

ARM IL Regional Meeting 2013



NETWORKING
PLAYBOOK



NETWORKING...

Be a PLAYER

Rules of “the game”

- Informative & interactive
- WHAT...WHY...HOW..?
- Invite participation and questions

Year after year, when surveyed,
members state that one of the
top reasons they Join, Attend an
Belong to ARM is:

- NETWORKING

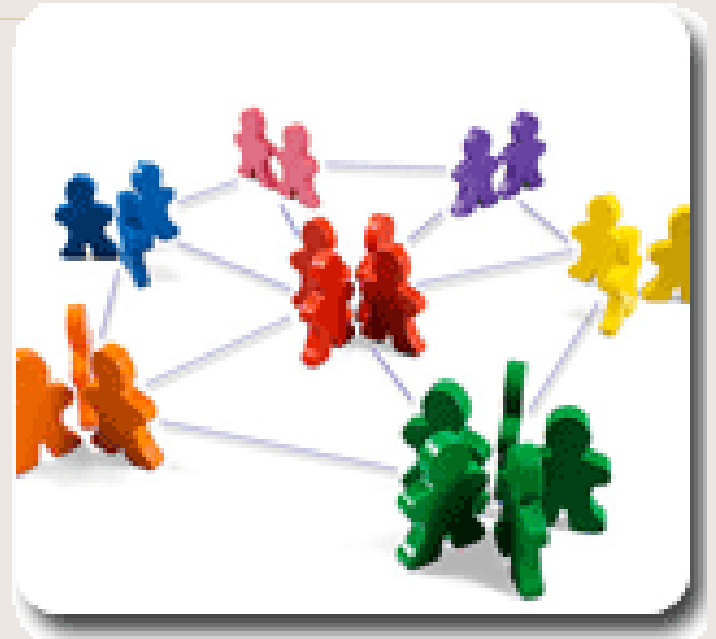



A spiral-bound notebook with a light beige, textured cover. A silver metal spiral binding is visible on the left side. A solid green horizontal bar is positioned across the middle of the notebook. The word "WHAT?" is written in a large, black, serif font on this green bar.

WHAT?

What is NETWORKING?

Developing and Maintaining contacts and personal connections with a variety of people who might be helpful to you and your career.



A silver metal spiral binding is visible on the left side of the page, looping through a series of holes in the brown cover.

The goal of networking is to have relationships in place to help us when we need the help.

Networking is not about how many people you know or who **knows** you, but **who is willing to help when the need arises.**

It requires that you have the skills to build relationships and also the skills to tap into them.


WHY?

Eleven

Why NETWORK?




- Sources of technical expertise that you can tap
- Industry trends
- Potential new customers/suppliers ?
- OTHERS???



Who here feels comfortable
networking?

How many feel networking
is **WORKING**?

It doesn't matter which group you belong to. The real point
is:

The background of the image is a spiral-bound notebook with a light beige, textured cover. The spiral binding is visible on the left side, with the metal wire looping through a series of holes. The text is centered on the page in a black, serif font.

You invested your time and money to
be here today.

DON'T WASTE IT!

Get in the game.

Networking is not a spectator sport.

