



# Effective Networking Skills

OCPD Presentation March 2015

# What Networking is NOT:

- Handing out as many business cards as possible
- “Bragging about yourself”\*
- “Begging for help from people you barely know”\*
- Schmoozing
- Baby kissing and glad handing
- Asking (begging) for a job



\* Networking 101, Sakina Rangwala, [http://www.washingtonpost.com/jobs\\_articles/2012/10/09/dbb7d628-121d-11e2-be82-c3411b7680a9\\_story.html](http://www.washingtonpost.com/jobs_articles/2012/10/09/dbb7d628-121d-11e2-be82-c3411b7680a9_story.html)

# Networking IS:

- Building relationships on the basis of trust that involves a give and take.\*
- “It’s about teaching and giving. Teaching people who you are... and what kind of opportunities to send your way. And it is about giving -- listening so generously that you can also help people accomplish their goals.”\*
- Forming a meaningful connection



\*Networking 101, Sakina Rangwala,  
[http://www.washingtonpost.com/jobs\\_articles/2012/10/09/dbb7d628-121d-11e2-be82-c3411b7680a9\\_story.html](http://www.washingtonpost.com/jobs_articles/2012/10/09/dbb7d628-121d-11e2-be82-c3411b7680a9_story.html)

## Why would people want to help people they don't know?



- People love to feel important.
- People know they did not get to where they today without a little help. This is their chance to pay it forward.
- You can help them! Again, this is a give and take. In the future, you may be able to return the favor!

## Why is Networking Important?

- Networking is what lawyers do!
  - Networking with clients
  - Networking with lawyers for client referrals
- The hidden job market
  - The Bureau of Labor Statistics estimates that **70% of jobs are NOT posted**
  - Even if jobs are posted, employers often chose someone who they know or who someone they know recommends
- Connections can help you figure out what you want to do
  - Practicing attorneys can give you the best idea of what day to day life in a certain practice area is like

## Why is Networking Important?

- You will always have to network throughout your life
  - Now is the time to make mistakes and get good at it
  - **“One of the biggest mistakes that people make is that they stop networking once they get their job,”** explains networking coach Diane Darling of Effective Networking, Inc. **Not only does networking help you find a job, but if you want to grow in your career you need to network within your current company and outside your workplace.** Your network, once efficiently in place, becomes not only something you maintain on a regular basis like a chore, but it becomes a part of your lifestyle. After a while, ‘networking is maintaining a type of friendship,’ explains HR expert Lily Garcia.”\*

\*Networking 101, Sakina Rangwala, [http://www.washingtonpost.com/jobs\\_articles/2012/10/09/dbb7d628-121d-11e2-be82-c3411b7680a9\\_story.html](http://www.washingtonpost.com/jobs_articles/2012/10/09/dbb7d628-121d-11e2-be82-c3411b7680a9_story.html)

# Reframing your ideas about what networking is

This presentation will cover:

- Utilizing the network you already have (and may not even know you have)
- Building your network
  - Through the network you already have
  - Through networking events
- Maintaining your network
  - Following up
  - Online social networking



## Who is in your network already?

- Your friends and family!
  - See [Networking at Thanksgiving](#)
  - Have your pitch ready

Please follow along with the following skit!

**BAD NETWORKER:**

**Aunt Mary:** How do you like law school?

**Melissa Student:** It's fine. It's hard.

**Aunt Mary:** What are you going to do this summer?

**Melissa Student:** I don't know. There are no jobs. No one can find a job.

**Aunt Mary:** Have you tried the turkey?

**GOOD NETWORKER:**

**Aunt Mary:** How do you like law school?

**Melissa Student:** It's an adjustment, but I'm finding it exciting and challenging so far.

**Aunt Mary:** Do you know what you are going to do this summer?

**Melissa Student:** I actually haven't decided yet. I am finding my criminal law class very fascinating, which I never imagined. I think I might want to learn more about what private criminal defense lawyers do. Although I find the class interesting, I'm wondering if it will be a good fit for me.

**Aunt Mary:** You know my BFF from college, Jill? Did I ever tell you her husband is a criminal defense lawyer in Denver? You two should talk. I will send him an email and cc you.





