

Networking

INTRODUCTIONS

- Name, Company, Undergrad, Grad
- Organization, Emphasis
- Personal insight (i.e., reading, sports, etc.)
- Expectations of the discussion...
- Encourage students to ask questions...

WHAT

Network

- Collection of interconnected nodes.
- Nodes = People
- Connections = Relationships

Networking (in terms of people)

- Creating, building, and exchanging personal relationships.

Connected

- To own a large number of relationships.

My opinion...

- Creating, building, and exchanging relationships are absolutely necessary.
- Relationships are WORK!
- Relationships are like a garden...need attention (water)

WHEN

- At least 5 opportunities per day...
 - Breakfast, mid-morning, Lunch, mid-afternoon, and Dinner
- At special events
- At speaking engagements
- At religious organizations
- ...any time that you are around other people.

WHY

History Lesson # 1

- Rugged Individualism – 19th and 20th century
 - Goin' it on your own; bootstrapping
 - Includes information – Do you believe that books in the 1970s recommended hoarding information in order to gain power?
- This all changed in our recent history...
 - Today power is achieved through networks...
 - Metcalf's Law

Economics / Work

- \$\$\$; Trade
- Life is about work; Work is about life, and both are about people.

Opportunity

- Careers; Options

Health of People & Society

- People
 - Social scientists are finding that those who are connected live longer, happier lives.
- Society
 - Schools are better; crime is lower; economic growth is higher

Contribution

- The ideal – real – objective of networking is **the benefit of others.**

- ...the opportunity to open doors for others as many have done for you...the opportunity to make a difference.

WHY NOT

Fear of the unknown

- Personal behavior– change behavior then change results.
- Fear and anxiety are the same feeling as excitement.
- Find a personal behavior coach to help w/shyness

Personal Ambiguity

- Not being aware or not caring about being aware of you.
- Know yourself
 1. Find your passion.
 - Live with intention – give yourself direction.
 2. Define your strengths and constraints.
 3. Develop a purpose, convictions, values, and principles.
 4. Develop a personal brand.
 - The mental picture and associated thoughts and feelings that are generated when someone hears your name.
 - Robin Ryan (@ CMConf)
 5. Develop your visions.
 6. Develop your goals.
 7. Take action everyday!!

HOW NOT TO

Do not try to pretend knowledge you don't have

- CEO of firm told him at first job – say "I don't know."

Do not gossip.

- "Simple minds talk about people. Great minds talk about ideas."

Do schmooze.

- Have something to say and say it with passion.

HOW

- How do you go from a one-node show to being connected?

Use Your Family

- Talk to your parent, sisters, brothers, aunts, uncles, nieces, nephews, cousins, their boss, their boss's boss, etc....
- Talk to them about your goals.
- Ask them if there is anyone they know who may be able to help benefit you achieving your goals.

Use Business / Networking Cards

- Leave an impression on those you meet.
- Create your own or obtain an online template
 - Use the front and back. Back = mini-resume.
- Take them with you and take many.
- Receiving – write down key information on the back.

Take Advantage of Your Hobbies

- Use what you enjoy or love to develop a common foundation with other people.
- Don't sit around - you have to get involved.
- Find the organizations that appeal to you and get inside.

Find the Open Doors

- Many executives / partners leaves their doors open for a reason. (Recount E&Y story of Mark Bocheloh).
- Talk to those in the senior roles.
- Don't hang out with those in your crowd – get over there and talk to the executives.

Networking

- The secret to the “paid lunch”...
 - Invite the executives or partners to lunch...9 times out of 10 they will buy the lunch.
 - This sounds terrible – but it is true; good executives love to teach, mentor, and tell stories.
 - The key is – honestly – don’t expect the executive to pay for the lunch...and be prepared to do so or go dutch...and do so often.

Find Mentors

- Those who have “been there and done that”.
- Don’t ask what you can do for me...Indicate what you can do for them.
- Establish clear expectations for the relationship.

Don’t Keep Score

- Don’t worry about whether it is your lunch or theirs.
- Don’t worry about who owes who a favor – just do them.
- Just be generous – and don’t keep track.

Get Online

- There are a number of online applications that foster the creation, building, and exchange of social and professional relationships.
- These include LinkedIn, Spoke, Plaxo, and Ryze.
- There is also Facebook and MySpace.

Organize Your Network

- Create a tracking system for you contacts.
- KISS – It must be easy to maintain.

1. Find a tool
 - Pen and paper; MS Outlook; other
2. Segment your contacts
 - Personal, customers, prospects, aspirational contacts
3. Rate each contact in terms of how often you will keep in touch with them.
 - 1 – 1x / month
 - 2 – 1x / quarter
 - 3 – 1x / year
4. Create call lists
 - By rating, geography, industry, or university

Create a RAP (Relationship Action Plan)

- Create and work a plan to meet the key people who will help you achieve your goals.
1. Define 90-day, 1 year, and 3 year goals.
 2. For each goal, identify the most important people and decision makers whom you need to know.
 - Look at your current network.
 - Be specific – not just organizations.
 3. Use your call lists.

Find a Coach

- If after trying all the above...
- A coach is someone who specializes in positively affecting your behavior and performance within a process that facilitates awareness, responsibility, and growth through specific planned actions.
- Coaches who specialize in Relationships...

Students, Peers, & Alumni

- How many of you thought that you came to college get an education?
- What if I told you that 2, 5, or 10 years down the road just one person in this room could pay for your entire college tuition?
 - It is possible! (Briefly explain project between Austin & Alan.)
- Many of you will leave this university with only a handful of contacts to leverage in the next 5-10 years.
 - Take advantage of the people in your major.
 - ...in your organizations.
 - ...in this room!!
- Now there is something special here...THE AGGIE NETWORK.
 - The Ring...
 - The Alumni Foundation...
 - Local associations...The Reveille Club (Houston)

BOOKS TO READ ON NETWORKING

- Never Eat Alone by Keith Ferrazzi
- Winning With People by John Maxwell

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