

A decorative background featuring a light gray rectangular area in the center, surrounded by several faint, stylized butterfly illustrations in various colors and orientations. The main title text is overlaid on this area.

# NETWORKING WITHOUT THE BUTTERFLIES

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@ MaRS Discovery District, Toronto

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# WHY ME?



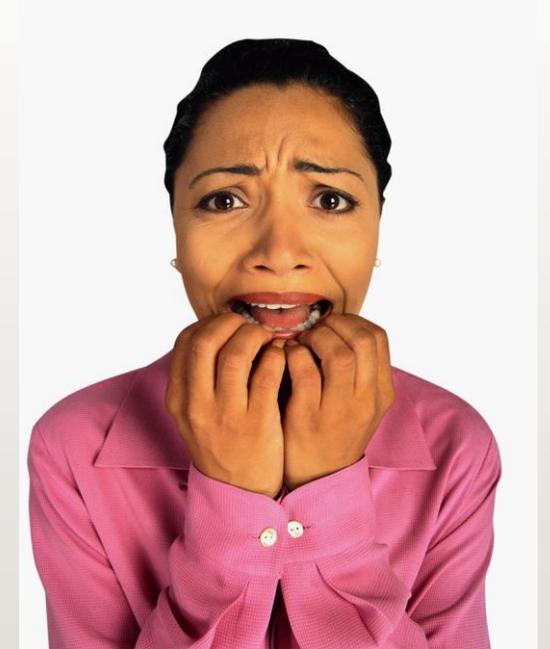
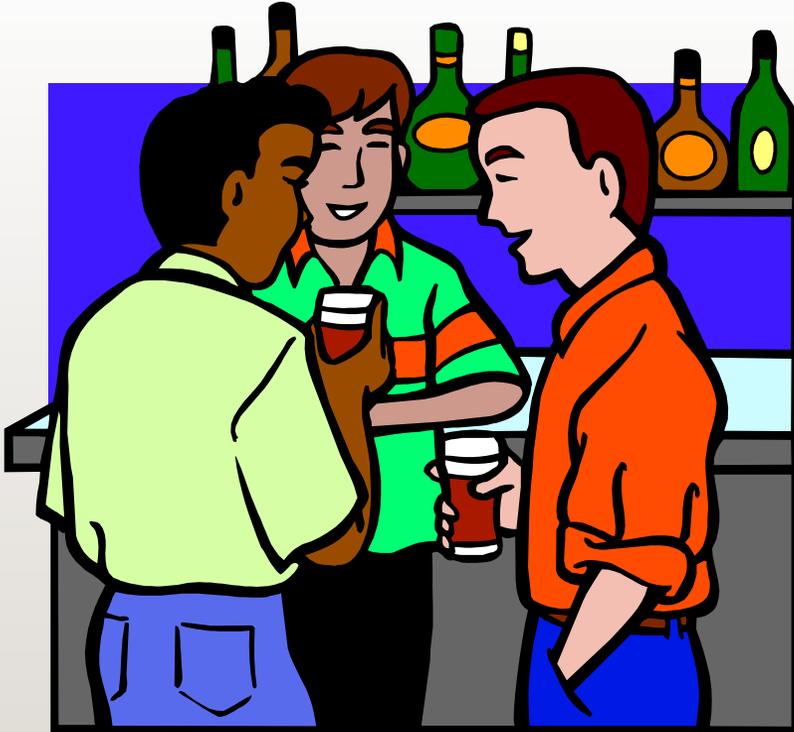


# OUTLINE

- Defining Networking
- Survey Findings
- Overview of Personal Branding
- Practical tips and specific actions to take

# NETWORKING

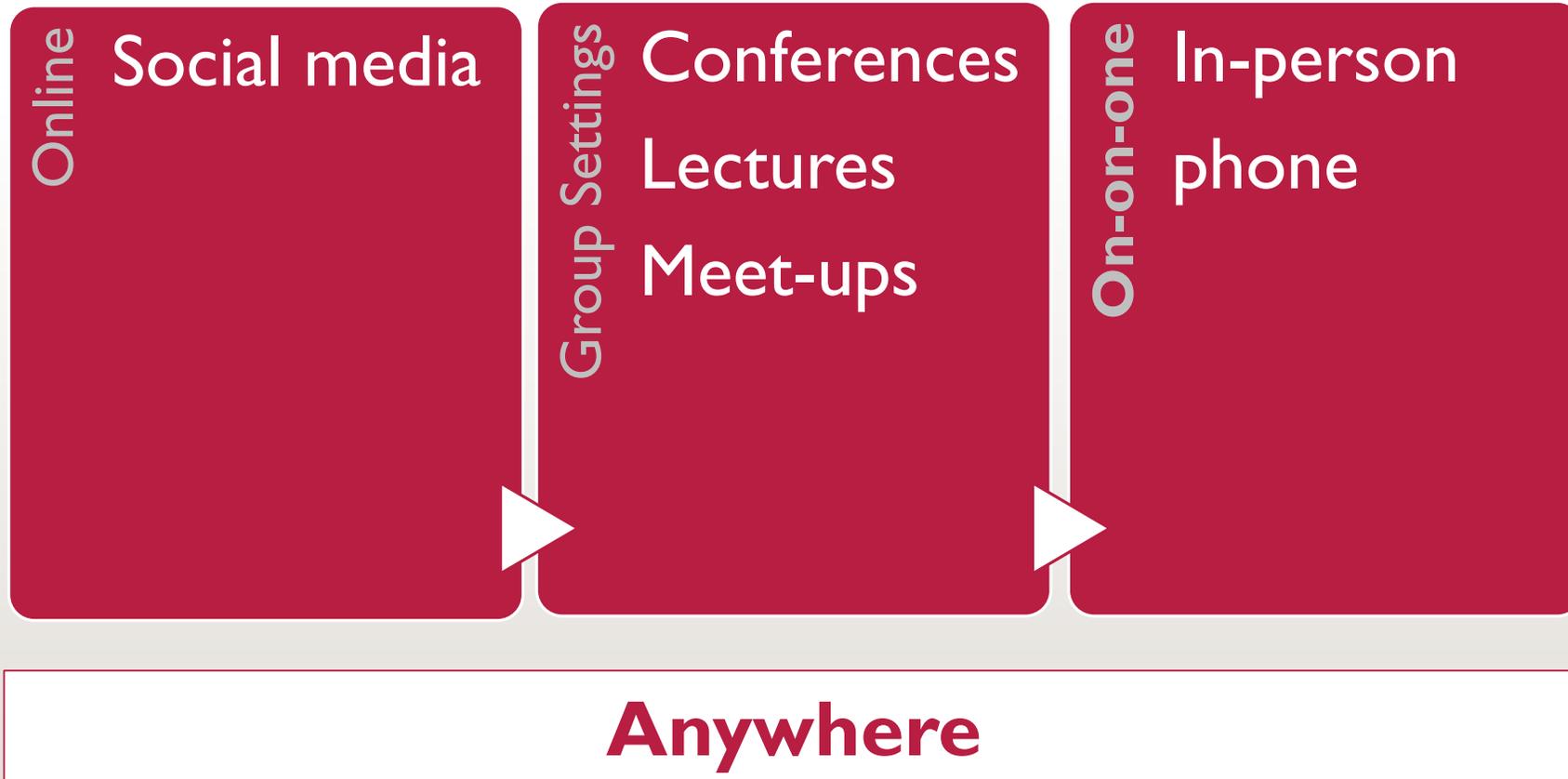
**Stereotype:** cocktail party, mixers, small talk, torture for introverts



A network diagram consisting of numerous nodes of various colors (blue, yellow, purple, green, light blue, grey) connected by thin grey lines. The nodes are distributed across the frame, with a higher density of connections in the center. The background is a light grey gradient with faint, repeating watermark patterns.

