

BOSTON COLLEGE WORLDWIDE WEBINARS



# The Insider's Guide to Networking

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Ann Mehl '95  
Executive Coach

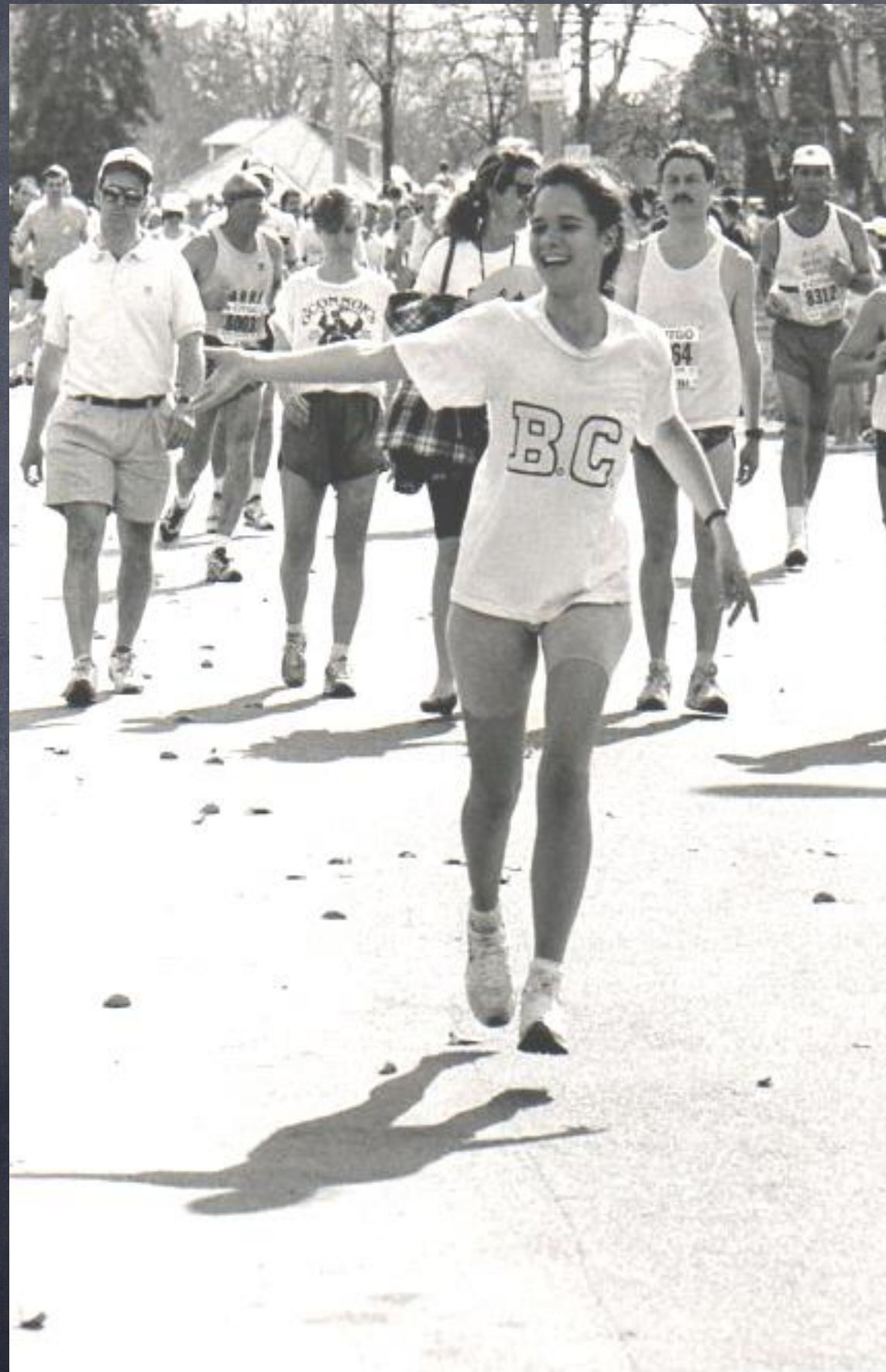


- I. How I Got Here
- II. Core Beliefs
- III. Taking Stock
- IV. Pitch
- V. Best Practices



























*Relationships are all there is. Everything in the universe only exists because it is in relationship to everything else. Nothing exists in isolation. We have to stop pretending we are individuals who can go it alone.*

- Margaret Wheatley



# Connect



Connecting is about  
meeting new people  
*and*  
keeping in touch with  
people you already know.