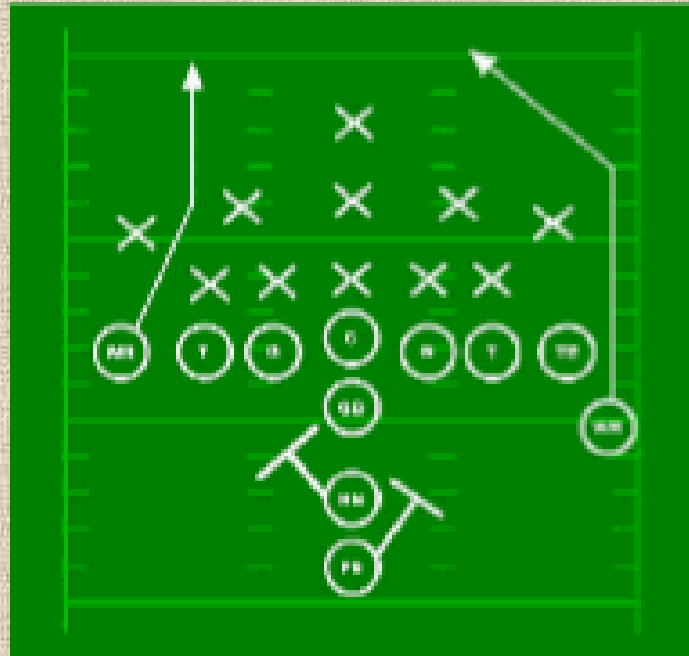


Be a player!



PRE-GAME PREPARATION

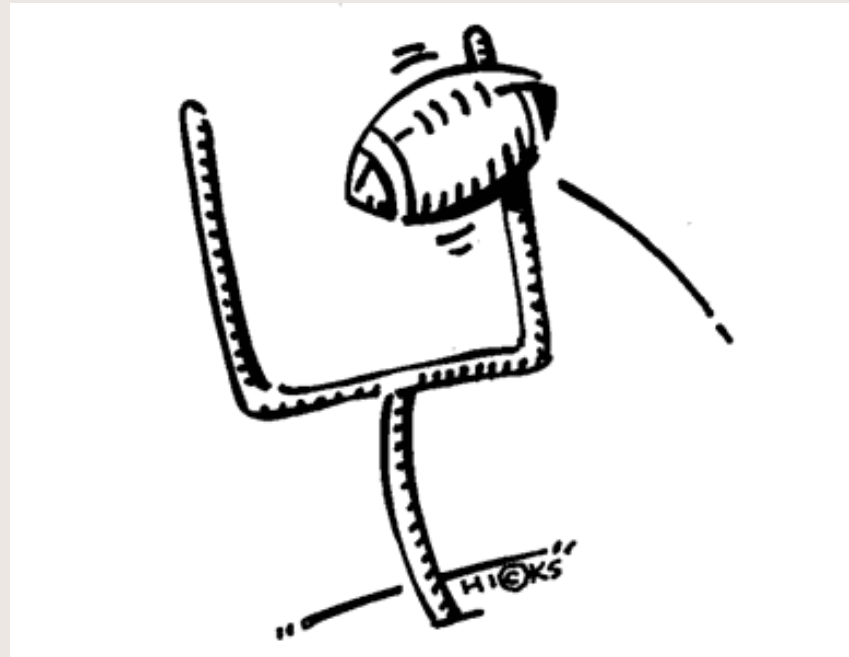
To play the game



You have to have a plan.

BE STRATEGIC!!

It's Not Strategic If You Don't Have a Goal





Why are you here?

The background of the image is a spiral-bound notebook with a light beige, textured cover. The spiral binding is visible on the left side, with the metal wire looping through a series of holes. The text is centered on the page in a black, serif font.

What do you want to learn?

Where are you having problems that
others may be able to help with.

Who do you want to meet?

Play to win the game.



Prepare your mind to be in the
game.

Baseball is ninety percent
mental and the other half is
physical.

