

# MASTERING THE ART OF PROFESSIONAL NETWORKING

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*Acknowledgements: Anna Dermenchyan*

"Is there any adventure more exciting than meeting new people and finding out what lives within them?"  
-Sonja Henie

## *Objectives*

By the end of this session, the learner will be able to:

- Discuss the purpose and benefits of professional networking.
- Identify strategies and techniques that nurses could use to expand their networking ability.
- Practice networking skills in a safe and fun environment.





*The more I traveled, the more I realized that fear makes strangers of people who should be friends.*

~Shirley MacLaine,  
American Actress~

In a few words, what is your greatest obstacle related to networking?



How frequently do you network at conferences?

- A Always
- B Often
- C Sometimes
- D Rarely
- E Never

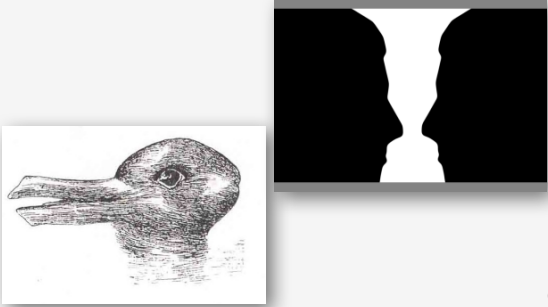
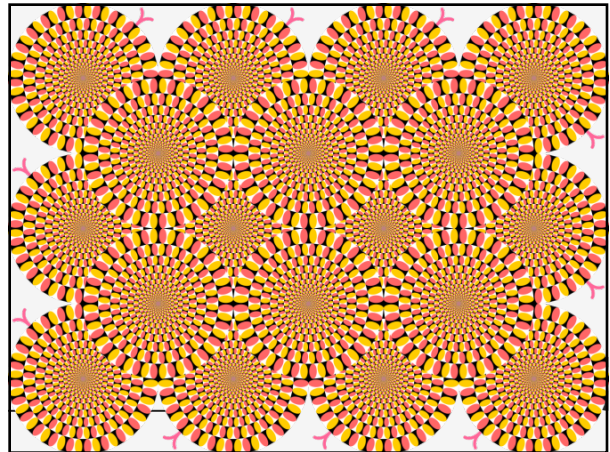


A - E

How would you describe your comfort level with networking?

- A Piece of cake – bring it on!
- B I enjoy it, but it's sometimes challenging
- C Meh, it's OK, I guess
- D I avoid it at all costs



ABCD

*It's about perspective...*

**Overview**

- Our Networking Story
- Purpose & Benefits
- Introverts vs. Extroverts
- Strategies & Techniques
- National Conferences
- Building a Referral Network
- Social Media




**PURPOSE & BENEFITS**



What are some of the opportunities you are looking for currently?

- A** Employment
- B** Mentor/Mentee
- C** Colleague/Peer
- D** New Friends
- E** All of the Above



**Benefits**

- Potential employment and consulting opportunities
- Identity for oneself
- Be more effective in your current job
- Engagement with others
- Build a support system

**Studies have shown networking can enhance your:**

- Interpersonal skills
- Build confidence
- Increase your efficiency and effectiveness
- Help you advance in your career

References: 1. Ventola, C.L. (2014). Social media and health care professionals: benefits, risks, and best practices. P&T, 39(7), 491-520. 2. Spector, N., Kappel, D.M. (2012). Guidelines for using electronic and social media: the regulatory perspective. Online journal of issues in nursing, 17(3), 1-1. 3. Schmidt, K. (2016). 5 Reasons Nurses Should Engage in Professional Networking. Retrieved from <http://blog.bluepipes.com/5-reasons-nurses-should-take-professional-networking-seriously/>.

“Don’t think of it as networking; think of it as seeking out kindred spirits.”

~Susan Cain



**Extroverts vs. Introverts**



If you had to choose one, do you identify more as an introvert or extrovert?

