



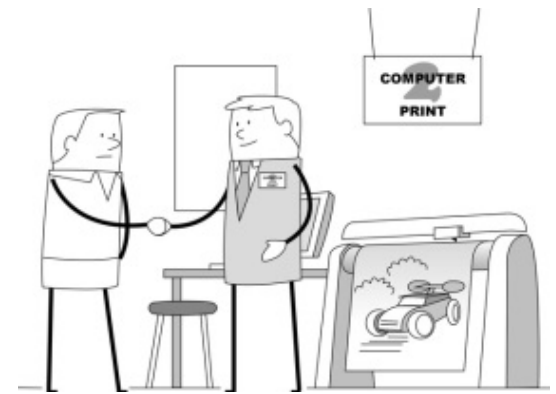
Networking for Success



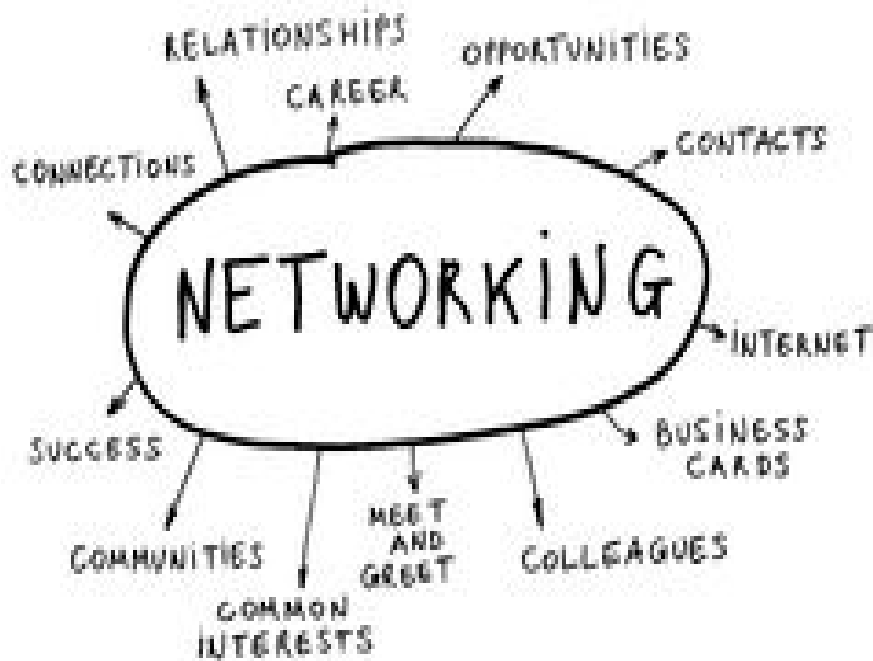
November 8th, 2016

Let's Get Started!

- Assess your networking skills
- Introduce yourself in a genuine, memorable way..... with your ***pitch***
- Make a positive first impression
- Build self-confidence and dress for success
- Become a ***conduit*** or a ***connector***, give first and be helpful
- Followup and Organize your network



Assess Your Networking Skills



Business networking is an effective way to connect people, develop meaningful relationships, grow your contacts and create opportunities for your business or personal interests.

Assess Your Networking Skills

Preparing to Network



- **What reasons** do you have for participating?
to learn? to grow contacts? to volunteer?
- **Select groups** that spark your interest -
observe the integrity and attitude of the
group
- **Arrive early** – for a better opportunity to meet
a new contact

Assess Your Networking Skills

Preparing to Network

- Attend with a goal in mind
- Demonstrate a positive and friendly attitude
- Be focused and ready to engage
- Feel self-confident



Assess Your Networking Skills

Preparing to Network

- Have a quick compelling
- Dress appropriately for the event
- Bring business cards
- Be ready to help others
- Prepare to respond or follow through



Assess Your Networking Skills

Things to Consider / Upcoming Events

- Geography
- Size
- Industry/Sector
- Demographics
- Academic or career affiliations
- Areas of common interest



Assess Your Networking Skills

Tips to Contributing

- Greet people at the sign-in table
- Come early to help set up
- Approach the group ready to help
- Give!
- Ask “How can I help?”