# **Building and maintaining your web of professional contacts**

# WHERE?

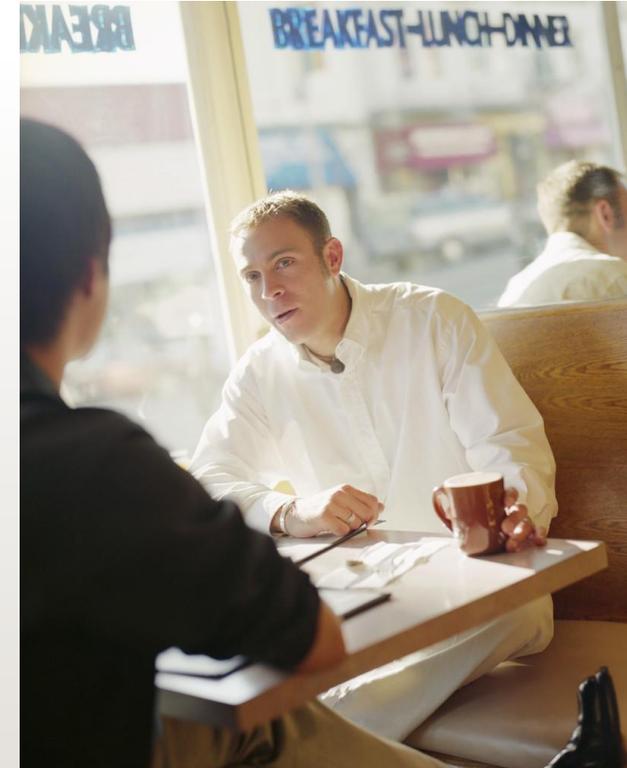


# WHY?

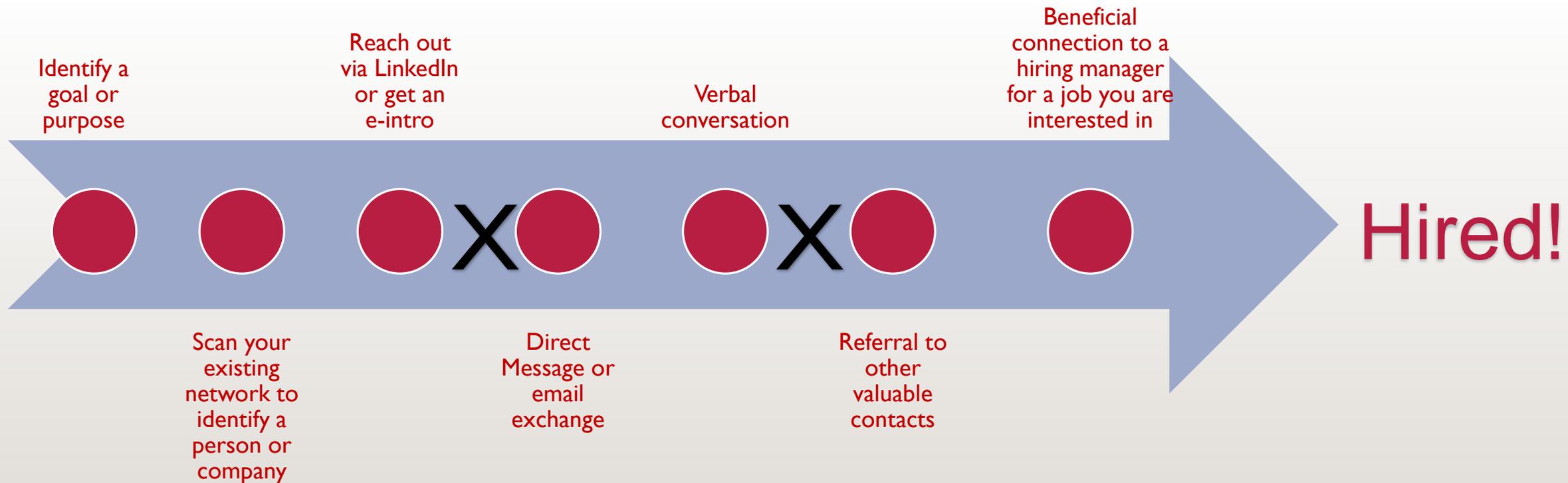
Comfortable job often leads to network **neglect**

## Purposes of Networking:

- Make new connections
- Learn and gain intelligence
- Establish and communicate your brand and story
- Build goodwill
- Maintain your existing network
  - Stay top of mind
- Engender introductions
- Intrinsic satisfaction of connecting



# TYPICAL PROCESS FOR JOB SEEKERS USING A NETWORKING APPROACH



# Brief story interlude.....

# NETWORKING SURVEY – JUNE 2018

- Test the conventional advice we often give and get
- Aimed at those who are often recipients of proactive networking requests
  - “Are you sometimes asked to meet with new people for a networking chat? If so, I'd like your help..”
  - What works, what do you appreciate, what advice to you have based on your experience?
- Shared via LinkedIn and Facebook
- 14 questions
- 116 respondents
  - 82% Mid or late career
  - 58% People Managers
  - 34% Director or Executive level
- 8 Key findings



