

NETWORKING

MAKING CRITICAL CONNECTIONS



NETWORKING = SOCIALIZATION WITH PURPOSE

Purpose of the Event

Essential People to Meet = Network Essential

First Impressions

Introductions with Purpose

Listening with Purpose

NETWORKING RESEARCH

Purpose

- Honoring You
- Honoring Others Supporting You
- Honoring Others
- Celebrating an Institutional Event

People to Meet

- People Who Supported You
- People to Network You
- Institutional Leaders: President, Provost, CEO
- Legislative Advocates: Representatives, Senators
- Dignitaries: Mayors, Governors, Ambassadors

ADVANCE PREPARATION – FOR YOU

Know Key People to Meet

Know Their Names & How to Say Them

Prepare a Verbal Thank You

- Impact on Life
- Impact on Research

Prepare 1-3 Sentence Research Summary

Prepare 1-2 Sentence Career Goal

ADVANCE PREPARATION – ABOUT THEM

Questions about Careers

- Careers vs. College
- Careers vs. Personal

Questions about the Award

- Motivation
- Institutional Connection

Questions about Mentors

1ST IMPRESSION A = BREAKING IN POSITIVELY

Work the Room

- Arrive on Time
- Receiving Line?
- Assess, Scan, Begin

Start with Key Guests

- Introduce Yourself
- Say Their Name: “Nice to see/meet you Vice President Potvin, I am.....”

Look for the ‘Lull’

- People Looking Up/Away from Existing Group
- Make Eye Contact or Offer a Hand Shake
- Have Opening Line Ready....”Hello, I’m Alan Dyer, Chair of the Graduate Council...

1ST IMPRESSION B = SOCIAL ASSETS

Attire

- Always Standard Business Attire
- Conservative
- Socks

Business Cards

- Cards as Commerce

Eating

Drinking

- Business Rule: “One or None”

INTRODUCTION GUIDELINES

Equal Rank

- Men to Women: Dean Reed Humphrey meet Dean Nicol Rae

Different Rank

- Lower to Higher: PHD Candidate Jennifer Clark meet President Cruzado

Honorees

- Honoree to Dignitary: 2016 Saint Junipero Serra meet Pope Francis

CONVERSATIONAL STRATEGIES

Non-verbal Cues: Eye Contact/Gestures

- Use to Enter
- Use to invite others to the Group
- Use to Keep Conversation Going

Listening

- Connect Your Experience to Their Story
- Connect a Success to Their Story

Exiting

- Key 1: Thanks for sharing
- Key 2: Want to be sure others have opportunities to meet them
- Key 3: Business card, look forward to the next opportunity

GRADUATE STUDENT COUNCIL

Introduction & Recognition of Dignitaries

Introduction & Recognition of Important Guests

Introduction & Recognition of Award Recipients

- Gifts
- Pictures

Thanks to Committee Members

Thanks to Others Deserving



POST EVENT FOLLOW UP

Email or Informal Note

Formal Note

Identification of Next Meeting

Invitation to Stay Connected

Formal Request to Visit

NETWORKING

TYPICAL SCENARIOS



NETWORKING WHILE BEING HONORED

SCENARIO 1

Funded Award

Meet & Thank Funder

**Meet Dignitary with
Connections in your
Field**

GOALS

Connect with Dignitary

Converse with Funder

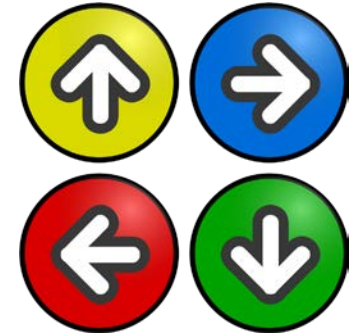
Who can guide you?

Barriers

**Distinguish Yourself
from Others**



NETWORKING WITHOUT DIRECTION



SCENARIO 2

Honoring Legacy
Alumni

Current Students as
Ambassadors

Key Honoree has your
Dream Job

No Directions

GOALS

Meeting Strategies

Creating a Bond

Follow-up

Outcomes

LEGISLATIVE ADVOCACY



SCENARIO 3

State Capitol Day

**Your Research key to
State Priorities**

**Legislator hold
Influence & Access
to Resources**

GOALS

Create Relationship

Consultants?

Barriers?