# Networking is NOT just cables and fiber!

## What everyone needs to know about making connections

**Prepared by:**

Stephen Andert

Consultant

May 2019

# About Me

- Married (Christine)
- 4 sons (only 1 still at home)
- I've been working in IT for over 25 years
- DBA since 1999
- Graduate Student
- Written several books (another on the way)
- Bilingual (English/Spanish)
- World traveler (25 countries so far)
- Avid reader

# Agenda

- Why does networking feel like a dirty word?
- What networking is NOT
- What networking IS
- What if I don't network
- What if I do network
- Do it right
- Use tools

It's not WHAT you know…
It's  <u>WHO</u> you know!

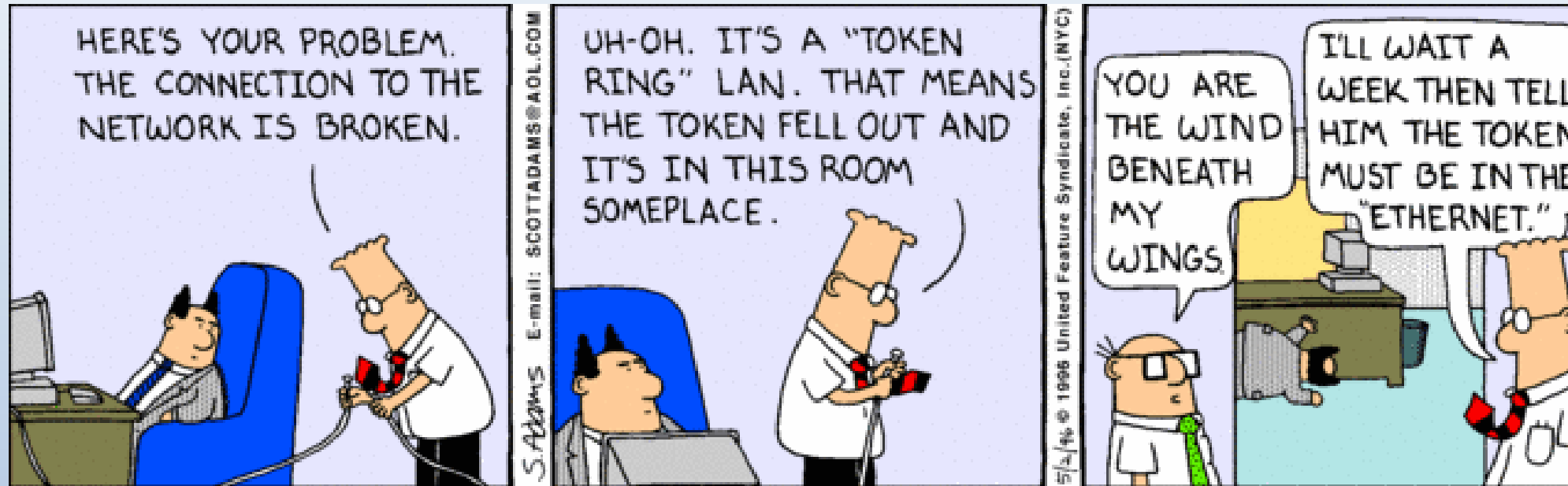# What comes to mind when you hear networking?

- MLM, pushy sales programs
- Networking events
- Job fairs (speed dating)
- Sales

## The one with the biggest rolodex, WINS!

**Definition**

NETWORKING is the act of getting names/numbers for the purpose of expanding your sales or enhancing your career.

# Network(ing) is broken



The common understanding of NETWORKING is broken

# What Is NOT Networking?

- Gathering business cards
- Handing out your resume in bulk
- "Selling" yourself
- Emailing every email address you have

# What IS Networking?

- Six degrees of bacon
- Connections with people
- Making friends – Yes, your Facebook friends count

NETWORKING is the act of making *connections* for the purpose of expanding your *influence*.

# What If We Don't Network?

- It might be OK  -- Hard work and skill

- Things might fall apart -- Layoffs and downsizings

- FOMO

# What If We Do Network?

- We might find better, more fulfilling jobs

- We might find jobs for other people

- We might find employees, friends, new interests

- Solve problems, do good

- Better health and longer life

## Why Don't We Network?

- Shyness
- Lack of confidence
- Lack of time
- Fear of rejection

# Where Do We Network?

- Start with your tribe
  - Tech Geeks Unite!
- LinkedIn, MeetUp, Facebook
- Alumni groups
- Join other tribes (quickly)
- Business cards
  - Grocery store parking lot
  - Gym
  - Kids football games

<p style="text-align:center; color:red;">That's the starting point</p>

## How Do We Network?

- Make your goal to learn about them, not tell them about yourself
- Find areas of common interest: hobbies, sports, etc.
- Don't start with work talk!
- Find areas of uncommon interest: things you want to learn about

# Networking Tools

- There's an app for that!
  - Contact managers (CRM) tools
    - ACT! https://www.act.com/
    - Freshsales https://www.freshworks.com/freshsales-crm
    - Keap https://keap.com
    - + many more

## Might be overkill unless you are self-employed

# Networking Tools

- Home grown (we like databases right?)
  - Advantages: low cost, flexible
  - Challenges: some programming, tied to computer

# Networking Tools

- Go Analog!
  - Rolodex
  - 3x5 cards
  - notebook

# Networking Habits

- Podcasts

- Follow-up

- Know "The Law of Reciprocity"

# Commandments of Networking

- Don't assume credentials = power

- Don't confuse visibility with credibility (even your own)

- Never say "No" for someone else

- Pass along the networking skills

- Give more than you get from your network

# Grow your Networking Skills

- Set networking goals
- Take risks
- Grow your relationships with your network, not just your network
- Search for people that raise the bar in some way
- Practice talking to strangers DAILY

There are no strangers here; Only friends you haven't yet met.
-- William Butler Yeats

# Networking is Vital

Your network is your net**WORTH**

Care for it

Grow it

NETWORKING is the act of making *connections* for the purpose of expanding your ability to *do good by building relationships*.

# References

- Dig Your Well Before You're Thirsty by Harvey Mackay

# I would love to get to know you

- If you would like a (blank) copy of my contact database
- If you would like a free chapter of my upcoming book on Surviving Business Travel
- Please leave me your email address and check database and/or chapter

- I would like to turn this db into an app. Does anyone know someone that could help?

Andert@gmail.com

*Please send me your feedback, positive or things I can improve!*