Special thanks to  
my MaRS colleague,  
David Ko

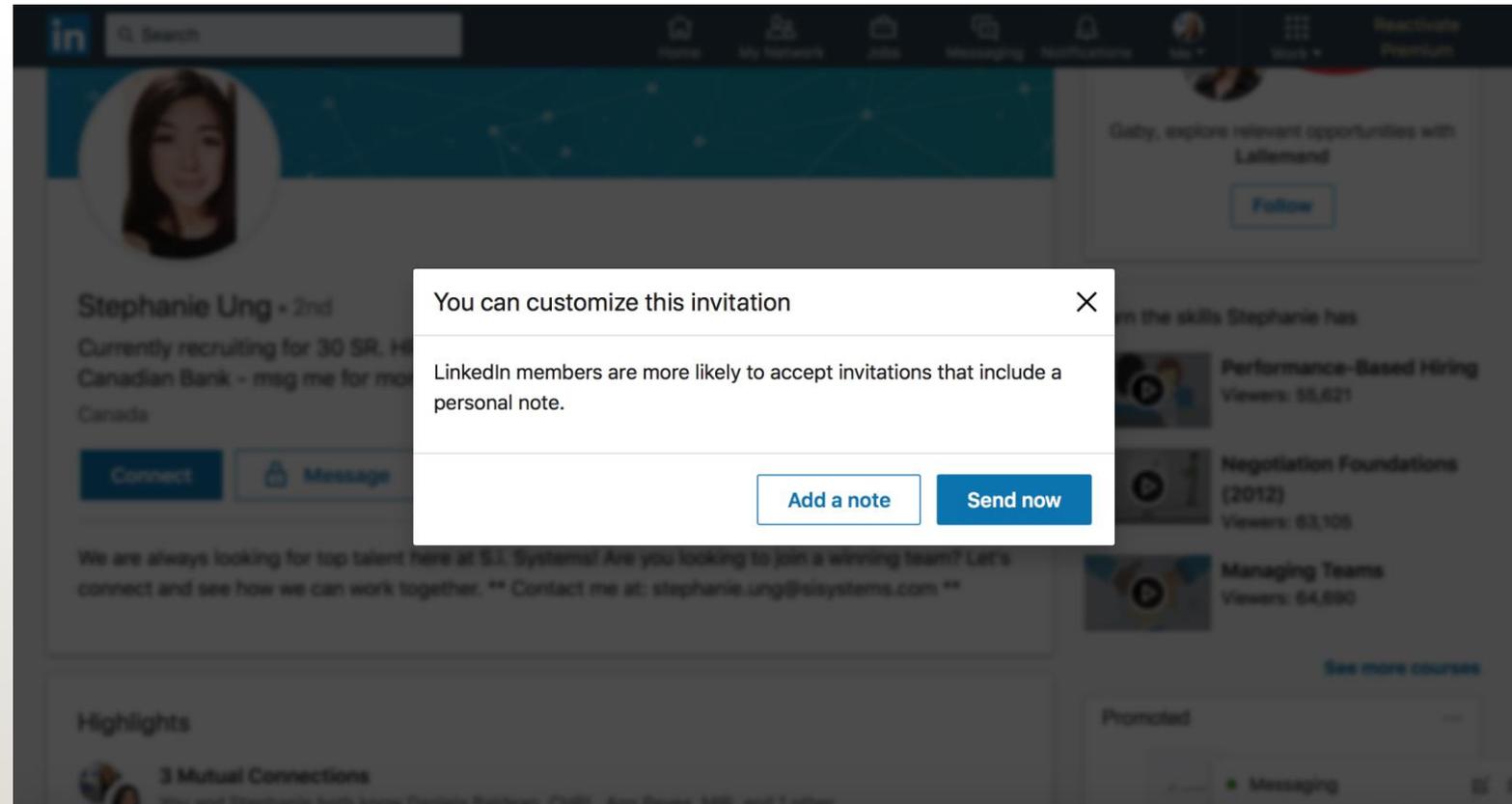
\* Note: this is not about networking for business development or selling purposes. While there may be some similarities, that is not what this research or webinar is about

# CONFIDENCE-RAISING APPROACH

- Sound advice
- Intention & purpose
- Planning & preparation
- Genuine curiosity

# I) LINKEDIN IS A CRITICAL TOOL, AND DOUBLY SO WHEN PERSONALIZED

- Always use the personal message option when connecting with someone new on LinkedIn
- Increases the chance the person will accept the connection by **100%**

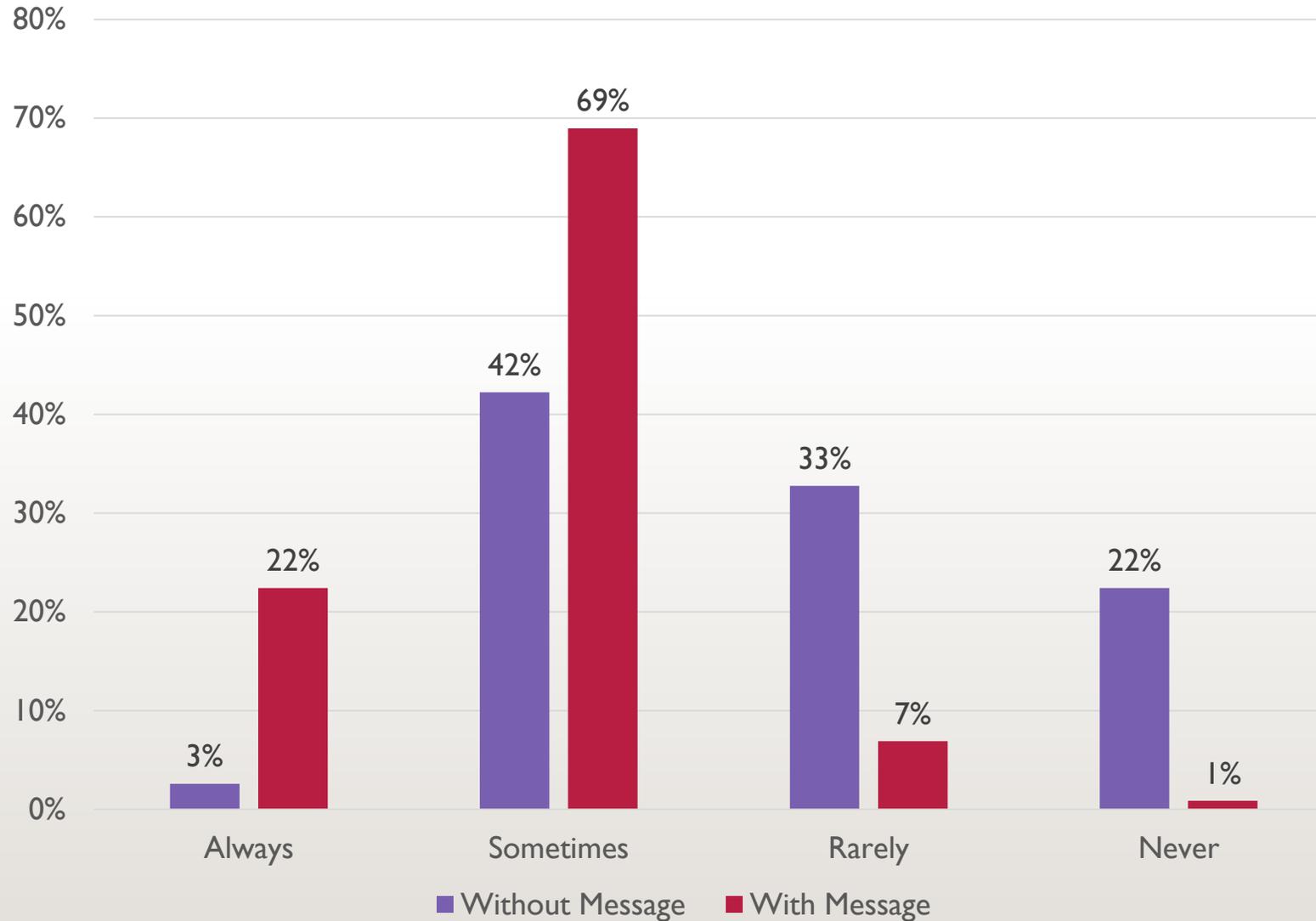


If someone whom you do not know requests to connect with you on LinkedIn, **WITHOUT** a personalized note indicating why they'd like to connect, do you accept?

