Networking for Career Success!
The Guide to Building (and sustaining) a Powerful Network!

May 8, 2013
Hidden Arrow?
CBS News filming WCF
Who is Diane?

- Accidental entrepreneur – had success & failure, been fired twice
- World traveler – 60 countries and all 7 continents, child in Asia
- Speaker – motivational, informative, fun!
- Press – WSJ, SF, Int’l Herald Trib
How To Work A Room

The art of building and maintaining mutually beneficial relationships.

1. Approach V.I.P.’s first
- Darling starts near the front of the room, past stand-ups, to V.I.P. (very important person) first. She can always return to these people later.

2. Spot the lone wolves
- She goes toward the back, where the quieter people are; they’re usually more receptive.

3. And you are?
- “My name is (name).”

4. Feel’em out
- While walking, Darling asks people to say their names. She introduces herself and then says, “I’d love to learn more about you and what you do.”

5. Start with breakfast
- “Darling” greets everyone in her breakfast cluster, offering to show people around the room.

6. Who’s who
- “I need to know who’s here.”

7. Who’s the boss?
- “I’m (name).”

8. Give and take
- If someone introduces themselves, Darling asks, “What do you do?” and then offers, “I’m (name), and I’m here to help.”

9. Card exchange
- “I’d love to have a card from you.”

10. Get an introduction
- “I need to know who’s here.”

11. Give a good handshake
- “I’m (name).”

12. It’s a wrap
- “Thank you.”

13. Press the flesh
- “I’m (name).”

14. Walk the walk
- “I need to know who’s here.”

15. Travel Light
- “I need to know who’s here.”

16. Don’t go in cold
- “I need to know who’s here.”
Event “Whether Report”

Event Evaluation

1. Host organization
   - 2. Attendees
     - 2.1. Prospects
     - 2.2. Clients
     - 2.3. Competitors
     - 2.4. Quality
     - 2.5. Quantity
   - 3. Networking
     - 3.1. Time
     - 3.2. Structured
   - 4. Speaker
     - 4.1. Who
     - 4.2. Bio
     - 4.3. Available
   - 5. Sponsors
     - 5.1. Potential client
     - 5.2. Strategic partner
     - 5.3. Competitor
   - 6. Industry
   - 7. Logistics
     - 7.1. Location
     - 7.2. Price
     - 7.3. Parking
     - 7.4. Time of day
     - 7.5. Function
   - 8. Company attendee
   - 9. Networking buddy
   - 10. Board members
   - 11. Weather
   - 12. Cameo
   - 13. Who invited you
   - 14. Goal
Body Language, Voice, Words

Source: “Decoding Inconsistent Communication” – Prof Albert Mehrabian UCLA
Asking for help

- Clear
- Actionable
- Achievable
Map your Network

YOU
Analyze your Network

- Database
- Networks
- Inner Circle
- PBA
- FFF
Dear Diane,

I want to personally thank you because you were one of LinkedIn's first 100,000 members (member number 16418 in fact!*). In any technology adoption lifecycle, there are the innovators, those who help lead the way. That was you.

We hit a big milestone at LinkedIn this week when our 100 millionth member joined the site.

When we founded LinkedIn, our vision was to help the world’s professionals be more successful and productive. Today, with your help, LinkedIn is changing the lives of millions of members by helping them connect with others, find jobs, get insights, start a business, and much more.

We are grateful for your support and look forward to helping you accomplish much more in the years to come. I hope that you are having a great year.

Sincerely,

Reid Hoffman
Co-founder and Chairman
LinkedIn

*Editor's note: The asterisk indicates that member number 16418 was a typographical error.
Follow up

- Email articles
- List – random calls
- Who has helped you in your career
- Followup.cc
- Forward LinkedIn profiles
- E-introductions
- Invite people to join you at events
Who’s your Doc Spade?
Lean In Networking
Whoops! Then what?
What do you see?
Thank you! Questions!

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  - – Diane