

# Why it's wise to network I Chem E North East Branch Centre January 2011



## Why it's wise to network and how to do it



Jim Yates  
I Chem E NE Branch  
26<sup>th</sup> January 2011

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## How did you?

- Find a plumber
- Get a solicitor
- Find a builder
- Get your last job
- Buy your last car
- Select your last holiday



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## Why to network

- Up to 80% of jobs are unadvertised
- Most business depends on referrals
- Tom Peters
  - He with the biggest roladex wins
    - The more people you know
    - The more people who owe you a favour
    - The better you will do
- Its fun - you get to meet lots of [different] people



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## Personal Experience

- Freelance since 2000
  - Work has come from:
    - Former colleagues
    - Former customers
    - Former Suppliers
    - I Chem E contacts
    - OU Contacts / students
    - Referrals
  - Only 2 weeks work not via networking!
  - None through competitive tendering
- Usually no more than a friend of a friend**

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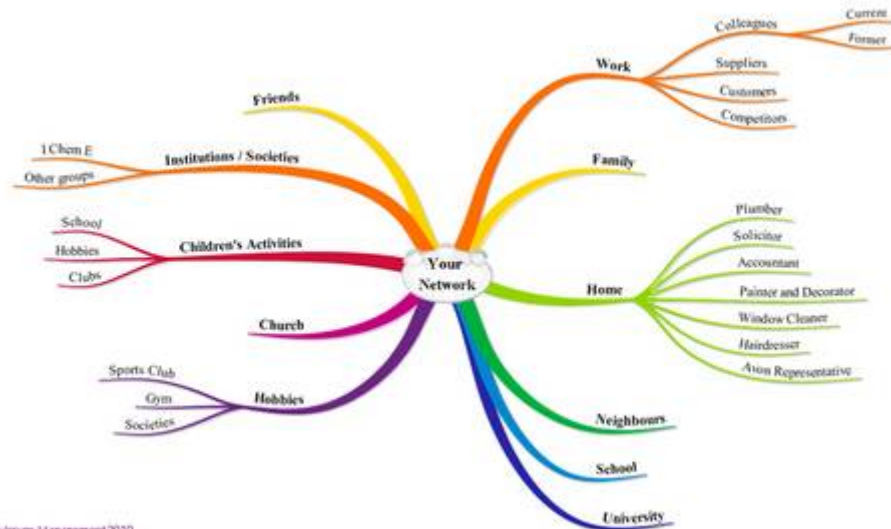
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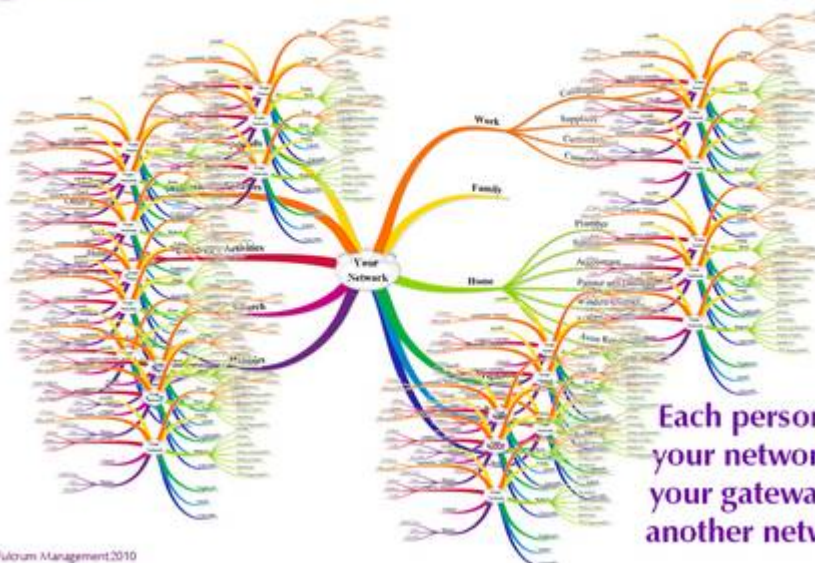
## Who is in your network



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## Your Network of Networks



Each person in your network is your gateway to another network

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So it is not what you  
know its ....