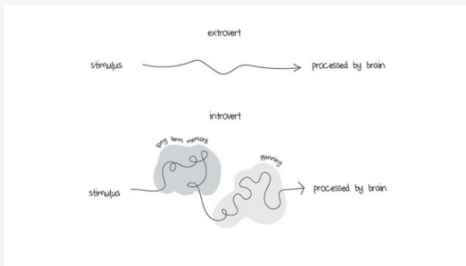
Total Introvert      Half-and-Half      Total Extrovert  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree



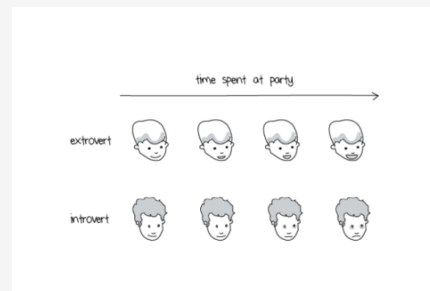
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**Extroverts vs. Introverts**



**Extroverts vs. Introverts**



### *Extroverts vs. Introverts*

I'd love to but I have plans tonight

### *Extroverts vs. Introverts*

introvert      extrovert

### *Extroverts vs. Introverts*

and then - hey, are you listening to me?

yes, sorry there's a lot going on

### *Extroverts vs. Introverts*

I hope they can hear me

you're so quiet

### *Introvert meets Extrovert*

Solutions:

- "Fake" phone call
- "Hold on, I think I recognize that person over there..."
- "It was great meeting you, and I hope we can stay in touch. But I also want to take advantage of my time here and meet as many new people as possible."
- Get plenty of "introvert" time during the conference (e.g., order room service rather than going out for dinner)

## **STRATEGIES & TECHNIQUES**

## Introductions

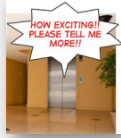
### Introducing Yourself

- Provide your name and a descriptor.
- View your descriptor as a 30-second commercial.
- Introduce yourself in a way that helps you become memorable.

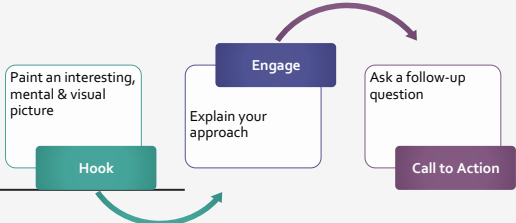
### Introducing Others

- Ask yourself, "Who is the most important person in this setting?"
- Then present the less important to the more important person.

## Elevator Speech



- Sells an idea in less than a minute
- Needs to be concise, positive and inspiring
- Should leave the listener with a sense of more to come...



When meeting someone new, it's easy for me to remember that person's name.


## Thumbs Up / Down



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## Remembering Names



- Listening is the real key to remembering names.
- When meeting another person, stop and carefully listen to their name and descriptor.
- You will be better remember a name if you begin to use it right away or if you associate it with some thing or some person you know well.
- For those who remember names only if they see them, wear your nametag on your right lapel.

## Approachables

- If you attend an event along, and if you don't immediately recognize any of the other guests, introduce yourself to an "approachable."
- A person standing by themselves typically around the edges of the room.
- Can be important and valuable contacts!

## Entering & Exiting Conversations

- To enter a conversation that is taking place among a group of people...
  - Approach the group
  - Listen to what is being said
  - Make eye contact with other participants
  - When someone raises a question, feel free to introduce yourself and ask a follow-up question
- When you are ready to leave, let other participants know how pleased you were to have met them and then move on.
  - This is the best time to exchange business cards

### *Buddy System*

- Whenever possible, attend events with another person.
- The two of you can “divide and conquer,” and by doing so double the number of contacts you make.
- Pre-arrange a rescue signal.



### *Thank-You Notes*

Sending a thank-you note is among the easiest ways to become memorable!

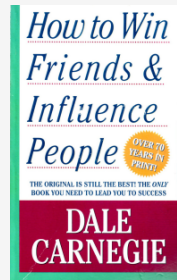
- Describe the event
- Describe something about the event that made it memorable
- Describe your follow-up

**Example:** Thank you for inviting me to join your group conversation at the Networking session. I really enjoyed discussing the similarities about our work environments. I hope we can stay connected through the NTI Network and exchange other ideas about ways to show Meaningful Recognition to colleagues and staff.

Everyone should build their network before they need it.

~Dave Delaney, New Business Networking~

### **Six Ways to Make People Like You**



**Principle 1:** Become genuinely interested in other people.

**Principle 2:** Smile

**Principle 3:** Remember that a person's name is to that person the sweetest and most important sound in any language.

**Principle 4:** Be a good listener. Encourage others to talk about themselves.

**Principle 5:** Talk in terms of the other person's interests.

**Principle 6:** Make the other person feel important and do it sincerely.

### *Conversation Starters*

Keep in Mind: If you are at a conference with someone, you must have at least one thing in common. This gets even more specific when you go to a specific session!

