

Speed Networking

Introduction

Thank you for joining in this activity. The other participants are looking forward to meeting you.

This handout

- explains how the session will work
- opens with background on networking (purpose, principles, personality types)
- suggests how you can prepare for the session
- tells you about some of your fellow participants
- lists resources about networking and etiquette

How the session will work

You will meet five randomly selected individuals, one after the other. I have chosen random meetings, rather than connections with people pre-selected to match or complement your work niche, etc., because this simulates real-life meetings. It also will give you access to loose connections, as well as to complementary connections that you hadn't foreseen.

Here's how the meetings will work:

You'll receive a coloured paper square when you arrive: half the participants will receive red and half will receive yellow. If you have a red square, you pick a place in the room and stay there. If you have a yellow one, you move around the room, from one red-square-holder to another.

I'll explain the process, ask you to hold up your squares, then ring the first bell. You'll find a partner with the opposite-colour square, then meet and talk with them (guided by the worksheets in this package). Every 10 minutes, I'll ring the bell and you'll get a new partner. Remember: stay still if you're red, move if you're yellow.

You and your partner are free to stand or sit.

Just before the session ends, I invite you to arrange to reconnect with people you've talked with or to connect with those you didn't have a chance to meet yet. For example, you could arrange for today's Speed Networking group to reconvene at breakfast or lunch on Saturday, or you could pick people to attend the Friday evening reception with you.

Preliminary thoughts

Your network-building goals for this conference

Meet people, select the ones you'd like to stay in touch with, and arrange the opportunity to stay in touch and continue sharing. Do that by having conversations that elicit curiosity and build trust.

Principles for network building

The people who you want to connect with will need to

1. **like you** (you're someone they would enjoy dealing with)
2. **know which leads to send you**—what your unique selling points are and what you are looking for (that is, which client needs you could fill)
3. **see you as suited for the work you're looking for** (expertise, knowledge, skill, personal suitability)
4. **remember what you are looking for**, as well as the details about your services and unique selling points
5. **feel that you deserve the help and leads** (you warrant their time and attention because you have done something to help them—they directly, or an organization they belong to, or because you might bring them advice, connections, etc., in the future)

Pick your own strategies (that suit your personality type) to put these principles into action.

Work with your personality type

Are you an introvert, an extravert or in the middle ground? Find out what your personality type is, and then learn to work with it—and with that of the people you're talking with.

“When you battle your own nature, you deplete yourself. ... We all have to do things that don't come naturally—some of the time.... But it shouldn't be most of the time.”¹

Introverts

would rather devote their social energy to the people they care about most, preferring a visit with a close friend to a party full of strangers. They think before they speak, and relish solitude. They feel energized when focusing deeply on a subject or activity that really interests them. They prefer to do things alone or with one or two people they feel comfortable with. They need time to reflect so they'll have a clear idea of what they'll be doing once they decide to act.

Extraverts

relish social life and are energized by interacting with friends and strangers alike—they're excited when they're around people and like to energize other people. They are assertive, go-getting, and able to seize the day. They're great at thinking on their feet, and are relatively comfortable with conflict. They are actively engaged in the world around them and are at their best when they tap into its energy. They get

¹ Adapted from Susan Cain, *Quiet*, www.thepowerofintroverts.com/about-the-book/quiet-quiz-are-you-an-introvert; www.myersbriggs.org/my-mbti-personality-type/mbti-basics/extraversion-or-introversion.asp.

their energy from active involvement in events and having a lot of different activities. They often can best understand a problem when they can talk out loud about it and hear what others have to say.

Ambiverts

fall in the middle of the introvert-extravert spectrum: they can tap into either pole, as needed.

Introverts' energy is primarily directed inward, toward their own thoughts, perceptions and reactions. Therefore, they tend to be more reserved, private, cautious, and interested in fewer interactions, but with greater depth and focus. They

- ☐ have quiet energy
- ☐ listen more than talk
- ☐ think quietly
- ☐ think, then act
- ☐ feel comfortable being alone
- ☐ prefer to work behind the scenes
- ☐ have good powers of concentration
- ☐ prefer to focus on one thing at a time
- ☐ are self-contained and reserved²
- ☐ prefer to start a conversation by getting right to business

Extraverts' energy is directed primarily outward, toward people and things outside of themselves. Therefore, they tend to be more naturally active, expressive, social, and interested in many things. They

- ☐ have high energy
- ☐ talk more than listen
- ☐ think out loud
- ☐ act, then think
- ☐ like to be around people a lot
- ☐ prefer a public role
- ☐ can sometimes be easily distracted
- ☐ prefer to do lots of things at once
- ☐ are outgoing and visibly enthusiastic
- ☐ are more likely to start a conversation with small talk

My personality type :

² www.personalitytype.com/career_quiz.