## Who else is in your network already?

- People you have met at OCPD events
- Alumni
  - Undergrad
  - Law School
  - Even high school!
- All your connections on social media
- The people with whom you worked at Subway that summer between your freshman and sophomore year of college
- Professors and OCPD Staff



# Making a list of the network you already have

Use this list to visualize who is already in your network and how they can help you build your network. Examples:

- Aunt Mary's friend from college is married to a criminal defense attorney in Denver
- John, who I went to high school with, is LinkedIn with someone at the Legal Assistance Foundation in Chicago. Maybe John can introduce me?
- My college roommate's dad (David Johnson) is a real estate developer who has worked with Miranda Smith (real estate attorney)

Let's use the last example and talk about how to reach out to Miranda Smith

Reaching out using the network you already have...

The email version:

Dear Ms. Smith,

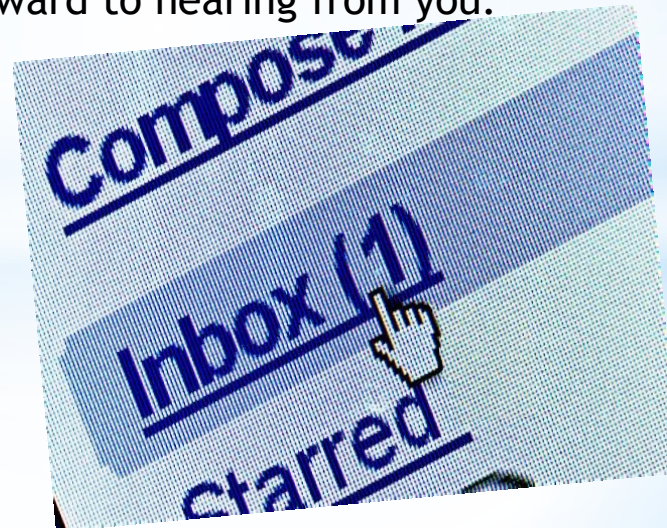
I am a first-year student at the University of Wisconsin Law School. I see you graduated in 2009. I came to law school with an interest in practicing in the real estate field, and would be interested to learn more about the practice in Madison. David Johnson suggested I contact you.

Would you be available for about thirty minutes on April 3 at 10:00a.m., April 7 at 3:00p.m., or April 8 at noon? We can meet at the Coffee House across the street from your office.

Thank you for your time and I look forward to hearing from you.

Best Regards,

Emily 1L



# Key points

- Consider **Ms. Smith** a part of your **Network** because she is an alum of the school you are attending.
- Even if she is not already in your network, you used David Johnson (already in your network) to build your network!
- If David Johnson suggests you contact Ms. Smith, do it! David Johnson will think you lack initiative if he hears you never contacted her.
- If Ms. Smith doesn't respond right away (not ten minutes, more like 10 days), do not get discouraged! Pick up a phone and call her.

## Using the phone

Follow along with the following skit:

**Ms. Smith:** This is Miranda Smith.

**Emily 1L:** Hi Ms. Smith, this is Emily 1L. I'm calling regarding an email I sent last week.

**Ms. Smith:** Oh hi Emily, thank you for calling.

**Emily 1L:** How are you doing?

**Ms. Smith:** I'm doing well, thank you for asking. I'm sorry I haven't responded to your email. Thanks for calling. I would love to have coffee some time. I have just been so busy.

**Emily 1L:** I totally understand. I am pretty free the next two weeks. What are some times that work for you?

**Ms. Smith:** Let me look at my calendar. What about Friday, March 27?

**Emily 1L:** I'm free all day. What works best for you?

**Ms. Smith:** The afternoon. Let's say 3:00?

**Emily 1L:** That's perfect. How about the coffee shop across from your office?

**Ms. Smith:** Great. See you there.

**Emily 1L:** Thank you so much. I know you are busy. I really appreciate you making time.

# What was right about that conversation:

- Emily identified herself and the purpose of her call early
- She made it easy for Ms. Smith to say yes by keeping an open schedule and suggesting a location near Ms. Smith's office
- She acknowledged that Ms. Smith's time is important and that is grateful that Ms. Smith would take some time to meet with her