Who you know

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Who is this?



Kevin Bacon  
Actor

And  
this?



Paul Erdos  
Mathematician

So what do they have in common?

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## Bacon : Erdos Numbers and six degrees of separation

- Kevin Bacon has worked with a large number of actors
- Paul Erdos has published many papers with many co-authors
- Bacon : Erdos numbers measure how many steps needed to establish connection
- Theory that we are all connected to everyone else by at most six steps

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## Strategic Networking

- Where am I now?
- Where do I want to get to in ...?
- How am I going to get there?
- Who do I need to know to get there?
- Who do I know who can take me one step closer?
- ....

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## Who is this?



- Joanna from The Apprentice
- Where did she go wrong?
- Not knowing about the company she was being interviewed by
- How could networking have helped her?
- Would it help you if you were up for interview and had a contact at the company?

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## Networking Goals

- Purpose
- Planning
  - Identify People
  - Find connections
  - Find Pathways
    - May need several steps
  - Identify Methods
- Preparation



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## **Why's Networking so hard?**

- I don't like talking to strangers
- I'll feel stupid
- I won't know what to say
- There will be more important people than me
- They won't find me interesting
- ....
- Guess what
- Just about everyone feels this way

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## **The Golden Rule**

**It is not about what the new contact can do  
for you**

**It is about what your network can do for the  
new contact**

- What goes around comes around
- Become a useful contact to people now
- You will get your reward in the future

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## How to Guide 1

- Solid Foundation
- Prepare to get connected
  - Get attendance list [In advance if possible]
  - Frame of mind
- Avoid Mistakes
- Enter with confidence
- Build Rapport
- Art of conversation

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## The John Wayne Approach

- Look for "lost" people
- Introduce Self
- Be Confident
  - Others feel same as you
- Balance Risks
  - Acting
  - Not Acting
- Up-Front



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## Approaching Others

- Make eye contact at "safe" distance ~3 m
- Ask for permission – "May I join you?"
- Introduce self – First Name only
- Ask for their name – "And you are?"
- Repeat it – helps memorise
- Ask open questions
  - "Did you have far to come?"
  - "Who invited you?"
  - "What do you spend your time doing?"

With groups  
look for open  
stance

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## Small Talk Topics

- Remember the picture
  - Home
  - Family
  - Sport
  - Holidays
  - News
- Don't forget about the meeting topic
- And venue



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## How to Guide 2

- Exit Strategies
  - Plan
  - Introduce to others
  - Follow up
    - Get their details
    - Follow up if agreed
    - Follow up if opportunity
    - Organise Details



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## How to Guide 3

- Barriers
  - Internal
  - External
- Receiving Help
- Networking
  - Men
  - Women
- Teamwork



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## Fulcrum Do 1

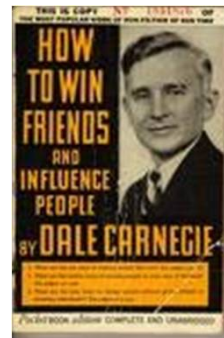
- Decide who you want to get to know in the next 12 months
- Get out more - attend more events
- Get to event early and
- Stay until you have met a specified number of people
- Stand Up [It is harder to meet people if you are sitting down]

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## Fulcrum Do 2

- Listen to their name
  - get them to repeat it if necessary
  - Get a card
  - Use their name in conversation
  - Introduce them to others
- Be valuable to others  
[your reward will come later]



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## Do 3

- Find out about them
  - Ask open, non threatening questions
  - Active Listening
- Follow up on promises
- Keep looking for connections
- Fake it 'til you make it



## Business Cards

- Take plenty – clean ones!
- Pay attention to those received
  - Comment on something
  - Look for connections again
  - Particularly important with far east visitors
- Write on back if you've agreed to do something
- Keep received cards in a different pocket
  - Confidentiality
  - Security

