How to Stand Out
How Effective Networking Leads to Professional Success

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Why network?

Keep informed
Gain visibility
Assist others
Have trusted people to go to for advice
Friendship
What makes someone likeable?

- Listening skills
- Showing Interest
- Elevating others
- Providing value
- Operating in generosity
Why are likeable people more successful?

Know/like

Role of expertise vs. likeability
“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

-Maya Angelou
INTERACTIVE ACTIVITY #1

Split up into groups of 3-5 people (not with people you know and/or work with)

I will provide a question

You will have 6 minutes to answer the question with your group and come back together
What makes a great first impression?

- Asking good questions
- Not selling or pitching
- Asking advice
- Allowing someone to tell their story
- Being personal
- Be in the moment
- Be positive
QUESTION #1

Find a partner you don’t know
Answer the question I announce
You will have 4 minutes before we come back together
Opening Dialogue

NEVER LEAD WITH BUSINESS
“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

-Dale Carnegie
ASK OPEN ENDED QUESTIONS

• Find commonality
• Allow people to talk about topics they are passionate about even if you are not passionate about the same topics
• Listen for pain points
• Gather information for follow up
QUESTION #2

• Find a partner you don’t know
• Answer the question I announce
• You will have 4 minutes to answer the question before we come back together
HOW CAN YOU MAXIMIZE THIS CONFERENCE?

• Create your own networking opportunities
• Be Social (media)
• Don’t skip the receptions and breaks
• Use the pre and post conference time effectively
WHAT HAPPENS WHEN I GO HOME?

- Follow up
- Continue to build the relationship
- Utilize technology
- 5 minute favors
MY CONTACT INFORMATION

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NETWORKING BINGO

• Draw a tic-tac-toe board (3 rows and 9 boxes total)
• Fill it in with the 9 items I give you
• Go around the room and meet a person who fits the criteria of each box and write their name in the corresponding box
• When all 9 boxes are complete come up and ring the bell
• A prize will be awarded for the winner