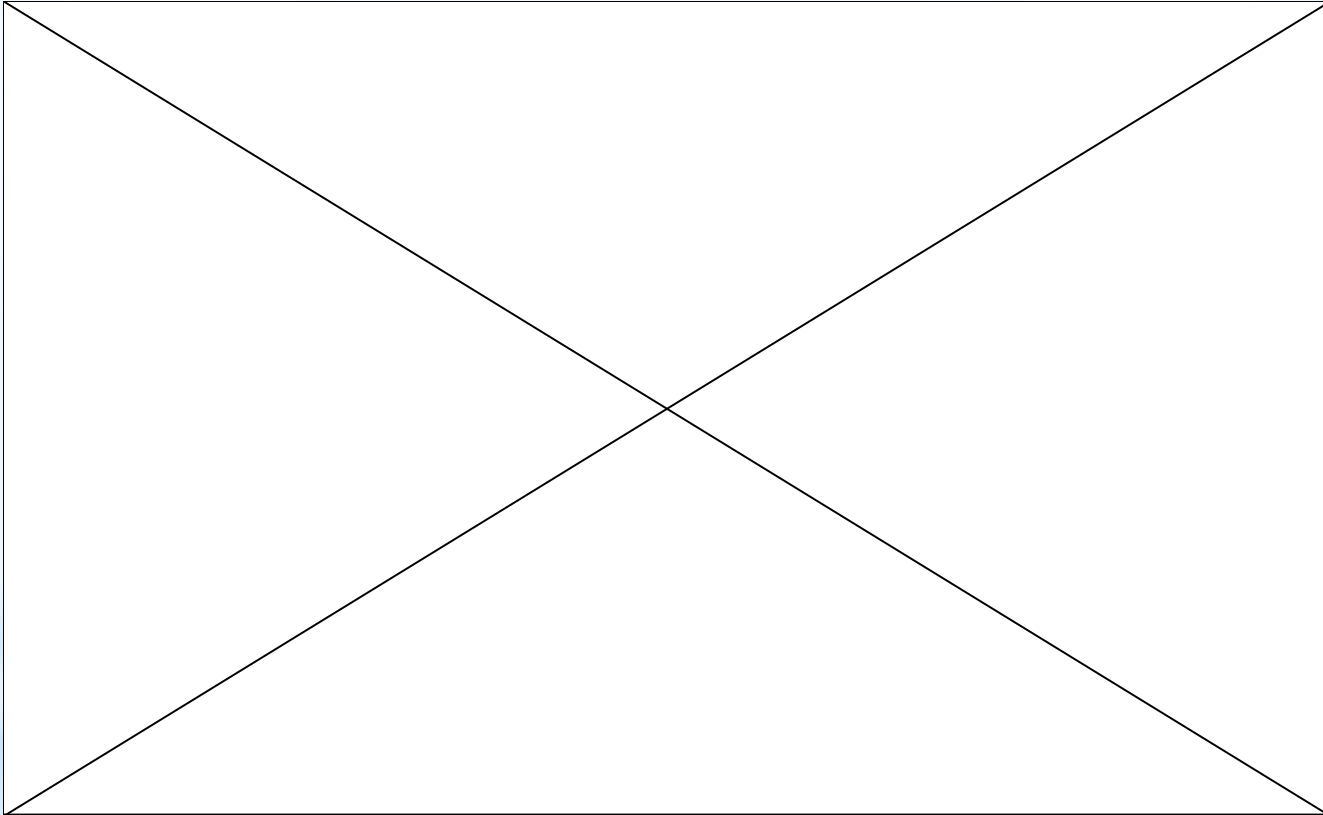
How does a bad phone call sound?

# What that call did wrong

- No greeting!
- Michael did not identify himself and the purpose of his call early or ever
- He did not give the attorney adequate time to respond to the email he sent
- He did not acknowledge that the attorney's time is important