7



flywire  
by peerTransfer

mongoDB

shutterstock

BuzzFeed

dashlane

DO  
SOMETHING  
.ORG

Etsy

citi®



RED  
ANTLER



Discovery  
CHANNEL

KNEWTON

PERFETTI

DigitalOcean

van Melle



SKILLSHARE

payperks

meetup



JUSTWORKS.

KICK  
STARTER





# What Is a Coach?

A coach helps businesses and individuals become more successful by equipping them with the skills to improve performance.

- Clarify goals
- Elicit solutions
- Hold you accountable
- Move forward





# Core Beliefs



#1

You Will Never Be Ready



Your personal brand is the sum  
of everything you've ever done.



Connecting is an all-the-time thing.



The best way to learn what you want is to experiment. Failure is part of the process.



# Taking Stock







Managing your own  
psychology  
is the  
most difficult skill.



Examine your limiting beliefs.



If your self-image is negative, it  
will be difficult to get others to  
feel good about you.



Pay attention to your body  
language.



*Live your life as if everything  
were rigged in your favor.*

- Rumi



# Your Tribe

- ✓ Who are they?
- ✓ Where are they?
- ✓ What do they crave?
- ✓ Where do they hang out?



Develop your distinct voice.

What do you have to add to the  
dialogue?



# How To Work A Room™

XPLANATIONS® by XPLANE®

The art of building and maintaining mutually beneficial relationships.

It's 6:50 a.m. at an early-riser business-and-technology conference at the Museum of Science in Boston. A model of Skylab hangs from the high ceiling of the upper concourse, giving the room a dreamy feeling. The attendees, a mix of about 750 business people, entrepreneurs, techies and venture capitalists, have come to scout clients, investors, or jobs.

That's certainly what drew Diane Darling. Author of *The Networking Survival Guide*, Darling is a corporate consultant, business school lecturer, and sought after as an expert in networking. As the conference begins, she straightens her name tag, pops a mint and strides the crowd.

## 1 Don't go in cold

A week before, Darling researches the event on the Web to get a sense of the audience. "That way I could do a little research on people I want to meet and use that information to break the ice with them," she explains. "Are these people entrepreneurs? CEOs? VCs? I try to know as much as I can about the crowd before going."

## 2 Travel light

Darling wears a tasteful red jacket. "There are a bazillion blue suits here. I stand out in this jacket—but not in a bad way." She carries a small leather portfolio from Levenson, about twice the size of a wallet, with two pockets: One for business cards coming in, the other for cards going out. No fumbling.

## 3 Walk the walk

She walks through the concourse confidently, smiling. "Powerful people come to these events because they want to meet other skilled, talented people. So carry yourself accordingly. Don't fold your arms. Look like you are having a good time."

## 4 Start with breakfast

Darling first heads to the long breakfast table—but not because she's hungry. "People tend to be very accessible around the food. Talking and eating go together. It's a great way to get started at an event," says Darling, who carries her orange juice in her left hand so she can shake with her right.

## 5 Who's who

Darling circles the room once to scan names into her memory, giving her an idea of who's in the room before she picks her targets. "Don't read name tags while talking to people. Always maintain eye contact." Besides, sideways glances at name tags make you look furtive and shifty.

## 6 Approach VIPs first

Darling darts over to one of the morning's guest speakers, a Harvard Business School professor, a good 15 minutes before his presentation starts. "Keynote speakers love to talk and can be great contacts, but after they give their speeches they're always swamped."

## 7 Spot the lone wolves

The room is crowded, so Darling next looks for people who are standing alone. "It's harder to integrate into a group. Besides, individual contact is best; one-on-one makes for the most effective networking. Just make sure you smile as you approach."

## 8 "And you are?"

She approaches a man near the podium and asks his connection to the event, host, speaker, Museum of Science, etc. The goal is to ask others about themselves so you can connect to their interests and lives. When asked about herself she says, "I'm with Effective Networking—we help companies and people figure out where to network and refine their networking skills. My name is Diane Darling." She says her name at the end so he's more likely to remember it.

## 10 Be curious

While talking with strangers Darling asks open-ended questions to assess right off whether they'll be of any help. "Don't go into a polished 20-second commercial about yourself. Real leaders are curious. You're trying to pass the test as a personable human being first and foremost."

