Poll

What is your current employment status?

a. Employed – Seeking a new role in current field
b. Employed - Looking for work in a new field
c. Returning to the workforce
d. Unemployed/Laid off/Fired/Resigned - Looking for work
e. Exploring options for my second act
Objectives

- How to engage with people in natural ways that build productive connections, even if you have been out of the workforce for a period of time.

- Explore the most effective ways to access and expand your networks to be successful in making positive connections.

- Personal contacts and online networks
Poll

How do you feel about networking?

a. I love networking!
b. I’m uncomfortable with it, but want to get better at it
c. I’d rather have a root canal.
Agenda

- 4 keys to successful networking
- Introverts & extroverts
- Communication skills & tools
- Various networking opportunities
4 Keys to Successful Networking

- State of Mind
- Resources
- What To Say
- Follow Up & Follow Through

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State of Mind

- Open & Curious
- Deal with your Committee
- Ask for Help
- Gratitude
State Of Mind: The Power of One

- One person
- One step at a time
- Reflect: Defining Moments

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Poll:
Which of these people are introverts?

- Artist/Performer Lady Gaga
- Activist Rosa Parks
- Athlete Michael Jordan
- Singer/Songwriter Elton John
- Filmmaker Steven Spielberg
Introverts: Play to Your Strengths

- Good listening
- Research, preparation and planning
- Interest in knowledge (less small talk)
- Plan for down time
- Network one-on-one rather than groups
Your Resources

- Personal/professional connections
- Groups and Associations
- Social Media
- Situational
- Newspapers, blogs, trade publications, podcasts

**In the chat box:** Tell us which resources you plan to engage in 2019? Be specific.
The problem with communication is the illusion that it has been accomplished.

- George Bernard Shaw
And yet... what DO I say?

1. Elevator speech
2. Professional Branding Statement
3. Experience – “What I have seen is...”
The key to a good conversation starter is to ask an open ended/curious question:

What drew you to this session?

How did you hear about this event?

What do you do when you aren’t here?

What has been a highlight of your day so far?
Do not use this as a conversation starter!

WHAT I do = help

WHOM I serve = people

BENEFIT(s) = my clients reap = gain satisfaction in work
Professional Branding Statement

- Succinct sentence that holds your listener’s attention
- Quickly differentiates you
- Encourages extended conversation time and interest in you and your story

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Create A Professional Branding Statement

What do you (or your company) do?

What single problem can you (or your company) solve better than anyone else?

How can you (or your company) deliver value for your customer?

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Example: Professional Branding Statement

Homer Simpson’s Professional Branding Statement:

Nuclear Engineer – Expert in controlling power plants, maximizing safe & low cost power capacity

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Accessing Information

- In-person, phone, video, email contact
- By industries, companies, or job function/role
- Prepare questions in advance. Do research to get pertinent advice & be credible
- Ask if you can keep in touch periodically & for introductions to others
Listen and You Shall Hear
(and be heard!)

Yes and...
Follow Up & Follow Through

- Acts of gratitude help build memorability and solid connections.
- Create a diverse network in which reciprocity thrives.
- Develop your reputation and credibility.
- Building your relationships become normal, everyday, and ongoing actions.
Where to go from here?

- Begin with the end in mind
- Clarify what you want & articulate your vision
- Be flexible
- Stay connected
Helpful Resources - Books

*Never Eat Alone*, by Keith Ferrazzi

*Croissants vs. Bagels*, by Robbie Samuels (Amazon)

*Stand Out* by Dorie Clark

*The Fine Art of Small Talk*, by Debra Fine

*Hiding in the Bathroom: An Introvert's Roadmap to Getting Out There (When You'd Rather Stay Home)* by Morra Aarons-Mele

*Networking for People Who Hate Networking* by Devora Zack

*Brand You 50*, by Tom Peters

*Quiet*, by Susan Cain
Helpful Resources – Websites, Podcasts

www.job-hunt.org


www.workfromtheinsideout.com  podcast
Interviews about making significant professional transitions

“Find Your Dream Job” podcast:
https://www.macslist.org/podcasts

https://bossedup.org/podcast/
Research-driven, relatable advice to craft your career & life

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They may forget what you said, but they will never forget how you made them feel.

- Carl W. Buechner
Want to continue the conversation?

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Next Steps / Q&A

• Fill out our satisfaction survey to share feedback
• Stay tuned for our February webinar and take advantage of recorded webinars:
  o Alumni.brandeis.edu/careers/events/webinars.html
• (Undergrad alumni) Make a career counseling appointment: 781-736-3618
• Contact me:
  o Alexandra Stephens, associate director, alumni career programs & engagement, 781-736-3623, astephens@brandeis.edu, alumni.brandeis.edu/careers