Creating a Positive First Impression

Body Language

Elements of Body Language

- Voice, tone, tempo, and rhythm of the room
- Facial expressions
- Head movements
- Posture and body position
- Eye contact, and visual cues

Creating a Positive First Impression

Body Language

Elements of Body Language



Creating a Positive First Impression

Body Language

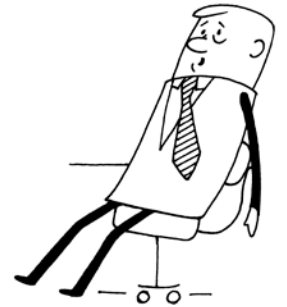
Engaged

- Usually leans forward
- Often animated, using gestures and imagery
- More emotions in the conversation



Disengaged

- Usually leans back
- Uses fewer gestures and practical language
- More objective in the conversation



Creating a Positive First Impression

Body Language

Match/Mirror



Customizing Your Approach

The Handshake

Five Factors

- Eye contact
- Degree of firmness
- Dryness of hand
- Depth of grip
- Duration of grip



Customizing Your Approach

The Handshake

Tips for Success

- Have **something to say** as you shake hands...
(Smile and say your name . . .)
- A two-handed shake may be **too familiar**



Customizing Your Approach

*Handshake Help / **LET'S PRACTICE** / Feedback*



1

Very Ineffective



3

Somewhat Effective



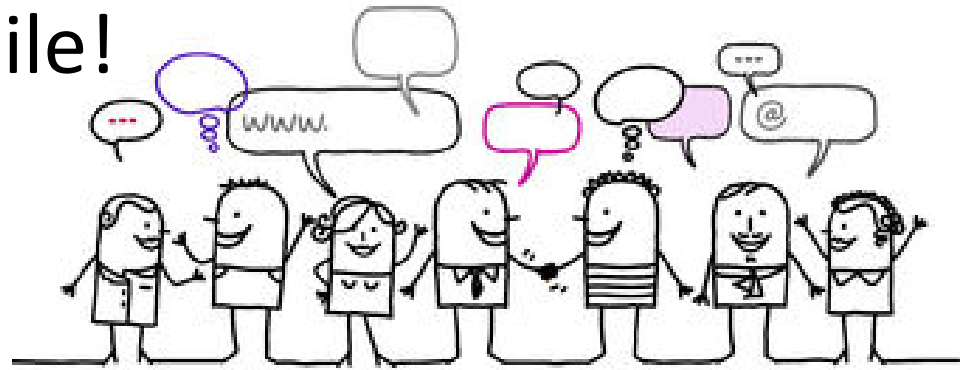
5

Very Effective

Customizing Your Approach

Let's add the Pitch

- Make eye contact, smile!
- Extend your hand
- State your name
- State your business name
- If relevant, include where you operate
- Make it authentic and memorable



Customizing Your Approach

The Pitch – 15 seconds



Sample Introduction:

Hello, my name is **Deborah Cox** with
Training Warehouse here in Edmonton.

Our training ***inspires business performance.***

Customizing Your Approach

The Pitch – 15 seconds



Sample Introduction:

“Hello, my name is **Jim Spiers** – I am with Microbusiness Training Centre here in Edmonton. We are in the business of building success in others!”



Customizing Your Approach

*Write YOUR Pitch – **YOUR TURN!***



- Make eye contact, smile!
- Extend your hand
- State your name
- State your business name
- If relevant, include where you operate
- Make it authentic and memorable

Customizing Your Approach

Start the Conversation

Techniques to Reduce Nervousness

- Prepare
- Breathe deeply
- Visualize
- Practice your pitch



Customizing Your Approach

Start the Conversation

You Can Do It!

- It's natural to be **nervous**
- **Learning and planning** for conversations will help
- “Small Talk” takes **work and practice**

Customizing Your Approach

Start the Conversation



Active Listening

- Commit to **listening to others** as they speak
- People typically like to **talk about themselves**
- “Small Talk” helps lead to areas of **common ground and interests**

Customizing Your Approach

Start the Conversation

Five Steps to Engaging in “Small Talk”

1. Before the event, list your interests and/or experiences
2. Avoid controversial topics
3. Make eye contact and smile
4. Ask easy, open-ended questions
5. Listen for the other person's name and use it

Customizing Your Approach

Start the Conversation



“Small Talk” / Open-Ended Questions

- “What brings you to this . . . event / meeting?”
- “What other U of A events have you attended?”
- “How did you learn about today’s event?”
- W___ W___ W___ W___ W___ H___ ?