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## Interested beats Interesting

- Not over shoulder
- Open questions
  - Active Listening
  - Get them talking
- About them
- Listen Vs Talk
- Carnegie
- Edward de Bono



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## Connections

- Find connections
  - Individual
  - Situation
  - Company
  - Put people in touch
  - Help others out - It pays
  - Six layers from anybody



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## Fake it until you make it

**“I pretended to be  
somebody I wanted to be  
until finally I became  
that person.  
Or he became me.”  
Cary Grant**



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## Your Elevator Pitch



- The Idea
  - 30 Second
  - Description of you / your business
- Make it interesting / unusual
- Provoke curiosity
- Can you do it as a series of tweets?
- Be prepared to develop the ideas

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## Our Elevator Pitch

- We help clients predict and prepare for the future
- We do this by helping them to:
  - Develop a clear shared view of their goals
  - Understand the trends in their market
  - Get a realistic understanding of
    - their capabilities relative to their competitors
    - What the market is likely to demand
- And then taking action to close the gaps

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## LinkedIn

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies More

DIY Employment Contracts - Professionally drawn templates. Suitable for all types of employees.

Share an update

Attach a file

1 day ago · Would like to hear from generalist... · Comment · More

All Updates · Shares · Groups · More

Alexey Pan, Dip Mgmt has an updated profile (Specialties, Expertise, Experience) 8 seconds ago · Like · Comment

Tracey Thomas RT @mpeorgeson: Had a great time at @thisladloves networking tonight - great bunch of people - thanks Tracey! via Twitter 27 minutes ago · Like · Comment · Send a message

John Capel is now connected to James Hasnaford and Lynne Hill 28 minutes ago

Ian Clowes is now connected to Paul Spink 28 minutes ago

Denise A. Romano is now connected to Alec Wisner, Jonamay Lambert, Antoina Planinic, Kirkjules, and 1 other person

People You May Know

Rich Wilson, Managing Director - Zafra Brand & Business Connect

Andrew Blair, District Manager of Instruction & Quality Manager at Connect

Perry Dike, Chief Accountant, HEY NHS Trust at National Health Connect

Ads by LinkedIn Members

DIY Employment Contracts Professionally drawn templates. Suitable for all types of employees. From: Neil Laaman Limited

The Durham DBA Fully develop your analytical, conceptual and critical thinking skills. From: Alex Setgird

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## Linked In - Connections

The screenshot shows the LinkedIn 'My Connections' page. At the top, there are navigation tabs: Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, and More. Below this is a search bar and a 'People' dropdown menu. The main content area is titled 'My Connections' and includes sub-tabs for 'Imported Contacts', 'Profile Organizer', and 'Network Statistics'. A yellow banner at the top of the connections list says 'Share your phone, IM and more with your connections. Update it now'. The connections list is filtered by 'All Connections (492)' and includes a 'Tags' section with categories like 'partners (30)', 'group members (82)', 'colleagues (38)', 'friends (11)', 'classmates (11)', and 'untagged (260)'. The main list shows several connection cards, each with a profile picture, name, and job title. For example, 'archer, egan' is listed as 'Dr - Juniper' with 25 connections. Other connections include 'Adams, Mike' (Independent Chemicals Professional), 'Ada, Lynne' (Director of Commercial & HR - Nautronics), 'Ahmed, Zeb' (Company Director - ETDE Contracting), 'Aitken, Mike' (LinkedIn Training Courses / Workshops for New Business Sales - LinkedInSellers), and 'Alderslade, Peter' (Managing Director - AA, Abel Limited). On the right side, there is a vertical navigation menu with icons for 'GM', 'SALES', 'FINANCE', 'TECH', 'MKTD', and 'HR'. A sidebar on the right contains a 'The LinkedIn UK Only £30K+ Jobs' advertisement.