## 11 Card exchange

Darling has her cards readily available in her right pocket so they're easy to exchange. She puts cards she receives in her left pocket so they don't get mixed up.

## 12 Get an introduction

After traversing the room twice, she spots the conference moderator, a player in the Boston media world. He's alone drinking coffee, but rather than approaching him solo she enlists a mutual acquaintance to give her an introduction. "An intro is like an implicit endorsement, and the next time we meet, there will be that association and that context."

## 13 Give and take

The moderator mentions that he's looking to get in touch with a professor at MIT who Darling happens to know. She offers to call the professor as a way of introduction. "Always try to be a connector, the person who brings people together," she says. This not only makes Darling look well-connected, it may also make the moderator want to return her favor.

## 14 It's a wrap

After three hours, Darling has talked with around two dozen new contacts. She leaves the conference with plans to call these leads in the next week. "Remember, you're not there to close deals or get a job. You're there to get the right to follow-up with a phone call or a meeting over coffee. Even one contact like that makes the whole day worthwhile."



## SUPPORT FROM YOUR TRIBE

- Have you significantly expanded your personal network?
- LinkedIn, Facebook, Twitter, Instagram
- Are you well-known where members of your tribe gather?
- Do you regularly help others, share info. and provide resources to this group?



# Pitch



# **I. Who are you?**

(I am a \_\_\_\_\_ specializing in\_\_\_\_\_.)

(The majority of my work has been in...)

# **II. Why are you the best at that?**

(I am particularly skilled at...)

# **III. Your call to action.**

(What do you want?)



I started my career as an engineer in the gaming field. I spent the last 10 years leading the operations of businesses that are in need of a turnaround. I'm looking for a C-suite opportunity at an innovative startup that is in need of someone who can help take their operations to the next level.



*I am a lawyer who is obsessed with lean business principles.*

*I work with people who feel stuck in their business or career.*

*I am a nurse with a passion for Italian cooking.*

*I am a former MD and my new interests are philanthropy and fashion.*



# Best Practices



Give when you don't need  
anything.

Take less than you give-  
always.



Don't be impatient for reciprocity;  
allow others time to return favors.



# Approach is Key



For an introvert to enjoy  
an interaction it has to  
be worth it.

*And small talk  
is never worth it.*



Hello  
*(and smile)*



# The Law of Curiosity



## “WHAT BRINGS YOU HERE?”

This is a wonderful line of conversation because it gives you a chance to learn from each other.

Variations on this question are:

- What are you exploring right now in your work?  
Or outside of work?
- What are you most interested in right now?



The Law of Listening  
The Law of Similarity  
The Law of Familiarity



Every person has a  
“sphere of influence” of  
\_\_\_\_\_ people.



250



The gym.  
Clubs you belong to.  
Who do you know at your church?  
Who do you see at the convenience store?  
Your neighbors.  
Every customer you've ever had.  
Doctors/Dentist.  
Who cuts your hair?  
Holiday card list.  
Your spouse's friends?  
Former coaches.  
PTA Board.  
Email contacts.  
Alumni directory.



# BC Alumni community:

[https://www.bc.edu/alumni/connect/bc\\_alumni\\_community/register.html](https://www.bc.edu/alumni/connect/bc_alumni_community/register.html)

You will need your "Constituent ID" = a 10 digit number  
alumni.records@bc.edu or call 617-552-3440

Once you connect, create a profile. Searches you can do through the online community include: finding classmates, company name, job function, business industry, location...



# Divide your contacts into groups:

1. Close friends, peers, mentors
2. People you were close with but lost touch
3. People you don't know well
4. People you'd like to meet



# Identify your Needs

Make a request to get specific help:

- Names of recruiters
- Intros to contacts
- Potential investors for a new venture



This is a fun exploratory expedition.  
By getting in the mix again with the  
discussions, you'll gain some data on  
the market & you'll build momentum.