Customizing Your Approach

Start the Conversation

- Approach a group, smile, but **don't actually interrupt** the conversation
- **Listen** to get the gist of the conversation
- When the time is right, **contribute**

Let's Practice

The Handshake / The Pitch / Small Talk



Customizing Your Approach

Business Card Etiquette



Customizing Your Approach

Business Card Etiquette

Tips and Tricks

- Don't hand out a card to **everyone you meet**
- Make sure your cards are in **good condition**
- **When you receive a card**, take time to look at it
- **Don't refuse** to take a card



Customizing Your Approach

Business Card Etiquette



Electronic Card Sharing

- **Physical cards** remain the standard in networking
- Some people prefer **electronic cards** (V-cards)
- **Be flexible** when you are at a networking event
- Some apps **work better** than others!
- **QR code** is an electronic piece of information



Customizing Your Approach

Business Card Etiquette

- Don't have business cards yet, **don't worry!**
- **Online resources** like **VistaPrint** and **Zoom** - fast, affordable and decent quality
- **Should you attend** a networking event without a business card?



Customizing Your Approach

Become a CONDUIT!

- **C**onnect
- **O**pen yourself up to new opportunities
- **N**urture these relationships
- **D**irect your attention toward others
- **U**nderstand others
- **I**nterest yourself in others
- **T**reat everyone as if they have something to offer

Customizing Your Approach



Customizing Your Approach

Become a **CONNECTOR**!

- Start by introducing yourself
- Introduce people to one another
- Be pleasant and approachable
- Have a purpose for being there



Tips for Networking

Remembering Names

Repeat Their Name

- “Did I pronounce it correctly?”
- “Could you repeat your name for me?”
- “Can you spell your name?”



John Smith

Career Services Center

Tips for Networking

Remembering Names

Notes on the back of a business card:

- **Where?**
- **When?**
- **WIFM (What's in it for me – my benefit)?**
- **Feature?**

**“U of A / Nov 8-2016 / hockey fan /
volunteer STARS / athletic / likes cats”**

Tips for Networking

Remembering Names

Confess!

- If you recognize someone and have forgotten their name, **admit it**
- **Be honest** and say, “It’s great to see you again, but I cannot recall your name.”



Tips for Networking

Tips for Self-Confidence

- Ready!? Deep breathes, relax your shoulders, stand up straight, head up, hands unclenched and think of something that makes you smile!
- Practice affirmations
- **Body language projects strong signals**



Tips for Networking



Dress for Success

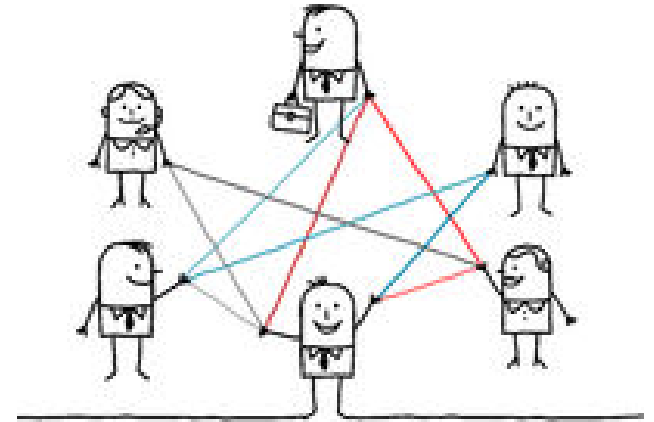
- **Plan your attire ahead of time**
- **Less is more when it comes to make-up and fragrance**
- **Create Your Personal Brand**
- **Build Self-Confidence in your image**
- **Look Sharp, Be Sharp!**

Following Up

If you say

“I’ll call you at 9 am next Thursday!”

- be sure you schedule to make the call!
- build trust and integrity
- Say..... AND Do



Following Up

Make it Personal

- E-mail
- Text Messages
- Phone Calls
- Meetings



Organizing Your Network

Organization Skills are Important!

