

NETWORKING

CAU Leadership and Professional
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*A partnership with
Ford Motor Company*



CLARK ATLANTA
UNIVERSITY

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EFFECTIVE NETWORKING

The Professional Executive Networking (PEN) Group
Georgia Department of Labor
North Metro Career Center
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presented by

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The Networking Hand-"SHAKE"

Social capital

Having a plan

Always be prepared

Keep Moving

Event Planning



What is Networking?

"The process of sharing information, contacts, ideas, resources, advice, and so forth, for the mutual benefit of both parties."

– K. Denise Bane, *Building Bridges*

"The means to attain a goal whether it is an immediate goal or a long-term project that may span decades."

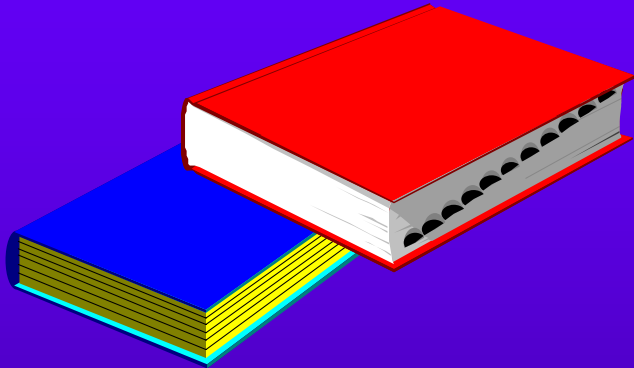
– George Fraser, *Success Runs in Our Race*

"Networking effectively involves not only what you know and who you know, but also who knows you, and what one knows and is willing to say about you."

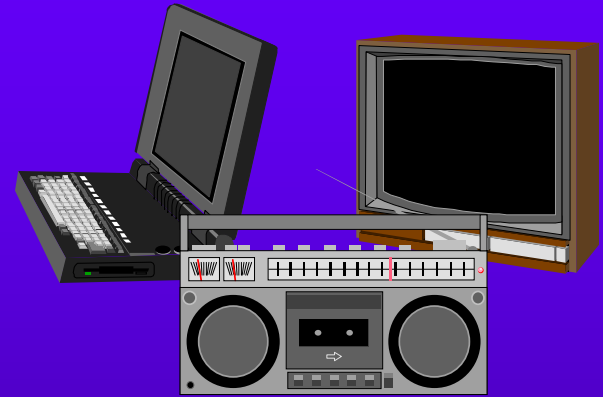
- CJ Bland, MinorityProfessionalNetwork.com



Benefits of Networking



Information



Resources



Influence

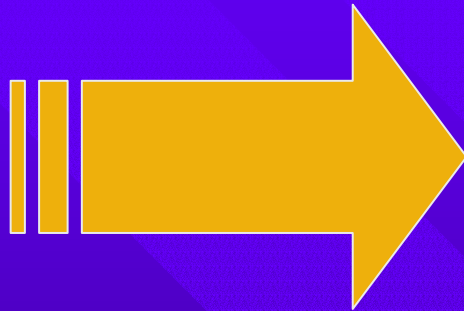


Common Purpose

Social Capital

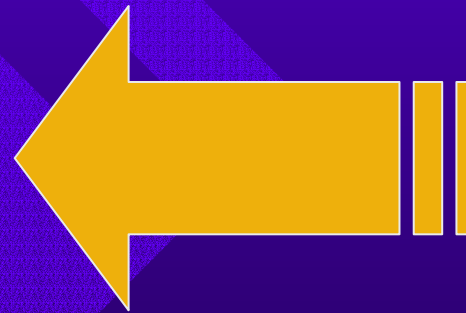
HUMAN CAPITAL

Your individual skills, talents, abilities and attributes.



SOCIAL CAPITAL

The relationships you build with people you know.

