HR Professional Development – Steps to Success


GRICULTURAL
ERSONNEL
ANAGEMENT
SSOCIATION

40th Annual APMA Forum

What is Networking?

The process of meeting and sharing of information with individuals and groups of people in your field of interest.

- Establishing contacts to gain or exchange ideas and information of employment opportunities in such a way that builds personal relationship.

- The art of building relationships.

- …it's a learned skill, and building visibility.

- …it's about creating your own 'community.

- …it's about building alliances, not just about job hunting.

- …it's not a replacement for talent, it's about being recognized as talented.

- … it's about establishing contacts to gain or exchange ideas and information of employment opportunities in such a way that builds personal relationships.
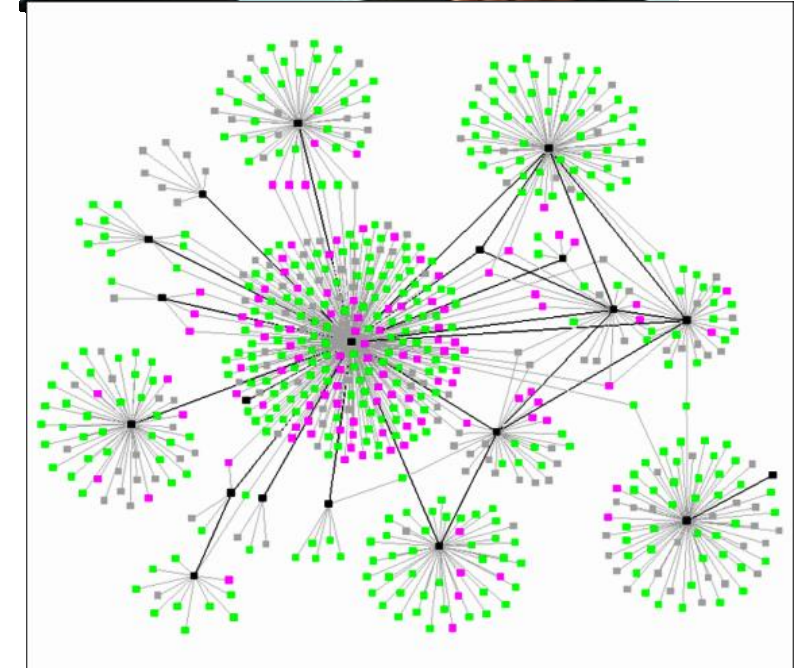
Networking is NOT…

- Contacting everyone you know when you are looking for a new job.
- Cold-calling people you don't know.
- A one-way street…it must benefit both parties.
- About gaining the confidence to call strangers to ask for a job.
- Always productive…expect some persons to not respond.

Being Human: Managing Your Network

…of rejection.

…of failure.

…of sounding/appearing "stupid".

…of bothering/taking up someone's time.

…of making a negative impression.

…of being asked questions.

…of overstepping boundaries.

…that networking doesn't really count!

What's the hardest part of networking for you?

- **Lack of**
  - Commitment, effort, discipline, self-esteem, persistence, mental toughness.

- **Failure to**
  - Socialize, stay connected, treat others as yourself, appreciate diversity, organize, make the 1st move.

- **Reluctance to**
  - Sell yourself, join in, take risks, gain from others' experiences.

- **Complacency, being unlucky, feeling stressed, <u>FEAR</u>**

What does networking look like?

Informal Networking

- Follow your personal style.

- Serendipity happens.

- Talk to people you meet by chance.

- Talk about their lives as well as their work.

- Talk to people in your own organization.

- Offer to help out when you can.

- Ask for help when you can use it.

    - Most people are glad to help, if the request isn't large.

    - Be clear on what the person can do for you.

Networking at Conferences
Before The Conference

- Write down & memorize two descriptions of your work.

  - "Elevator talk"---1-minute version.

  - longer 3-minute version.

  - practice with your friend, spouse, or coworker.

- Who will be there whom you want to meet?

- What do you want to talk to them about?

  - Ask why/how they started project, got problem.

  - Integrate your work and interests into conversation.

- What do they look like?

  - Find picture beforehand.

  - Ask someone to point them out.

Networking at Conferences

The How's:

- Don't just stand there, speak!
- The dreaded microphone.
- Questions & discussion with speakers after their presentation.
- Talk to the person sitting next to you.
- Make lunch/dinner plans.
- Hall talk –stay engaged.
- Get your friends to introduce you.
- Talk to people who come up to you.
- <u>Don't</u> hang around with your friends/coworkers only.

Networking – The Follow-Up

- **After meeting them**
  - Write down the next step.
  - Write down technical tips.
  - Write down what you owe whom/what they owe you.

- **After getting back home**
  - Send them your related papers.
  - Ask for theirs.
  - Actually read them! Send them comments.
  - Share software and workloads.
  - Do joint work together.

- **Later in your career**
  - Invite them to give a talk.
  - Ask to give a talk there.

Strategies for Successful Networking

- **Plan your self-introduction,** you're building trust.
  - gain visibility, gather info, create a favorable and lasting impression
- **Prepare for small talk &** balance your talking
  - too much and you frustrate the contact, too little and you miss sharing your talents
- **Adopt a positive attitude**
  - contacts need to feel they are heard and respected...LISTEN well
- **Focus on the benefits of the conference**
- **Remember eye contact and smile**
- **PRACTICE YOUR HANDSHAKE!!**

In Conclusion:

- Resistance to network is normal

- Networking is about using social, personal and professional contacts to help you to learn more about a field of interest, or organization.

- Networking is not only for Extroverts

- It can be planned...or it happens when you least expect it to

- Networking is not about only selling yourself, it's about learning and getting more information

- People enjoy talking about themselves and enjoy helping others...you are not a nuisance (*note: if someone asked you, would you help?*)
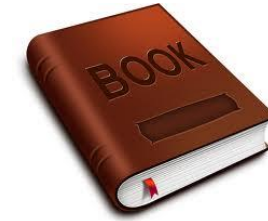
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Challenge:

- Meet and networking with one other person from this workshop

- Ask them: how did you find your last 2 jobs?

- Write down strategies...share with large group

• "I always wanted to be SOMEBODY, but I realized I should have been more specific."

Lily Tomlin

NETWORKING BOOKS

- *Dig Your Well Before You're Thirsty*, by Harvey MacKay

- *How to Work a Room*, by Susan Roane

- *Networking for People Who Hate Networking* by Devora Zack

- *Networking Like a Pro: Turning Contacts into Connections,* by Ivan Misner, David Alexander

- *The 29% Solution: 52 Weekly Networking Success Strategies,* by Ivan Misner

- *Social Networking for Career Success: Online Tools to Create a Personal Brand,* by Miriam Salpeter

- *Never Eat Alone by* Keith Ferrazzi

- *Online Networking* by Liz Ryan

- *I'm on LinkedIn – Now What???* by Jason Alba

- *The World is Flat* by Thomas L. Friedman