## Linked In - Network

The screenshot shows the LinkedIn 'Network Statistics' page. At the top, there are navigation tabs: Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, and More. Below this is a search bar and a 'People' dropdown menu. The main content area is titled 'Network Statistics' and includes sub-tabs for 'My Connections', 'Imported Contacts', 'Profile Organizer', and 'Network Statistics'. A green banner at the top of the statistics section says 'Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — invite connections now.' The main content is titled 'Your Network of Trusted Professionals' and includes a table with the following data:

1	<b>Your Connections</b> Your trusted friends and colleagues	492
2	<b>Two degrees away</b> Friends of friends, each connected to one of your connections	62,900+
3	<b>Three degrees away</b> Reach these users through a friend and one of their friends	3,839,000+
<b>Total users you can contact through an introduction</b>		<b>3,902,500+</b>

Below the table, it says '5,759 new people in your network since January 19'. On the right side, there is a graphic showing a map of the UK with an arrow pointing to Hong Kong, and a text box that says 'You can now import overnight from Hong Kong to the UK' with the FedEx logo.

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## Don't

- Say you will attend then forget
- Spray business cards around
- Introduce a colleague by their first name only
- Contact people only when you are after something - they notice
- Forget to get the delegate list
- Forget about support staff – it is not just about senior staff

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## The Golden Rule

**It is not about what the new contact can do  
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**It is about what your network can do for the  
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## Acknowledgements / Resources

- Roy Sheppard
  - Visit his web page [royspeaks.com](http://royspeaks.com)
  - Buy and read his book "Your personal survival guide to the 21st Century"
- Will Kintish – visit his site [kintish.co.uk](http://kintish.co.uk)
- Mark Williams – Mr LinkedIn - [etn-training.co.uk](http://etn-training.co.uk)
- Books
  - "How to win friends and influence people" Dale Carnegie
  - "How to talk to anyone" Leil Lowndes
  - "Influencing with Integrity" Genie Z Laborde
- I Chem E – Get involved [and similar organisations]
- My network - welcome to it

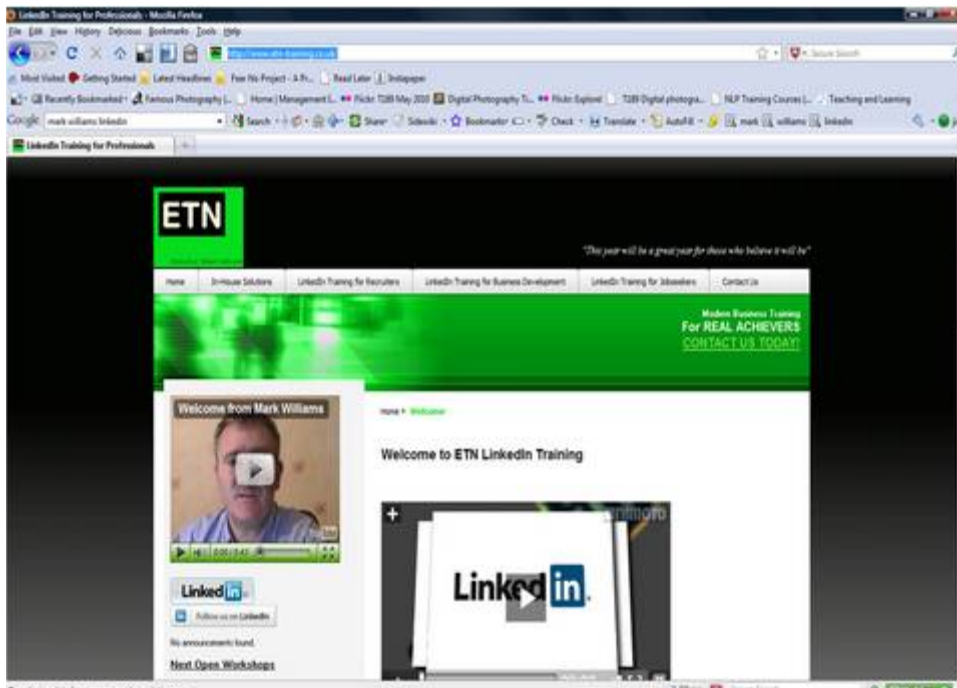
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