Strategies for introverts

Because you're likely high-reactive (you feel low amounts of stimulation more than extraverts do),

- desensitize yourself to the discomfort of events by successfully achieving bits at a time
- attend events only sporadically, plan to meet just a few people, and don't stay long
- sit at tables with just two or three chairs
- get right to the point rather than trying to make small talk

How you can prepare for this session

Write out your business or career goals

Realize what they are, and plan your network-building to help you achieve them.

My goals (include timelines)	People, places and things that will help me reach this goal	How I'll connect with them

Source: Keith Ferrazzi and Tahl Raz, *Never Eat Alone*, pp. 30–33.

Set networking goals for this conference

Based on your business or career goals, set some specific network-building goals for this weekend. As well, be open to making loose connections: they can bring you unexpected information and contacts.

Here's who I'd like to meet (specific individuals, or people who perform a certain service, are from a certain region, etc.)	Here's what I'd like to talk with them about

Plan what you'll say

Describe your service(s) and niche(s). Be able to say, "I'm the person to call when _____ needs _____." (Example: "I'm the person to call when an organization needs plain-language coaching for its staff.") Be ready to describe one or two recent projects. Use this table to sketch out what you'll say.

I perform this service (or services).	
I'll tell about this project (or projects).	

Pack your supplies

- business cards (if you don't have any, get some printed that show your name, business line and contact information)
- a notebook and pen or pencil
- a conversation-worthy accessory or item of clothing that says something about you (if you wish)

Get in touch with people ahead of time

If you wish, make advance contact with the people you want to meet (other attendees, speakers, association executive members or staff, vendor-fair exhibitors, etc.). Arrange to meet at a specific time or place, or simply plan to watch for each other.

Participate with confidence

Before you enter the room, prepare yourself to be calm and positive

- Visualize success.³
- Focus on what you want to think or do, rather than on what you are trying to avoid.⁴
- Stand in the power pose for a minute.⁵
- Relax your face. Loosen your lips. Picture something that makes you happy.
- Breathe deeply.
- Remind yourself of your plan—who you want to meet, and what you want to talk about.
- See the other attendees as people like you.
- Commit yourself to paying attention during introductions.
- Put away your phone.

Talk comfortable and productively

- Smile: this will make you look confident, successful, welcoming and approachable.
- Hold your hands down at your sides, or lace your fingers together in front of you. (Crossing your arms, even if you're cold or tired, says, "Stay away.")
- Stand at a slight angle to your partner.
- Introduce yourself, with your full name, place of residence, and business type.
- Demonstrate you're alert and interested: make eye contact, nod when your partner talks, and raise your eyebrows while you listen. Tilting your head a bit will help you express your interest and empathy.
- Ask your partner about themselves. This will demonstrate your interest, and it will allow you to listen rather than talk. And you'll learn, which is what you came to this conference for.
- Tell your partner about you, based on the description you prepared. Talk about yourself positively, professionally and with confidence. Include what you're looking for at this conference (contacts, information, etc.). You and your partner might be able to share ideas and contacts.
- When your time is up with each partner, make plans to stay in touch or reconnect at this conference if you wish to continue your conversation with them.

³ <http://publicwords.com/how-to-prepare-a-presentation/>.

⁴ Mark Fenske, co-author of *The Winner's Brain: 8 Strategies Great Minds Use to Achieve Success*.

⁵ Amy Cuddy, TED talk on YouTube.

Resources

Networking

Dale Carnegie, *How to Win Friends and Influence People*

@shepalearning

@keithferrazzi, <http://keithferrazzi.com/>

Lisa B. Marshall (The Public Speaker) blog posts about networking

<http://shepalearning.com/free-weekly-tip/>

www.pronouncenames.com/

<http://postagramapp.com/>

Keith Ferrazzi and Tahl Raz, *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*

www.ducttapemarketing.com/blog/

Personality types

www.thepowerofintroverts.com/about-the-book/

Susan Cain, *The Power of Introverts*. TED talk on YouTube.

Susan Cain, *Quiet: The Power of Introverts in a World That Can't Stop Talking*

Self-confidence at events

<http://publicwords.com/how-to-prepare-a-presentation>

Mark Fenske, co-author of *The Winner's Brain: 8 Strategies Great Minds Use to Achieve Success*

Amy Cuddy, TED talk on YouTube

Interpersonal skills and etiquette

www.etiquettejulie.com/blog-media/ Blog, newsletter and books

- *Quoi Dire, Comment Faire, et Quand?*
- *Etiquette: Confidence and Credibility*

Choosing Civility: The Twenty-Five Rules of Considerate Conduct, New York, St. Martin's Griffin, 2003.

Social media

www.linkedin.com/pulse/your-linkedin-profile-fully-optimized-dave-delaney