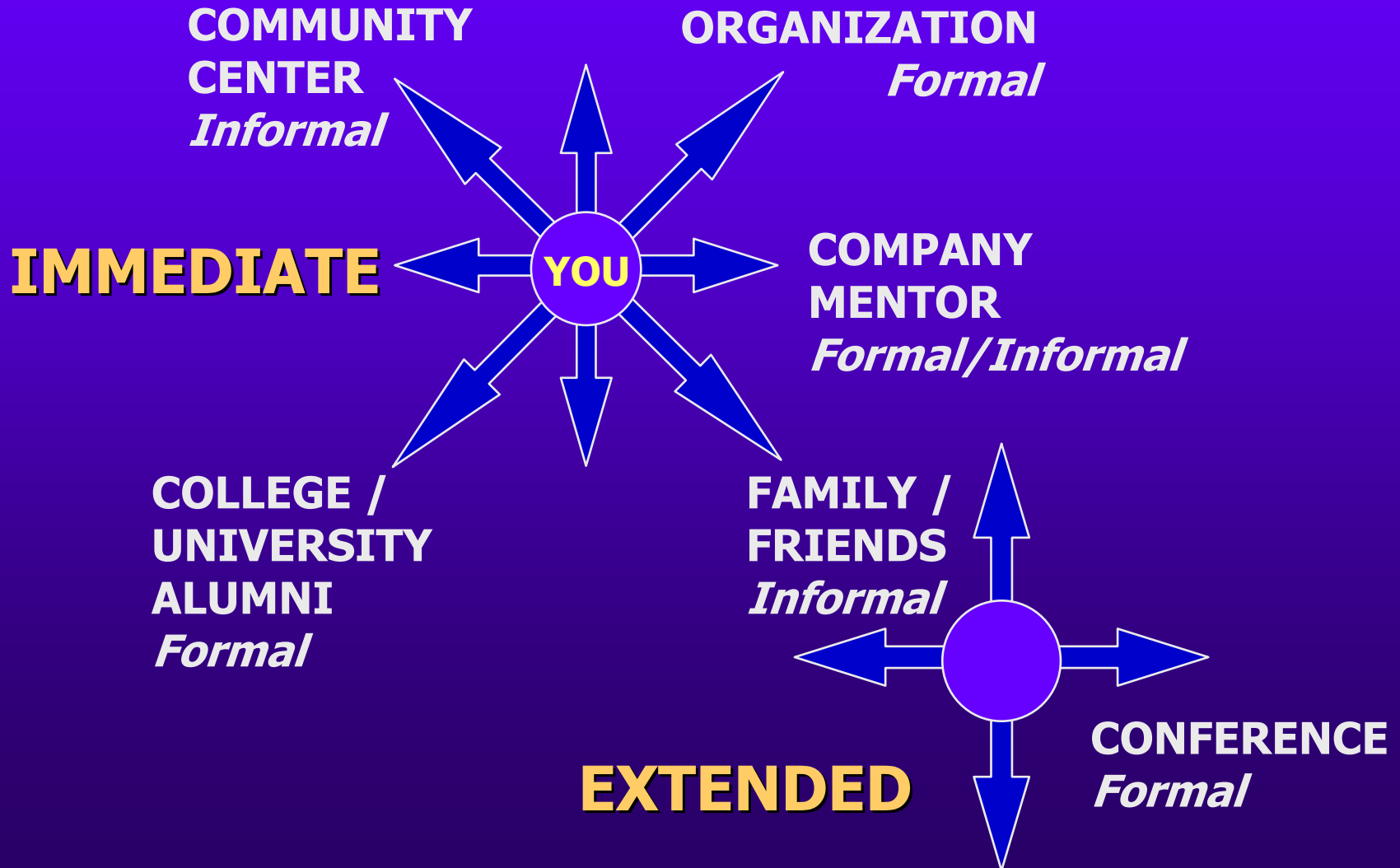


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Benefits of Social Capital

- Higher starting salary
- Better performance evaluations
- Earlier promotions
- Larger bonuses

Where Does Social Capital Come From?



“How Large is Your Network?”

Immediate Network

Family Members

Friends

Colleagues

Classmates

Supervisors

Professors

Extended Network

Individuals You Only Have Access to Through Others

Social Capital and Network Gaps

- **Network Gaps** (your contacts don't know one another)
- **Benefits of Network Gaps**
 - *Information* (you have contacts that others don't have)
 - *Control* (you get to decide who gets access to your contacts)
- **Network Gaps and Social Capital**

HAVE A PLAN

What are your reasons for networking?

- Have a purpose or agenda when attending networking events.
- Those who fail to plan – plan to fail!

What do you have to offer?

- Don't be like some, who always want something but never give.
- Networking involves giving as well as getting.
- No one builds relationships solely by taking.

HAVE A PLAN

Why Network?

- Build relationships (personal and professional)
- Establish contacts with insiders who are able to serve as guides
 - *Mentors for career development*
 - *Sources for upcoming opportunities or changes*
 - *Advisors for handling difficult persons or situations*
 - *Advocates who will champion your cause*
- Increase your visibility
- Increase your knowledge (of the company, industry, profession, organization)

Always Be Prepared

☞ Business Cards

- Inexpensive but effective (name, address, phone, e-mail)
- More professional than writing on a slip of paper
- Record notes on back of card, and follow up as promised

☞ Introductions

– “Verbal Résumé”

- Be prepared to say your name, affiliation and generally sell yourself in 30 seconds or less

☞ “Elevator Speech”

- In a minute or less, be prepared to speak clearly and succinctly about what you’re doing / seeking.