- **Getting good** is one of your goals
- Adopt a **system** and make it work for you
i.e. Outlook, ACT, Google, Maximizer
- **Keep** track of things, **know** where to find them

Customer Relationship Management

Contacts - Microsoft Outlook

File Edit View Go Tools Actions Help

Type a question for help

Contacts

Search Contacts

123 a b c d e f g h i j k l m n o p q r s t u v w x y z

My Contacts

- Contacts
- MicroBusiness
- Ab Assoc Ind Nurses
- Churches
- MarTech Students
- Personal Contacts
- RFM Contacts
- Reeves Students

Current View

- Business Cards
- Address Cards
- Detailed Address Card
- Phone List
- By Category
- By Company
- By Location
- Outlook Data Files

Add New Group

Mail

Calendar

Contacts

Tasks

1436 Items

A. W. Fraser & Associates
Hill, Ross F.
2660 Canadian Western Bank Place
10303 Jasper Avenue
Edmonton, AB T5J 3N6
Business: (780) 428-8578
Business Fax: (780) 426-2933
E-mail: rhill@awfraser.com

Ab Assoc Ind Nurses

Abbott, Contessa
Full House Events & Marketing Ltd.
149 Kiniski Crescent
Edmonton, AB
Home: (780) 463-2170
Mobile: (780) 716-7058
E-mail: cckarma33@hotmail.com
E-mail 2: fullhouse.events@hotmail.com

Abbott, Maureen
Box 1122
Dawson City, Yukon Y0B 1G0
Mobile: (604) 742-1884
E-mail: abbott.maureen@gmail.com

Abdulle, Abdulaziz Omar
E-mail: aabdulle2002@yahoo.com

Abrahamson, Joel
E-mail: swimfasterproductions@...

Accent Associates
Shields, Michael
8708 155 St.
Edmonton, AB T5R 1W2
Business: (780) 484-0681
Business Fax: (780) 484-5989
E-mail: accenthearing@shaw.ca

ACN
Newman, Wesl
Home: (780) 472-6188
Mobile: (780) 993-2094
E-mail: wesnew@live.com

Acres International
Thomas, Ron
Business: (403) 292-0370
E-mail: rthomas@acres.com

Acres Parsons Energy
Dagenais, Jed
815 8th Ave. SW
Calgary AB T2P 3P2
Business: (403) 292-0370
E-mail: jdagenais@acres.com

Adams, Louise & Ron
Home: (780) 435-9117
Mobile: (780) 993-9117
E-mail: louise.ron.adams@shaw.com

Adams, Melissa
Home: (780) 278-8403
E-mail: madams_blue_iguana@y...

Advanced Information Marketing (AIM)
Watson, John
Suite 100
4500 - 16th Ave NW
Calgary AB T3B 0M6
Business: (403) 247-5736
Business Fax: (403) 247-4811
E-mail: watsonj@komex.com

Advertising Club of Edmonton
Goth, Shane
10241 109 St.
Edmonton, AB T5J 1N2
Business: (780) 426-3610
Business Fax: (780) 425-6646
E-mail: sgoth@calderbateman.c...

Advertising Club of Edmonton
Winder, Wendy
Business: (780) 450-6223 ext. 258
E-mail: wendyw@companysonline.com

Advertising Images Inc.
Kindred, Carl
Business: (780) 434-0638
Business Fax: (780) 436-8555
E-mail: advertisingimages@sha...

AFSC Commercial
Fredrickson, R.A. (Ron)
Ste 1540 Weber Centre
5555 Calgary Trail
Edmonton AB T6H 5P9
Business: (780) 415-1211
E-mail: ron.fredrickson@afsc.ca

AFSC Commercial
Huston, Ken
790 Southland Tower
10655 Southport Road SW
Calgary AB T2W 4Y1
Business: (403) 297-6437
Business Fax: (403) 297-4136
E-mail: ken.huston@afsc.ca

AFSC Commercial
O'Connell, Dan
Red Deer AB
Business: (403) 340-5551
E-mail: dan.o'connell@afsc.ca

Agbor, Frankie
Green Crusader
Home: (780) 709-0965
Mobile: (780) 501-0965
E-mail: frankline.agbor@cacofa...
E-mail 2: mbikwa@yahoo.co.uk
E-mail 3: frankline.agbor@greenc...