- What's your name?
- Where do you live/work?
- Is this your first time here? If not, which other ones have you been to?
- What's been your favorite thing so far?

### *Next Step to Networking... Connector*

- Know people across an array of social, cultural, professional and economic circles
- Make a habit of introducing people who work or live in different circles
- People with a special gift for bringing the world together - “link us up with the world”

**Personality traits**

Curiosity, Self-confidence,  
Sociability & Energy



**Next Step to Networking... Maven**

- A trusted expert in a particular field, who seeks to pass knowledge on to others
- Someone who wants to solve other people's problems, generally by solving his own
- Start "word-of-mouth epidemics"
  - Knowledge, social skills and ability to communicate
- First to pick up on new or nascent trends

*You don't always need a plan. Sometimes you just need to breathe, trust, let go, and see what happens.*



**National Conferences**



**Business Cards**



- Cost with various websites
- How to make your own
- What to include on the card
- Can place information on back of card:
  - "Looking for a career in XYZ" if you are a student



**E-Mails**

- Easy way to keep in touch with your networks
- Quick messages prevent your colleague from forgetting about you:
  - "I definitely enjoyed meeting you and learning more about evidence-based practice."
  - "Congrats on your distinguished award! You definitely deserved that one!"
  - "I enjoyed the article you just had published, and I have shared it with my colleagues."

**Videoconferencing**

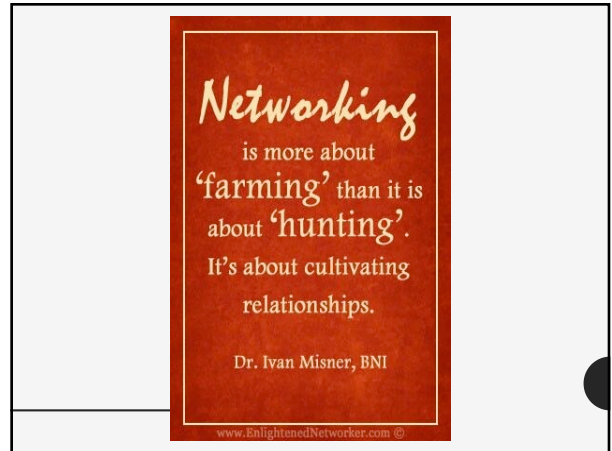
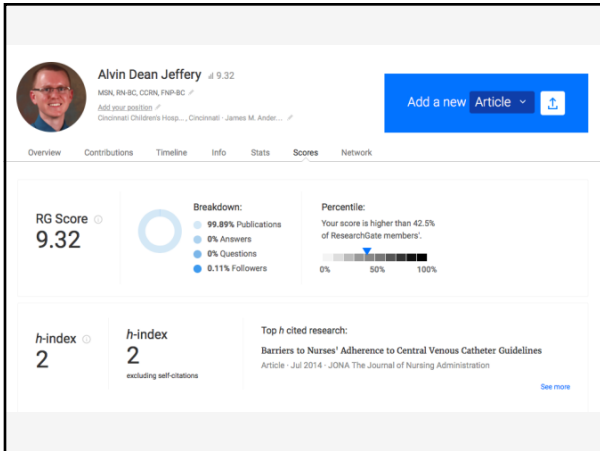
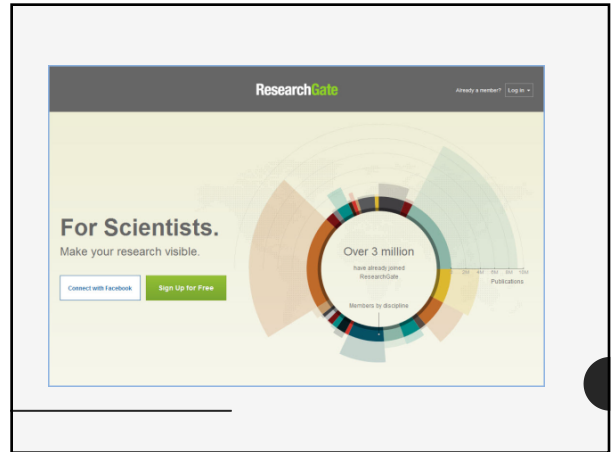


Skype for Business









### Book Recommendations

- Susan Cain. *Quiet: The Power of Introverts.*
- Don Gabor. *How to Start a Conversation and Make Friends.*
- Malcolm Gladwell. *Blink: The Power of Thinking Without Thinking.*

### References

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*Thank  
you!*

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ResearchGate, & Twitter!!!

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