**45% Always  
+ Sometimes**

If someone whom you do not know requests to connect with you on LinkedIn, **WITH** a personalized note indicating why they'd like to connect, do you accept?

**91% Always  
+ Sometimes**



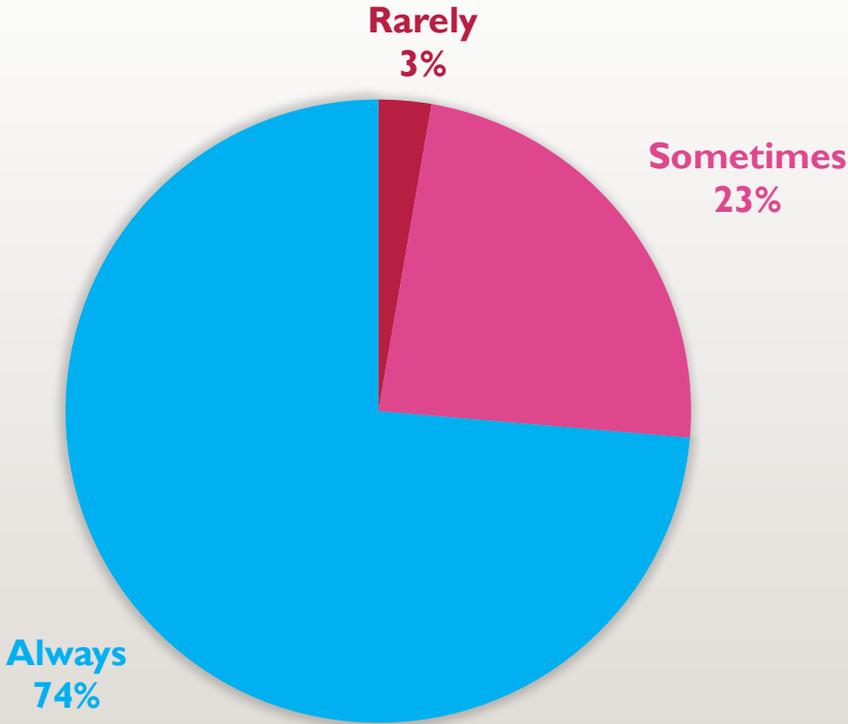
116 respondents

# WHAT SHOULD MY PERSONAL NOTE SAY?

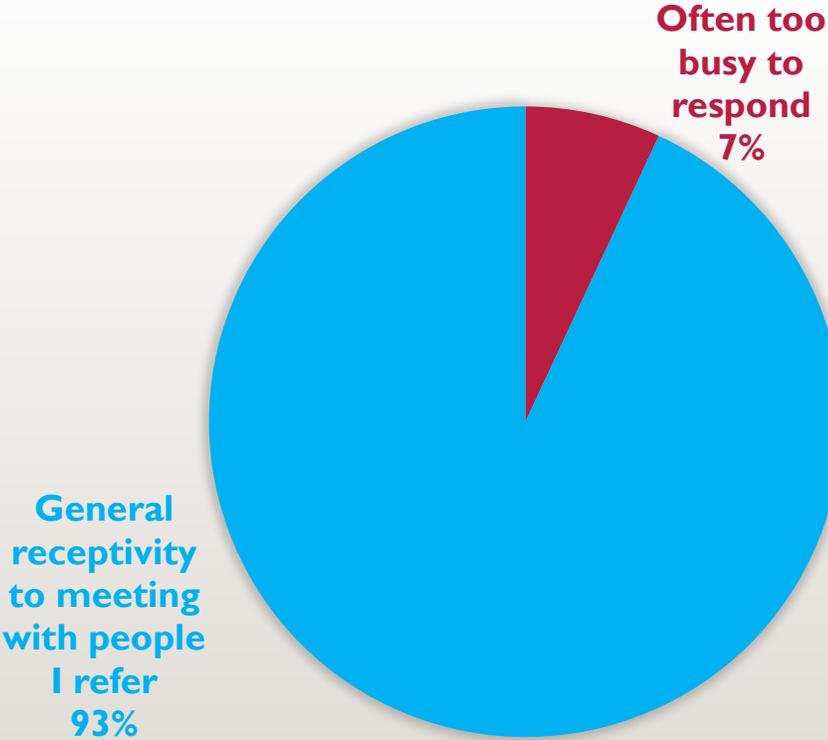
- A bit about who you are
- Why you want to connect with them specifically
- Mention any mutual connections or points of intersection

# 2) REFERRALS REALLY WORK. PEOPLE TRUST AND RESPECT THEIR NETWORK

IF SOMEONE IS REFERRED TO YOU THROUGH A MUTUAL CONTACT, DO YOU TEND TO ACCEPT THEIR INVITATION TO MEET OR SPEAK ON THE PHONE?

