



Institute
and Faculty
of Actuaries

Why networking is important for your career & the skills to get it right

Joanna Gaudoin
Inside Out Image
1st December 2016



To encourage you to network and get you thinking about the **skills** required to do it well

Joanna Gaudoin



© Joanna Gaudoin 2016



Agenda

1. What networking is
2. Preparing to attend an event
3. Attending the event
4. After the event
5. Q&A

1. WHAT NETWORKING IS

Meeting people to create mutually
beneficial relationships

- Conversations in the office
- Formal meetings
- On-line
- Events

What networking isn't



Why you might attend

- Get to know **clients** better
- **Business development** is part of your role
- To **become known** in a sector – career development/expert
- To build your **knowledge**
- To seek out **future role** opportunities

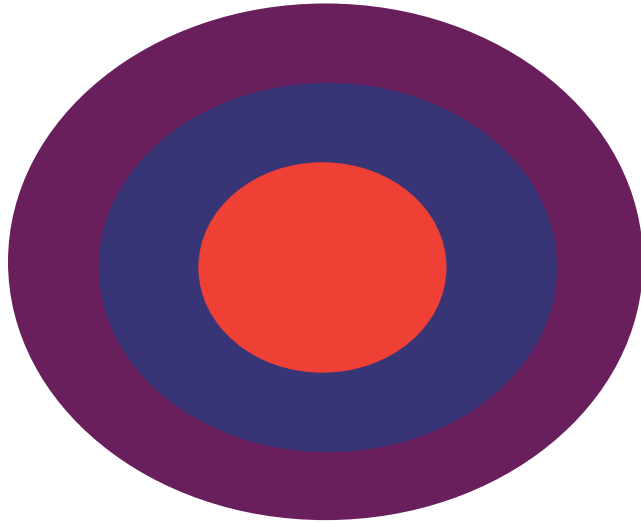
People in corporate roles often underestimate the value of networking!

NOW

Necessities for mutually profitable relationships



How they work together



Know – implicit for all the others to happen

Like – failure possible at this hurdle, necessary to get to the next

Trust – may like someone but may not be enough

**All 3 are necessary to differentiate yourself & get results.
Image as the gateway**

2. PREPARING TO ATTEND

Where to go?

- You could network morning, noon and night
- Think about **who** you want to meet at networking
- Worth trying different ones to see what suits you
- Focus on what will be most beneficial
- Ask your contacts!

Define your goals

- Consider why you are going

Planned + Prepared = increased enjoyment & opportunities

- What **type** of people are you looking to meet?
 - Potential clients
 - Referrers
 - Partners
- List of **attendees**
 - Study it carefully and plan who are the people you'd most like to meet
 - Research
- Set yourself **specific** goals e.g. walk away with 5 conversations you can follow-up on

The environment – prepare your first impression

- First impressions formed in **less than 10** seconds
- Very hard to reverse a negative first impression
- First impressions affected by:
 - Appearance
 - Body language
 - Voice
- How will you introduce yourself?

The environment – prepare your first impression

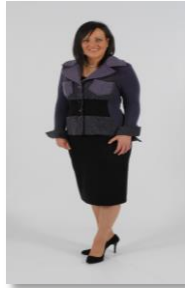
- First impressions formed in less than 10 seconds
- Very hard to reverse a negative first impression
- First i
 - Appearance
 - Body language
 - Voice



55% visual

The environment – your appearance

- **Appropriate** for what you do and the event/timing
- 8 key things to think about:



Body language aspects

1.POSTURE

4.GESTURES

2.EXPRESSIONS

5.EYE CONTACT

3.MANNERISMS

6.SMILE

STYLE OF LANGUAGE

- Keep it positive
- Avoid jargon
- Clear language

USE OF VOICE

- Rhythm
- Tone
- Pace
- Volume
- Intonation

3. ATTENDING THE EVENT

On the day

- Take plenty of **business cards**
- Plan your **journey** carefully
- Even if it is informal event, if you are new, arrive at the **beginning**