Always Be Prepared

☞ How Can/Should You Network?

- *Complete a self assessment (what do you bring to the party?)*
 - Inventory of skills and Interests
 - Summary of strengths and weaknesses
- *Define your goals and objectives*
 - A D-Level or above position
 - An entrepreneurial, new career track or consulting opportunity
 - A position on a Board
 - A mentoring relationship
- *Research the company / organization*
 - Know what they do (key products or services)
 - Know how they're doing (financially, compared to the competition)
 - Know their key objectives / orientation
 - Know any breaking news or extensive press coverage about them
 - Identify the items about which you would like further clarification
 - Formulate intelligent questions that you would like answered

Always Be Prepared

- ☛ How Can/Should You Network? *(cont)*
 - *Prioritize the contacts you would like to make*
 - *Develop a style / approach*
 - Be genuine
 - Draft a list of talking points and prioritize
 - Must tell them vs. Nice to tell them
 - Prepare a list of questions
 - Must ask them vs. Nice to ask them
 - *Practice, Practice, Practice*
 - Ask a peer or advisor to evaluate your approach or contact and provide you with feedback
 - Try to correct any deficiencies they identify
 - *Look the part*
 - Dress professionally
 - Be articulate, Speak properly (slang is unacceptable)
 - Have resume or biography ready (2 pages max)
 - Listen carefully
 - Exude confidence, not arrogance
 - Be assertive, not overbearing or aggressive
 - *Follow up (phone call if invited to do so, thank you letter)*
 - *Maintain a PDA/file/rolodex of all contacts. Document key discussions.*
 - *Enjoy the experience and keep it in perspective*

Keep Moving

👉 **Entering** Networking Conversations

- *Be clear in your agenda*
- *Make good eye contact*
- *Give a firm handshake*
- *Be enthusiastic in your body language*
- *Observe climate of existing conversation (is it personal or intense)*
- *Be prepared to introduce yourself*

Keep Moving

👉 **Maintaining** Networking Conversations

- *Follow-up opening question*
- *Be inquisitive ... ask relevant questions*
- *Remember and use names*
- *Show interest in current conversation*
- *Choose words carefully (don't use slang or profanity, even if others do)*
- *Don't interrupt the current speaker*
- *Include others in your conversation*

Keep Moving

👉 **Exiting** Networking Conversations

- *Be honest, but tactful (it's acceptable to mention a need to circulate and meet other people)*
- *Graceful exit (don't monopolize a person's time, excuse yourself)*
- *Appreciative exit (thank you very much ... it's been a pleasure talking with you)*
- *Follow-up exit (make plans to communicate again via phone or in person)*

Staying in Touch

- Keep your promises!
- Phone/send e-mail
- Send cards/letters
- Do lunch/dinner
- Attend other networking events

Event Planning

When and Where to Network

What networking opportunities do you have planned this month?

☞ With whom should you Network?

– *EVERYONE*

☞ Where can you Network?

– *Companies (Former Managers, Co-Workers)*

– *Organizations (Professional Organizations, Chambers of Commerce, Alumni Associations, Business Organizations, Faith-Based Organizations)*

– *Volunteer / Community Service Efforts, Sporting and Recreational Activities*

– *Conferences / Workshops / Seminars / Career Fairs / Political Events*

Event Planning

General Resources

- ➔ Monster.com
- ➔ CareerBuilder.com
- ➔ AccessAtlanta.com
- ➔ AJC.com
- ➔ [MinorityProfessionalNetwork.com \(MPN\)](http://MinorityProfessionalNetwork.com)
 - Global Career, Economic & Lifestyle Diversity Network
 - Business Listings, Calendar Listings, Organization Listings, Job Listings, Newsletters, News, Articles, Profiles, Wealth Accumulation, Entrepreneurship, Student Resources

Event Planning

Resources for H/R Professionals

- National Association of African Americans in Human Resources (NAAAHR)
- Society of Human Resource Management (SHRM)
- National Hispanic Employee Association
- Council on Career Development for Minorities, Inc.
- MinorityProfessionalNetwork.com (MPN)



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Event Planning

Resources for I/T Professionals

- Hispanic Engineer & Information Technology magazine
- National Minority Technology Council
- Technology Association of Georgia (TAG)
- Black Data Processing Associates (BDPA)
- MinorityProfessionalNetwork.com (MPN)

Summary Competencies

- Understand the Networking Hand-“SHAKE” Model.
- Recognize the value of social capital.
- Recognize how networking can help achieve personal goals.
- Develop a self-introduction.
- Negotiate networking conversations.
- Identify beneficial networking events.

WISHING YOU MUCH SUCCESS!

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