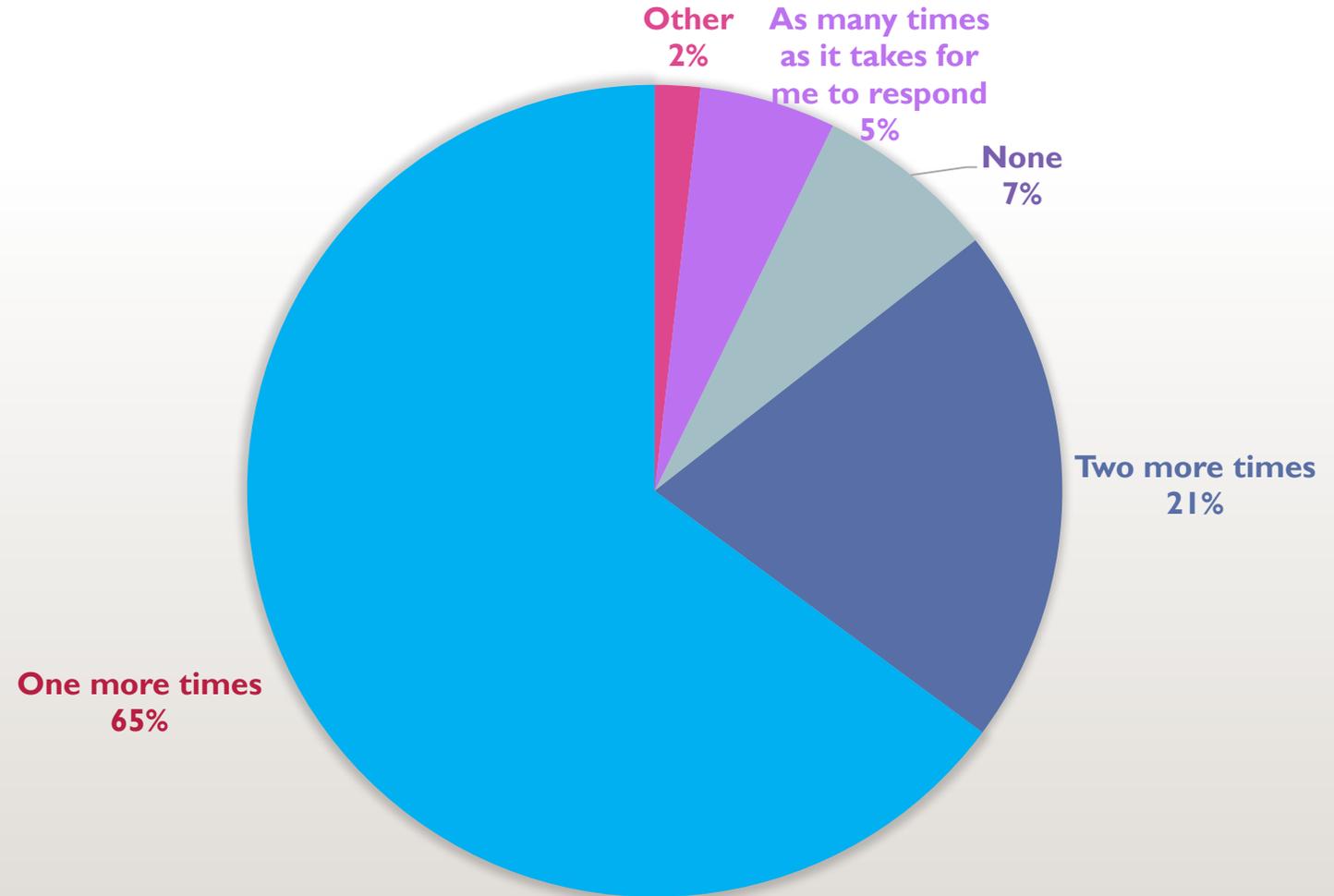


IF YOU REFER NETWORKING CONTACTS TO OTHER PEOPLE IN YOUR OWN NETWORK, WHAT DO YOU TEND TO FIND?



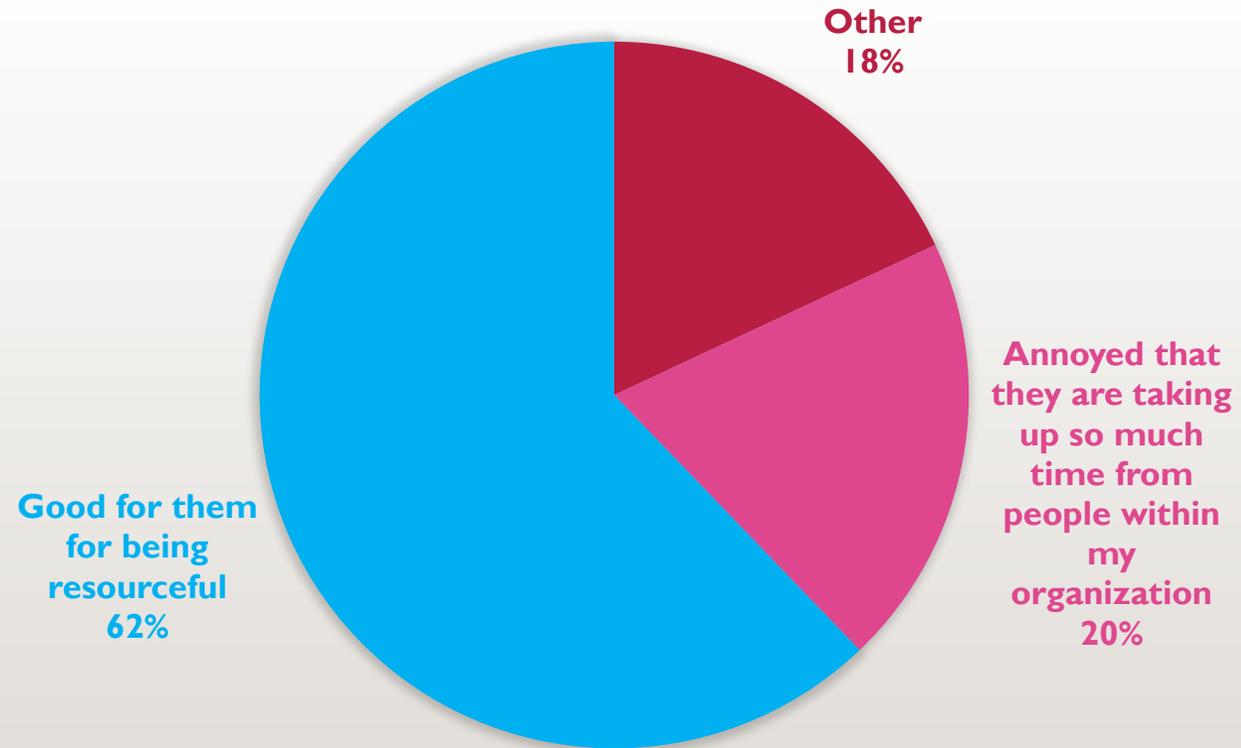
### 3) DON'T BE ANNOYING

If someone reaches out to you (via LinkedIn, e-mail, or phone call), "cold" to arrange a networking chat or meeting and you do not respond, how many times do you feel it is appropriate for them to follow-up thereafter?



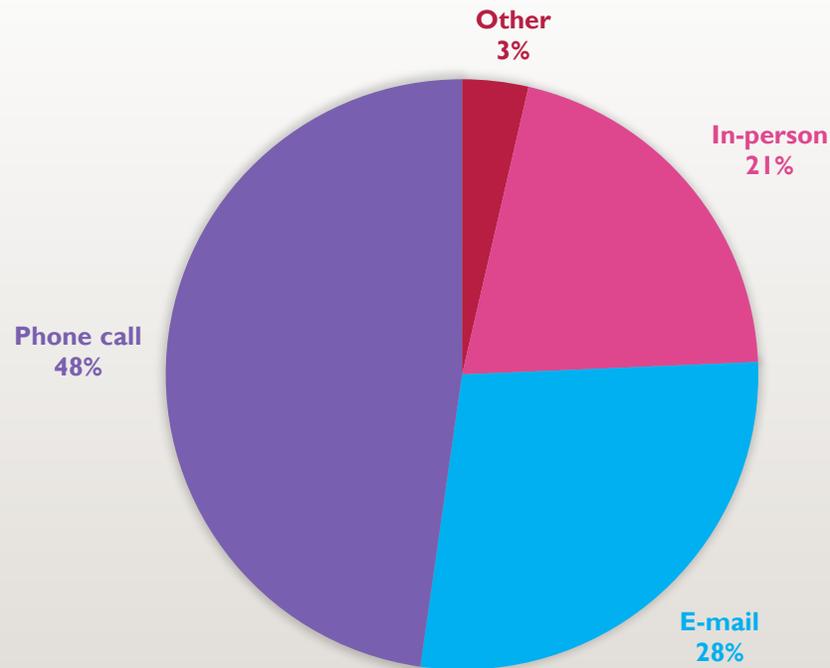
## 4) BE RESOURCEFUL, BUT STRATEGIC

How might you feel if you realized that this person has already met, or spoken with other senior people at your organization?