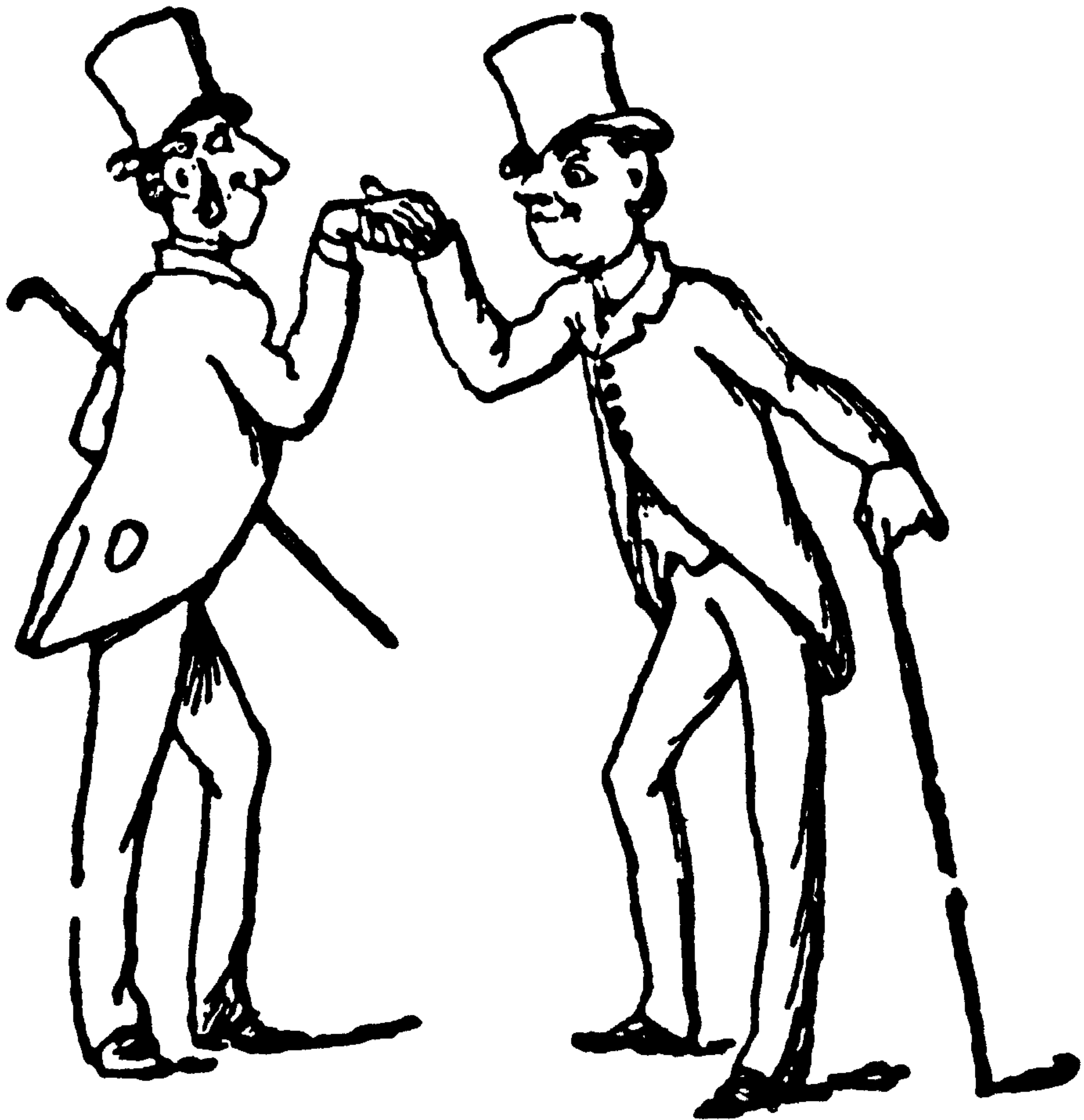


Volunteer, do some research or take on a few side projects. There's a lot you can do -- with small pockets of time -- to get connected.




Don't be daunted by the process.  
Don't take rejection personally and  
keep moving forward.





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*"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." – Maya Angelou*







# Resources

- *Never Eat Alone* by Keith Ferrazzi
- *The Networking Survival Guide* by Diane Darling
- *Self Promotion For Introverts* by Nancy Ancowitz
- *The 11 Laws of Likability* by Michelle Tillis Lederman
- *Power Networking* by Donna Fisher & Sandy Vilas
- *Small Talk* by Debra Fine
- <https://azzarellogroup.com/>



# Q & A

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Ann Mehl '95  
Executive Coach

[ann.mehl@gmail.com](mailto:ann.mehl@gmail.com)

<http://www.annmehl.com/painting-with-scissors/>