Aguilar, Anne Marie
E-mail: annemarieaguilar@hotmail.com

Customer Relationship Management

The screenshot displays the Microsoft Outlook 2007 interface. The title bar reads "Marnie Sutor - Contact". The ribbon at the top includes "Contact", "Insert", and "Format Text" tabs. The "Format Text" tab is active, showing font, paragraph, and style options. The "Styles" group includes "Normal", "No Spacing", "Heading 1", "Heading 2", "Title", and "Subtitle".

Contact Information:

- Full Name:** Marnie Sutor
- Company:** In Synch Consulting Inc.
- Job title:** Partner
- File as:** In Synch Consulting Inc. (Sutor, Marnie)
- E-mail:** marnie@insynchconsulting.com
- Display as:** Marnie Sutor
- Web page address:** www.insynchconsulting.com
- IM address:**

Phone numbers:

- Business:** (780) 438-8336
- Business 2:**
- Business Fax:** (888) 308-8014
- Mobile:** (780) 863-2396

Addresses:

- Business:** Suite 17, 1251 Rutherford Road SW, Edmonton AB T6W 1T6
- ☒ This is the mailing address

Notes:

Also see Fort McKay Business Incubator - contact
In Synch – sagacious solutions
Member Cdn Assoc of Management Consultants / CMC, CPM, PAED, PFP
Sent: October 9, 2011 10:16 PM
To: Shelly Anderson ; Marnie Sutor
Subject: Business Incubator connecting
Marnie / Shelly
Thank you for the opportunity to present **Trade Show Boot Camp** September 27 at the Fort McKay Business Incubator. I believe it was well received and that the participants received excellent value for their investment of time. I enjoyed their interest and being able to experience their business development.
To help stay in touch, I am already sending my e-letter Brainwaves to Marnie at marnie@insynchconsulting.com. I will also send to Shelly at manager@fmbi.ca (let me know if you wish to use a different address). Future opportunities to work together could include delivering programs on Creativity, Negotiations, Sales, Marketing, and Business Plans. Thanks also for the cheque which arrived promptly this week!
Have a wonderful Thanksgiving!

Sent: September 27, 2011 10:58 PM
To: 'manager@fmbi.ca'
Cc: Marnie Sutor
Subject: Invoice Trade Show Boot Camp Sep 27-2011
Marnie
Uneventful trip home, although the traffic backup on Hwy 63 South was 'forever'!
Many thanks for thinking of me to facilitate this workshop.
You might have noticed that I had fun delivering it, and I believe the feedback was quite positive.

In Folder: RFM Contacts

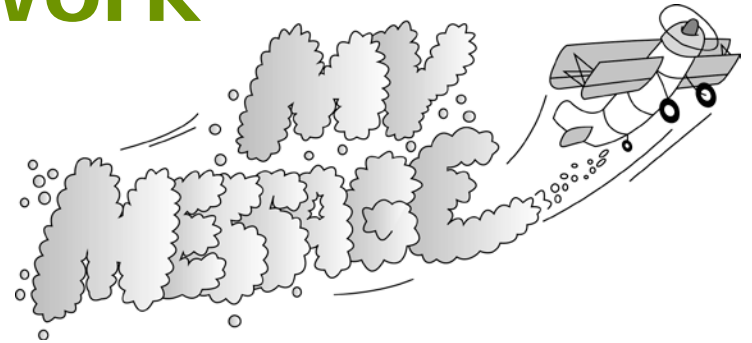
Taskbar: Shows the Start button, taskbar with icons for Internet Explorer, Outlook, and other applications. The system tray shows the date and time: 7:58 PM, 08/02/2012.

Organizing Your Network

In Summary

- Determine what groups are important and relevant to your goals
- Become a *conduit* or *connector*
- Ask open-ended questions, offer solutions and share knowledge
- Become someone that can solve problems
- Keep notes to jog your memory

Organizing Your Network



Get Your Message Out

- Many networking groups allow **presentations** from their members
- It is a **good strategy** to get yourself on the presentation schedule
- Make sure that you **understand how the group works**

Organizing Your Network



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FACULTY OF GRADUATE
STUDIES & RESEARCH



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DEVELOPMENT

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A Career Exploration Symposium
for Graduate Students

November 8-9, 2016

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uab.ca/gradpd

Networking for Success



Thank You!



Networking for Success Quick Reference Guide



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DEVELOPMENT**

microbusiness
TRAINING CENTRE INC