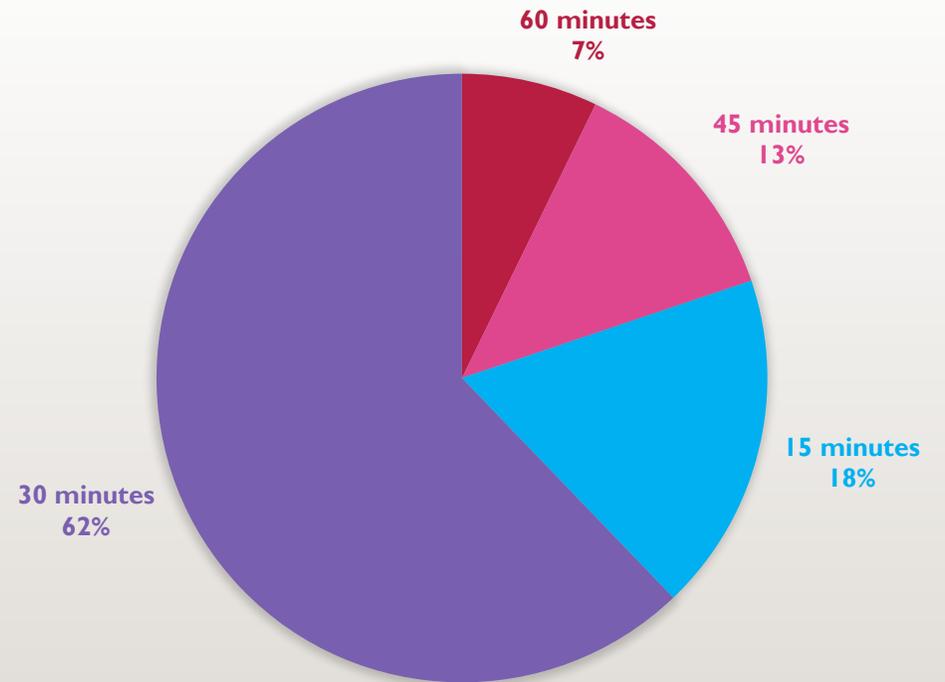


# 5) EXPECT A 30-MINUTE PHONE CALL

IF YOU ACCEPT A REQUEST TO GIVE SOME TIME TO SOMEONE YOU DO NOT ALREADY KNOW, DO YOU PREFER TO ARRANGE AN INITIAL:

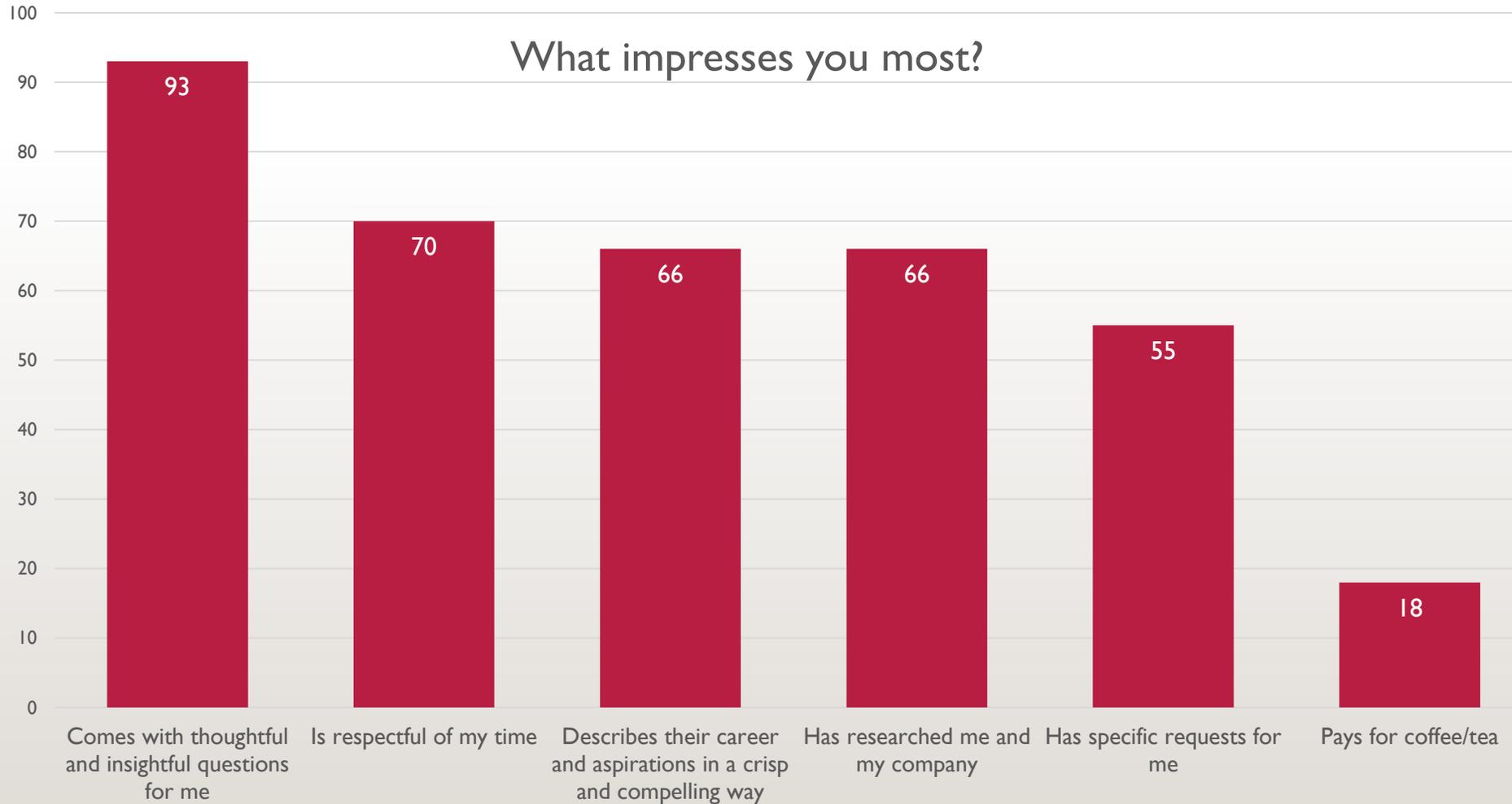


HOW MUCH TIME DO YOU TEND TO RESERVE?



# 6) PREPARATION IS CRITICAL

% of 116 respondents



## What else?

- Reciprocity- paying attention to cues or opportunities to help them
- Gracious, appreciative- thank you and follow-up
- Interest in real discussion, genuine connection, not just using for personal gain

# THOUGHTFUL QUESTIONS

## Instead of:

How long have you worked at X Company?

Can you tell me the story of your career?

Do you have any advice for me?

What are some current trends or hot topics in this field?

## Try:

What have been some of the most important changes in the industry/company you have noticed over the past few years?

I noticed you had a long career at X and then moved to Y just about 2 years ago. Can you share with me what brought you here?