Arriving at the event

- Free up your hands as much as possible
- Leave any personal negativity with your coat
- Take a moment to **centre** yourself
- Put your name badge on the right hand side
- Have your business cards easily to hand
- Get a drink immediately when you enter the room, if available

- Everybody will have some anxiety about an event
- Seeing everyone else seemingly engrossed and at ease makes this worse
- The key is to think carefully about where you can fit in and avoid the 'where do I start?' feeling
- Confidence

Group types

- Six group types
- Look for 'open' groups where you can easily fit yourself in – body and foot position are key clues
- Look at groups of odd numbers to see if one person looks lost, if the others have paired up
- Care with closed or large groups
- The only time 'queueing' to speak to someone is acceptable is if they are the host or the speaker
- People on their own often try to look busy when they have nobody to talk to – they are likely to be grateful of an approach
- Be aware that it is harder to move on if you end up in a pair

Things to remember

- Always survey the room and plan which group to join
- Everyone feels nervous
- Most people are welcoming and polite
- Everyone is there to make **connections**
- Move along quickly from rude people

The approach

- Direct introduction to an individual
- If appropriate “do you mind if I join you?”
- Mid conversation, wait until the others reach a convenient moment
- This is then your moment to SHINE...

A shining first impression



S
H
I
N
E

Stages of a conversation

1. Start the conversation
2. Talk about them
3. Talk about you
4. Leave the conversation

Starting the conversation

- Always encourage the other person to speak first
- Have questions in mind – **depth** not quantity
- Try to avoid the first question being about what they do!
- Start with points of **commonality** (be wary of personal topics):
 - The more natural and free flowing the conversation, the higher the chances are of building an on-going relationship
- If you have read something about them beforehand...

The power of listening

- Absolutely essential to build **rapport**
- Essential to elicit what they do
- Your chance to think about **opportunities**
- The more you understand their challenges and **points of pain**, the better chance you have of being a solution to a problem
- Use body language to demonstrate listening
- Even if you spot an opportunity...wait...



- Think broadly – not just about what you can ‘sell’ them
- Be as specific as possible when articulating
- Who can you **connect** them with in your network?

Permission to follow-up

- If you spot a top opportunity
- If you are certain you have things to explore
- If you're unsure
- If you want to run a mile or really have nothing to follow-up on



Never completely close off a connection or make a promise you won't keep

Preparing to move on

- The quality/quantity equation
- If it is just the 2 of you

What are the options?

- Avoid just leaving them
- Offer to introduce them to someone you know at the event
- Suggest you should both talk to others and look for a group to join
- If you are in a group:
 - There's nothing wrong with saying you should move on
 - Genuine reasons

4. AFTER THE EVENT

First things first

- Did you meet your goals?
- Segment contacts
- Connect on Linked In
 - Personalise the invite
 - Check if you have connections in common
- If appropriate and they have given their permission, add them to your Company e-shot list
- Appropriate follow-up action. Even if you have a call scheduled, drop them an email
- Email follow-up only - personalise

Remember to do what you promised

- Not doing it is not an option

They will say
“no”

They won't
remember me

They were just
saying they
would be happy
to hear from me

- What's the worst that can happen? Unlikely to be personal, if a 'no'
- Reframe your thinking

Something may
come of this

We had a good
chat at the
event

I said I'd call

Following-up

- Re

—
—
—
—

- Ge

- Re
pro



rm

Recap on the stages

1. What networking is
2. Preparing to attend the event
3. Attending the event
4. After the event

5. THANK YOU & QUESTIONS

INSIDEOUT^{IMAGE}

be your best self

1-2-1 Consultations • Corporate Training • Client Events • Speaking



www.insideoutimage.co.uk • joanna.gaudoin@insideoutimage.co.uk • Tel: 020 7989 4999