**BUILDING YOUR NETWORK: EVENTS**  
Tips for Networking at Parties/Events  
In other words, how to not be this guy:

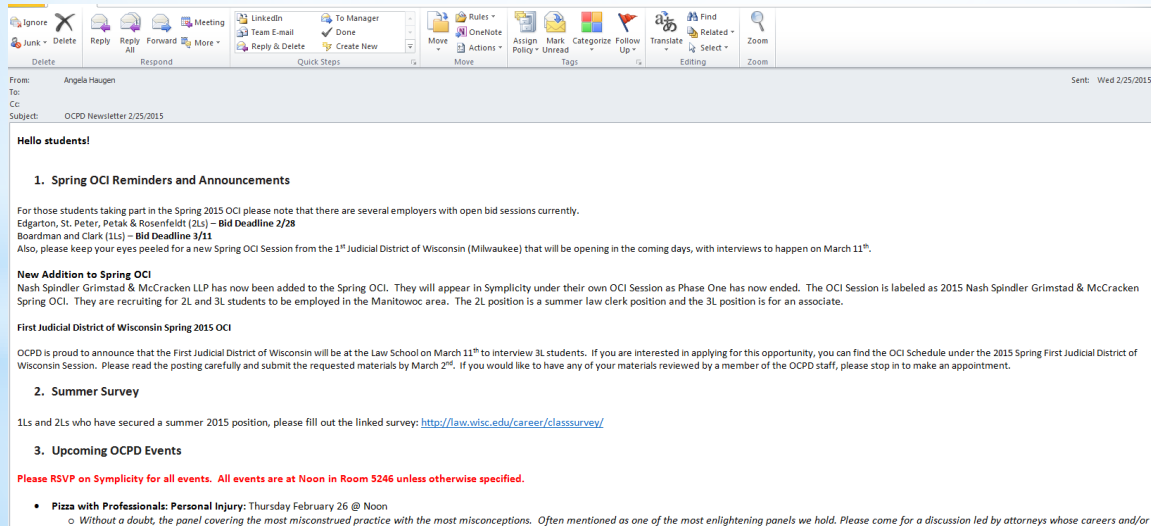


# Where do I learn about networking events?

- Bar associations (students have lower membership costs!)
- Trade organizations for alternative careers
- Read OCPD newsletters

← READ ME!!!

← READ ME!!!!



The screenshot shows an email client interface with a toolbar at the top containing icons for actions like Ignore, Delete, Reply, Forward, Meeting, Team E-mail, Done, Create New, Move, OneNote, Assign Policy, Mark, Categorize, Follow Up, Translate, Related, Select, and Zoom. Below the toolbar, the email header shows the sender as Angela Haugen, the subject as 'OCPD Newsletter 2/25/2015', and the date as 'Wed 2/25/2015 3:'. The main body of the email contains the following text:

**Hello students!**

**1. Spring OCI Reminders and Announcements**

For those students taking part in the Spring 2015 OCI please note that there are several employers with open bid sessions currently. Edgarton, St. Peter, Petak & Rosefeldt (2Ls) – **Bid Deadline 2/28**  
Boardman and Clark (1Ls) – **Bid Deadline 3/11**  
Also, please keep your eyes peeled for a new Spring OCI Session from the 1<sup>st</sup> Judicial District of Wisconsin (Milwaukee) that will be opening in the coming days, with interviews to happen on March 11<sup>th</sup>.

**New Addition to Spring OCI**  
Nash Spindler Grimstad & McCracken LLP has now been added to the Spring OCI. They will appear in Symlicity under their own OCI Session as Phase One has now ended. The OCI Session is labeled as 2015 Nash Spindler Grimstad & McCracken Spring OCI. They are recruiting for 2L and 3L students to be employed in the Manitowoc area. The 2L position is a summer law clerk position and the 3L position is for an associate.

**First Judicial District of Wisconsin Spring 2015 OCI**

OCPD is proud to announce that the First Judicial District of Wisconsin will be at the Law School on March 11<sup>th</sup> to interview 3L students. If you are interested in applying for this opportunity, you can find the OCI Schedule under the 2015 Spring First Judicial District of Wisconsin Session. Please read the posting carefully and submit the requested materials by March 2<sup>nd</sup>. If you would like to have any of your materials reviewed by a member of the OCPD staff, please stop in to make an appointment.

**2. Summer Survey**

1Ls and 2Ls who have secured a summer 2015 position, please fill out the linked survey: <http://law.wisc.edu/career/classsurvey/>

**3. Upcoming OCPD Events**

**Please RSVP on Symlicity for all events. All events are at Noon in Room 5246 unless otherwise specified.**

- **Pizza with Professionals: Personal Injury:** Thursday February 26 @ Noon
  - Without a doubt, the panel covering the most misconstrued practice with the most misconceptions. Often mentioned as one of the most enlightening panels we hold. Please come for a discussion led by attorneys whose careers and/or

← READ ME!!!!

# Arriving at an Event

- There is **no such thing as “fashionably late.”** Do not show up more than fifteen minutes after a designated start time. If you do, you may find already formed groups and have a hard time breaking in to one.\*
- Place your name tag on the right hand side. This makes your name tag the most visible when shaking with your right hand.\*
- Take a look at the room. Where is the food? The bar? Do you see anyone who looks familiar?



\*How to Work a Room, Susan RoAne, pg 113

# Meeting people at a networking event

- Go up to the person who looks familiar and introduce yourself
- Look for other people who are alone and introduce yourself
- Go to the food; talk to people who are also in the food line about the food
- Get in line for a drink; talk to people waiting in line for a drink



# How to decide which groups to approach to join

- Avoid groups of two
- Look for groups of three or more who are smiling and having fun
- Pay attention to body language
- Approaching other people who are alone and playing host (Do you like the food? Are you having a good time?) may be the easiest!