What experience or traits have helped you most in your position/career?  
What is something you wish someone told you before getting into this line of work?

I recently read a bit about X, I'm curious to hear your perspective on this?

## 7) BEWARE OF THESE FAUX PAS

1. Not driving the conversation
2. Wasting time, not having a specific purpose or “ask”
3. Late or no-show
4. Not offering to pay for coffee
5. Interrupt, don't listen
6. Ask for a job outright (instead, try to learn, share and connect)
7. Not frank and transparent

## 8) THERE'S A LOT IN IT FOR THEM...

“As a favour to the people who ask me to do it, who I may want to ask a favour of in the future”

“I know what it's like to be struggling to get a foothold.”

“If I think I can help, I choose to meet.”

“If someone is willing to learn, I'm willing to teach. My little contribution will come back in some way to help make my own workplaces better.”

“In my career, I've had people be very generous in their time, insights and network. I feel it important to pay it forward.”

“It's a really small world and you never know where that other person might end up that may help you later.”

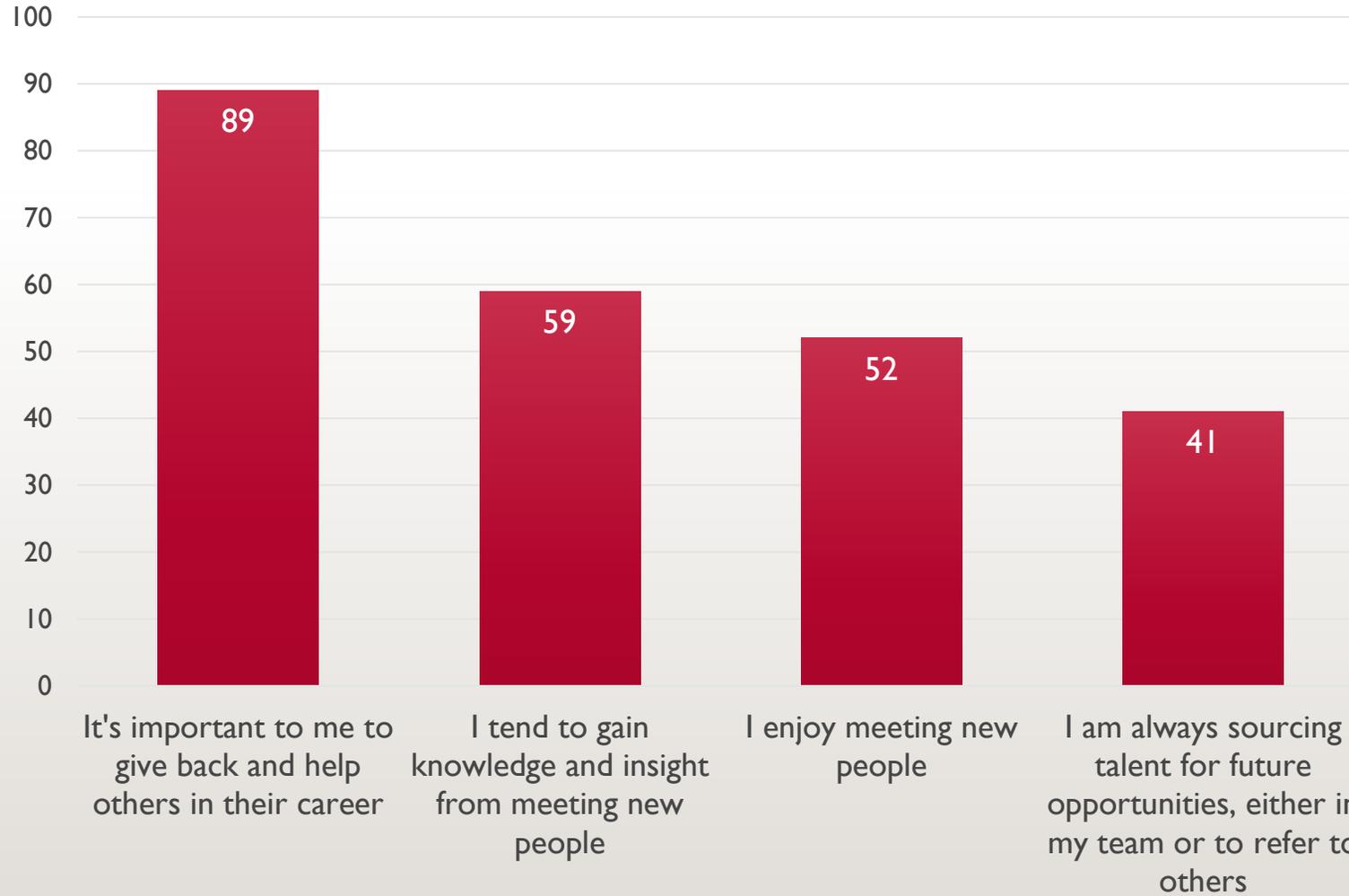
“It's an ego boost for someone to seek your advice!”

“Many did it for me. I believe in paying forward”

“Useful things often come out of unexpected conversations.”

# Why do you choose to give your time to network with someone new?

% of 116 respondents



# HOW TO PREPARE FOR NETWORKING

1. Segment your existing network – be deliberate about who you'd like to call on for what purpose
2. Get clear on your **brand** so you can communicate clearly and authentically
3. Tailor your messaging – written and verbal to communicate your brand
4. Refine your story
5. Get out there!

# SEGMENTING: 2 MAIN TYPES OF NETWORKING MEETINGS

## EXPLORATORY

- Candid
- Trust

friends, former colleague,  
extended family

## STRATEGIC

- Focussed
- Targeted

“high value targets”, high  
influence, don’t know them well

# PERSONAL BRANDING

## BRAND

What you put out in the world  
through what you say and do  
(the choices and actions within your control)

vs.

## REPUTATION

How your actions, choices, and behaviour are  
received and interpreted by a particular audience

As a new networking contact or job applicant, your brand is what you convey,  
**despite** people not actually knowing you

Leave to chance  
or  
Communicate *on purpose*

# BRAND ARTICULATION & INTEGRATION

- **Written branding:**

- Top “profile” section of your resume
- “Summary” section of your LinkedIn profile
- Throughout the body your LinkedIn profile and resume
- Cover letter
- Intro/networking e-mail
- Follow up or thank you email



- **Verbal branding or scripts**

- Introduction, or “what do you do?”, or “what are you looking for?” or “tell me about yourself”
- Career story
- Questions you ask in networking meetings or interviews



# EXAMPLE – “TELL ME ABOUT YOURSELF” OR TOP LINE PROFILE OF WHAT I DO

## **Before:**

I worked in HR at a large bank for 9 years. My last position was in the corporate Talent Management group and I started to get interested in Coaching, as my department managed the executive coaching vendor relationships. What I was looking for, was a flexible lifestyle while still doing impactful work- and specifically impactful to individuals, not primarily the corporation. So I started taking coaching courses and eventually left the bank to start my own coaching practice.

