numbers as goals: meet or chat with 5 people, stay for 1 hour, ask a question to a presenter.

Prepare



- Plan some things you can say to others
- Rehearse or type up answers for the *What do you do?* and *Where do you work?* questions
- Plan questions you can ask others



Icebreakers

Geekout with this
document full of
icebreakers:

<http://bit.ly/3qFuXuc>





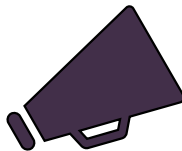
How to Talk about Yourself

- Lead with passion
- Talk about *all* your gigs
- Lead with your skills and how you use them at work

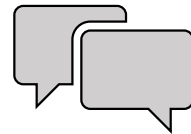
From: <https://www.girlboss.com/work/how-to-answer-what-do-you-do-when-networking>



BEFORE



DURING



AFTER

During

Log on early

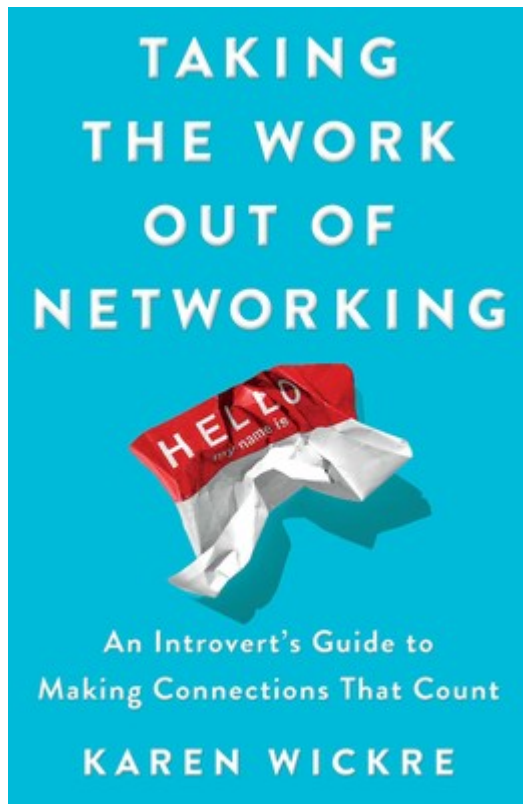


- Make sure your systems work with the technology:
 - Does your audio work?
 - Does your video work?
 - Is there a chat function?
 - Is your name showing?
 - Can you see the other participants?
 - Is there other functionality?

Use your “Secret Powers”



- Ask questions first
- Put your curiosity to work
- Be a keen observer



Ask questions



- Ask questions and be interested in the responses (ie, ask follow-up questions).
- Be prepared to say something about whatever you ask them about....some thoughts on the keynote, what you like about the conference so far.
- Balance your questions with answers...no one wants to go through the Spanish Inquisition.



Questions

- “I really like your...”
- “Where are you from?”
- “What do you enjoy the most about your line of work?”
- “How did you get into the industry?”
- “Who was your favorite speaker?”
- “Who is someone at this event that you’d love to speak to?”
- “What trends do you see happening in this industry in the future?”
- “What is your view on (an event in the news)?”

Remember names



- Try to remember their names
 - Repeat their names in your mind and in your conversation with them.
 - Introduce them to others, inserting relevant details to show you're paying attention.

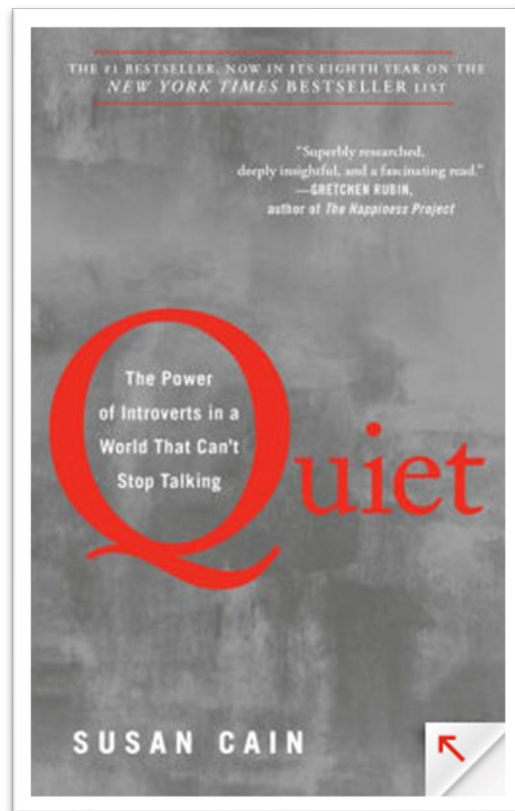


Make deeper connections



What can introverts bring to, or get out of, networking events that extroverts may not?

“Many introverts love to connect deeply. They may not meet as many people at a given event, but they’ll often come away with a smaller number of authentic and valuable connections.”





Don't Make these Mistakes

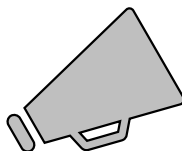
If you're terrible at networking, maybe you're making a few of these mistakes. Maybe you...

- Ask for favors before you give them.
- Always talk about yourself.
- Make the situation awkward.
- Need to improve your handshake.
- Have nothing to talk about.
- Don't remember people's names.
- Have a foul mouth.
- Speak poorly about other people.
- Don't know how to start a conversation.
- Don't talk to new people.
- Never follow up.
- Don't let the other person talk.
- Are not very interesting.





BEFORE



DURING



AFTER

After



Follow Up

If you don't do this, you've wasted your time and energy at the networking event!





- ❑ The easiest way to stay in touch with your professional acquaintances and friends is on LinkedIn.



- ❑ If you're on LinkedIn, and the other person is on LinkedIn, this is a simple way to get and stay connected.
- ❑ Send a nice note with some pertinent details about your conversation and ask to connect.

Email



- ❑ If you or they are not on LinkedIn, then send them an email with a nice note and some pertinent details about the conversation.



This is where
you really
reap the
benefit of
networking
events.

Being active on LinkedIn makes staying in touch much easier and contacting people later much easier.

Communicate via email

Schedule phone calls or Zoom meetings

Send holiday or new year cards

Create Your Own Networking Events



Virtual Co-Working



Virtual Happy Hours



Zoom Calls

Poll – What is the Most Important Part of Networking?

- A. Do research and prepare BEFORE the event
- B. Use your “secret powers” DURING the event
- C. AFTER the event, follow up with new “friends”
- D. All of the above

Summary



Do the necessary research and preparation BEFORE the event.



DURING the event, use your “secret powers.”



AFTER the event, follow up and stay in contact with new “friends.”



Any Questions?

Thank you for attending!

Feel free to contact me with questions:



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