Yogi Berra

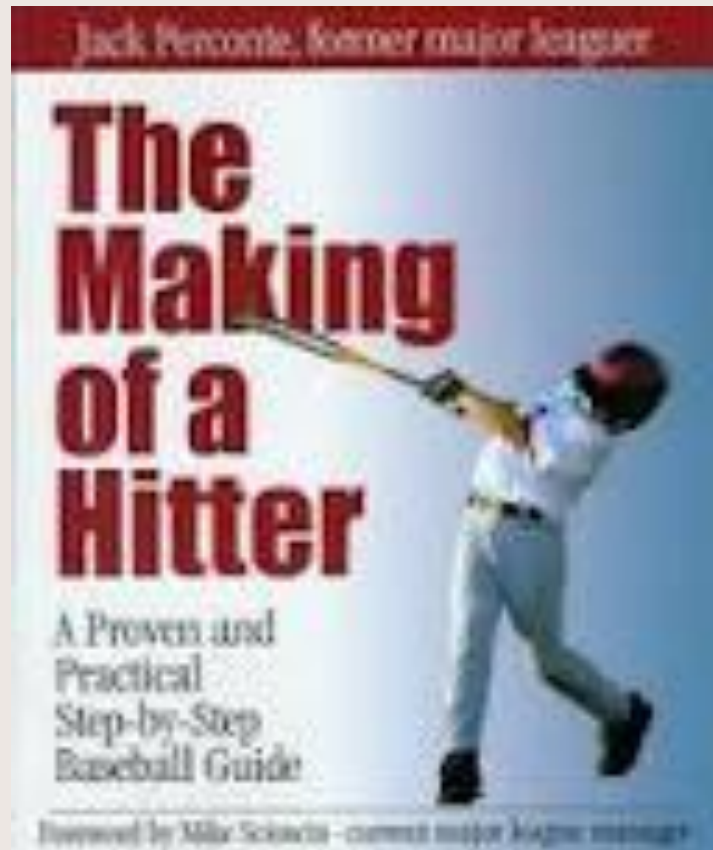
Re-frame your thinking

- If you don't think you're good at networking, you won't be.
- Be a Giver. If you approach networking with the mindset “ what's in it for me?”, you'll be less effective.
- If you approach networking opportunities with the thought of how you can give, they will be more enjoyable

A spiral-bound notebook with a light beige, textured cover. A silver metal spiral binding is visible along the left edge. A solid green rectangular box is centered horizontally across the middle of the notebook cover.

HOW?

How do you play the game?



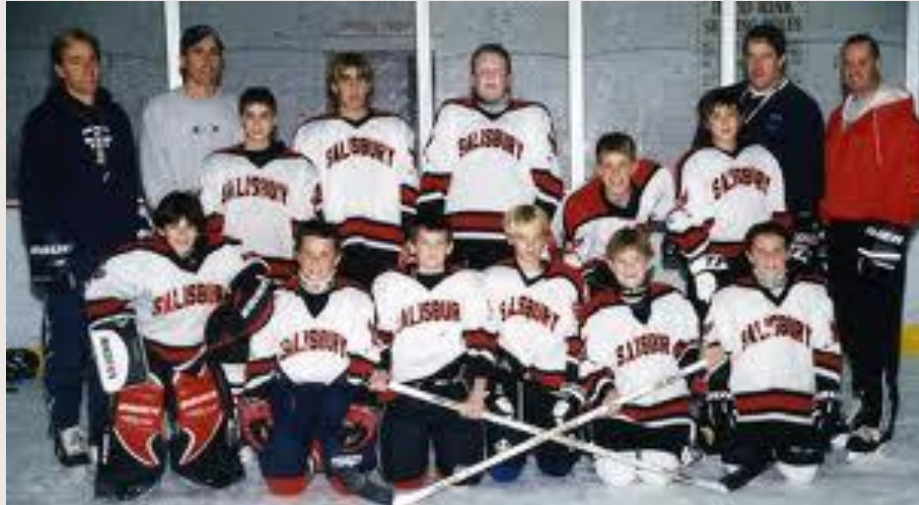
Recruit your team.



The more the merrier.



Networking is a team sport.



It's not just about how much you score...

Assists are an important part of the game



This is how you build your team!

To play the game correctly, the
players need to both ...

CATCH

and

THROW



Perfecting your Pitches.



The most important pitch is...
STRIKE ONE.



How do you introduce you self?

The first pitch you throw is the “elevator pitch.”

What is an elevator pitch?