**Effect:** natural, but not strategic or intentional, makes me seem “new” as a coach, a bit too honest for this kind of an intro question

## TAKE 2: “TELL ME ABOUT YOURSELF”

### After:

For over 9 years, I was a trusted coach and advisor to executives and managers at a leading financial institution. Now, in my private practice, I've had the opportunity to help job seekers and entrepreneurs as well. Whatever the circumstance, the coaching I provide propels my clients forward in defining, tackling and accomplishing their goals.

I realized that throughout my career, I have always been at my best when directly engaged in helping or advising others. My formal coach training has strengthened my ability to do so in a vibrant new way.

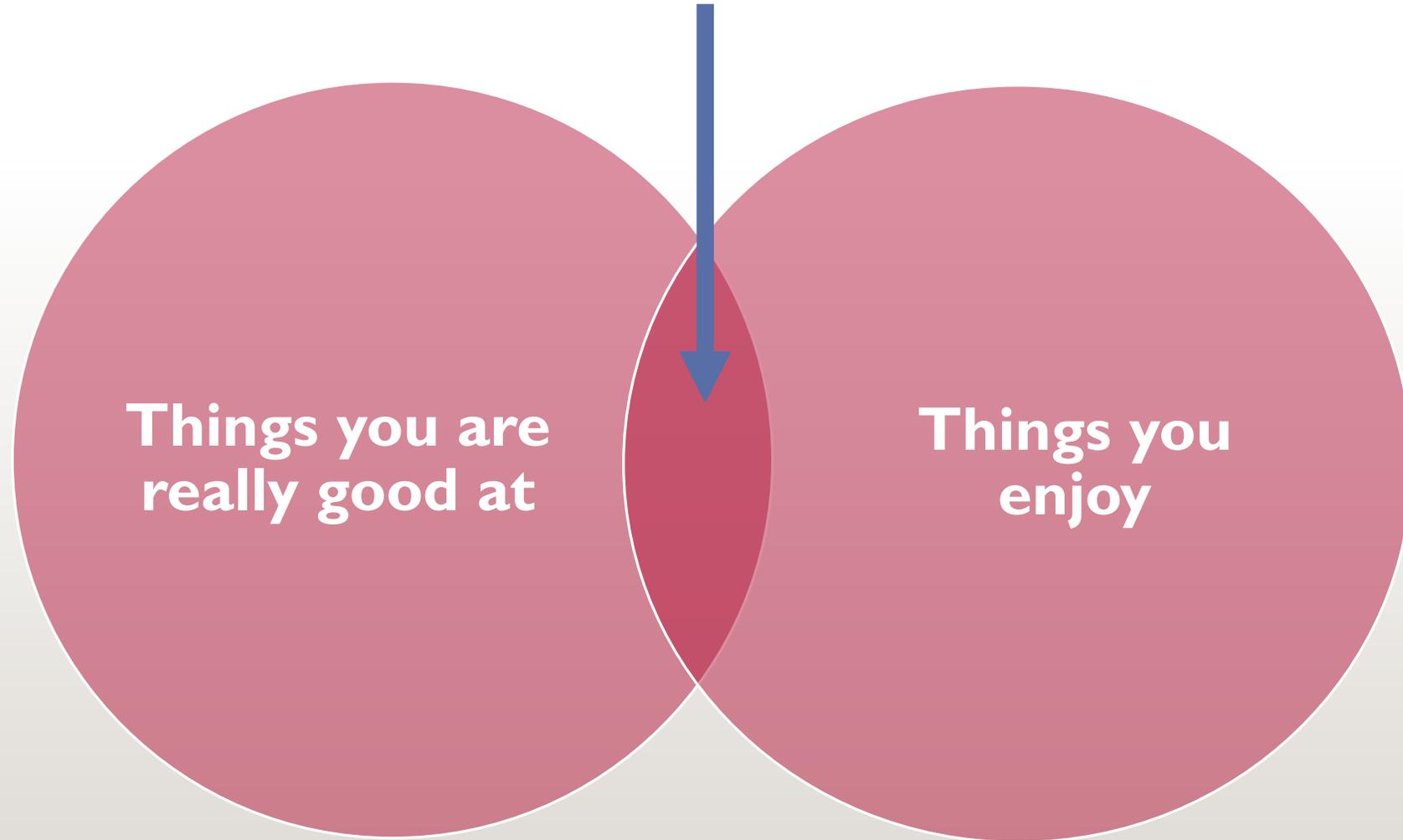
**Effect:** intentional, concise and strategic brand messaging, conveying energy, motion, experience, not new-ness

# TO DEFINE PERSONAL BRAND, FIRST, GAIN CLARITY.

Articulate for yourself:

- 1. Strengths** as being the intersection of what you are good at and what you enjoy doing
- 2. Defining Traits or characteristics** (not necessarily good nor bad). If you have ever done a personality assessment, you may want to re-read the report.
- 3. Value Proposition** – this may be different for different positions

# Your Strengths



# GAINING MORE CLARITY....

**Top 3-5 Defining Traits or characteristics** (not necessarily good nor bad).

- What are you really known for?
- If you have ever done a personality assessment, you may want to re-read the report.

Now, from the exercises above, start to understand your **Value Propositions**.

- What are your Top **Assets** (Knowledge, Skills and Attributes, Experience)
- And their **Associated Benefits** (address the issues or needs of your target employer/client/audience)
- Answers the question, “why would you be great at this job/in this company? “

Once you know you are coming from an authentic place, and the story feels true to you, start showcasing and highlighting it.

For each target audience, decide what you want to convey - use INTENTION

# SHOW AND TELL

## **Organized, meticulous, attention to detail:**

- Send meeting invitation, confirm meeting the day prior, bring a copy of your resume, send prompt thank you note

## **Creative**

- Out of the box questions, creative and modern resume, some of your creative work pinned to your LinkedIn profile, a personal website or portfolio

## **Strong relationship skills**

- Build rapport, not nervous, keen listening skills, research background, keen questions, focus on the other person, find some value to offer, polished, prepared

# TIPS ON CRAFTING A COMPELLING CAREER STORY

1. Tell it like a story - Keep it interesting and memorable
2. Consider framing it:
  - In 3 acts
  - Using key turning points
3. Incorporate lessons, thoughtful reflections, insight from hindsight –
  - “and what I learned was “,“ and what I realized was“
4. Insert the personal – how you felt at certain points, what motivated or influenced you to make decisions
5. Practice
6. Edit!

# KEY MESSAGES

1. Referrals really work - people trust and respect their network
2. Personalize all LinkedIn outreach
3. Don't be annoying- persistence is not appreciated as much as we may be told
4. Be resourceful, - leverage different angles, in a strategic way
5. Plan for a 30-minute phone call
6. Questions are key!
7. Preparation is critical
  - Consider opportunities for reciprocity
  - Be gracious, direct and to the point
8. Remember, there's a lot in it for them

## Personal Branding

1. Uncover your brand
2. Communicate with intention and authenticity
3. Show and tell
4. Segment your networking contacts and be planful
  - With “high value targets” always know the answer to “how can I help you/”
5. Tell your career story in a memorable and compelling way