This looks like a conversation to avoid joining

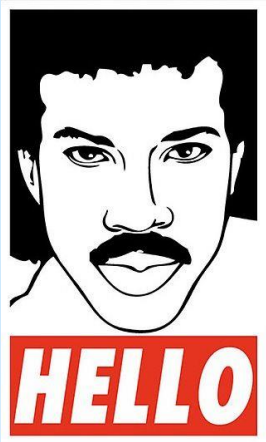
# Specific strategies for breaking in to conversations...

- **The Group Tackle\***
  - Confidently approach a group, introduce yourself, and immediately retreat, e.g., “Hi, Mr. Damon, I’m Megan Heneke, I don’t want to interrupt, but I’m fascinated by this topic, please continue to talk about the Bourne series.”
  - If you take this approach, “immediately go into listen mode.” This makes it clear that you do not “intend to take over the conversation or change the natural direction or momentum of the dialogue.”
- **The Single Sideliner\***
  - Stand nearby a member of the group until you make eye-contact and then politely and unobtrusively introduce yourself to that person.

\* Jodi Glickman, Breaking into a conversation gracefully, The Harvard Business Review, <https://hbr.org/2010/03/breaking-into-a-conversation-g-2>

# So you are planted in a group: What do I say?

- Have you thought about Hello?
- Research supports that the best opening line of all may be smiling and saying “hello!”\*



## Other easy openers

- The venue
  - Have you been here before?
  - My friend had her wedding here.
- The food
  - Did you try the extreme fajitas or the pizza shooters?
- The weather
  - I had a hard time getting here. I didn't know it was supposed to snow.
- The bar
  - The service at the bar is great. They are moving through the line quickly!

## More substantive things to talk about...

- Keep up on the news! Talk about noncontroversial news in the substantive area of the event. People will not believe you have interest in an area if you do not keep up on the news in the area!
- Ask questions!
  - How long have you been a member of this group?
  - How can I get more involved?
  - Anyone you recommend I meet in X area?
  - Use information from the name tag.
    - Where they work?
    - Do they know [mutual connection] there?
- But be careful not to interrogate! Share things about yourself, too!





## You're in a group, continued...

- **IMPORTANT:** Now that you are having a conversation, **LISTEN** to it. You cannot engage in a conversation while always looking for who else is in the room or trying to hear what other groups are talking about.
- **ALSO IMPORTANT:** Keep an eye out for others looking to join. This group let *you* in, so extend the same courtesy to others.

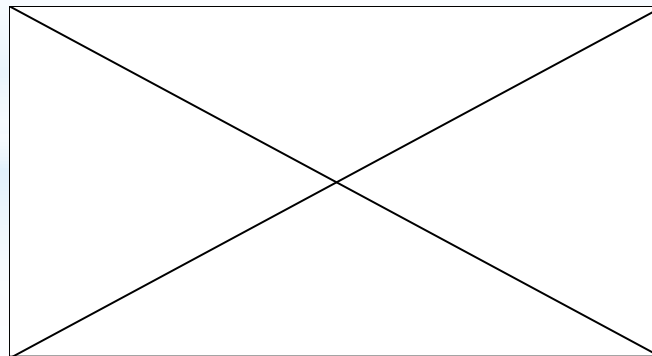


# Things to avoid...

- Asking too many questions! Don't interrogate people
- Oversharing
- Politics
- Religion
- Flirting
- Negativity (e.g., “this food is terrible, the bartender gave me the wrong drink, I can't believe they chose this venue, there is nowhere to park, so how are you?”)



Avoid a Costanza opener:



## Leaving a conversation...

### Several options

- Finish a comment, simply say “nice to meet you,” say something you learned, and move at least a quarter of the size of the room away.\* Example: “Very nice to meet you. I especially enjoyed talking about your first year of practice. Have a nice evening.”
- If you are finding a conversation unenjoyable, or someone is being rude, just say “nice to meet you,” and move on.\*
- Take them along! Example: “I see Pamela over there, she works at UW Hospital’s General Counsel’s office, would you like to meet her?”\*

- **ASK FOR A BUSINESS CARD SO YOU CAN FOLLOW UP!**



\*How to Work a Room, Susan RoAne, pg 117

## Following up...

- Add people you met on LinkedIn (for more details come to the LinkedIn presentation on March 16, 2015, 12:00 pm)



- Email/call people and ask for informational/coffee interviews (see beginning of this presentation on how to use the network you already have!)



# Student Success Stories



## Conclusion

- Don't be scared!
- Think of networking broadly!
- People want to help you!
- Ask your OCPD advisors questions!

**QUESTIONS?**