Originally an elevator speech referred to a short

(you can say it in the time it takes an elevator to move between floors) and complete description of your business while trying to catch the attention of the recipient

The Windup and The Pitch, Elevator Pitch, That Is

A good elevator pitch meets four criteria

- It's short and interesting
- You use your full name
- You fully title and describe yourself
- It focuses on OUTCOME.

Pitching Strategies- Interesting Introductions

Your Pitch:

Clear, Compelling Introduction
Creates curiosity



Prepared for quick introductions.



Audience Appropriate



Tied to important outcome.



Prepared for longer conversations.



Prepared for appropriate calls to action.



Your introduction

Titles mean different things to
different people.

Create value. It's not about what you
do... it's about why you do it.

Introductions

I'm project lead on the new product that is going to open the Asian market for us.

NOT.....I'm project manager.

I help organizations meet their growth goals.

NOT...I'm a consultant.

HOW WOULD YOU INTRODUCE YOURSELF?

Defining your pitch the Harvard way...

HBS Elevator Pitch Builder

LOADING



You have one minute to explain yourself, your business, your goals, and your passions. Your audience knows none of these. Are you prepared? Can you present your vision smoothly, enticing them to want to know more?

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HBS Elevator Pitch Builder

HARVARD | BUSINESS | SCHOOL

The Art of Pitchcraft



Whether you are trying to raise capital, promote your company, or promote yourself, it's essential to have an elevator pitch. You need to communicate your main message quickly, clearly, and distinctly to someone who doesn't even know you. A good pitch takes planning and practice to deliver it quickly, on the spot, and under pressure.

You have **one minute** to say it all.

START CRAFTING YOUR PITCH ▶

DO YOU KNOW THE RULES? HBS ALUMNI CAREER SERVICES

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<http://www.alumni.hbs.edu/careers/pitch/>

Switch the Pitch?

You can't have ONE elevator pitch.
You have to be able to modify it for
your audience



The image features a spiral-bound notebook with a light beige, textured cover. The spiral binding is visible on the left side. The text is centered on the cover.

After the introduction...

What then?

Conversation starters

**The Number one conversation starter
that will get professional people
talking about themselves, what they
do, what's affecting them is:**

How's business?

If asking about business doesn't seem like the right place to start, here are 4 other conversation starters:

1. What brought you to this event? variation: How'd you decide to come to this event?

2. How long have you been a member? Follow-up with, how has being a member benefited you/your business?

3. What did you think of the speaker? Follow-up with your thoughts, especially how the content could apply to your work/business.

4. The trusty old, "So, tell me, what do you do?"

Batter up!

Baseball! A man stands alone at the plate. This is the time for what? For individual achievement. There he stands alone.

- Al Capone in *The Untouchables*



Always try to make solid contact

Go for the **Courageous ASK™**

The Courageous Ask™ is a straightforward request made from a position of strength and competence, not from a position of weakness and neediness.

It's overt, direct and made without apology. It is easiest to say "yes" to a courageous ask if there is (or has been) a *win* for the other person. The *win* may be in the near term, in the past or possible in the future.

100% of the putts you leave
short DON'T go in the hole



Playbook: Be Strategic

- * **Purpose: Have a business goal:**

- * Objective for attending???

- * **Prepare:**

- * Whom do you want to meet?
 - * What do you want to communicate?
 - * What questions will you ask?

- * **Participate**

- * Look for opportunities to volunteer, participate or speak.

- ◆ **Initiate & Communicate.**

- ◆ Prepare a compelling *elevator pitch* that communicates what you want people to know about you and your goals.
 - ◆ Direct conversations towards meaningful topics.

Now get out there and play the game!

- Build your team
- Catch
- Pitch
- Assist
- Hit



References

- Lisa Bergeron, *Leading Women, Hope Valley, RI*
- Mark Kowakowski, *About.com Guide*
- *Harvard Business School*