NETWORKING – WHAT’S IN IT FOR ME?

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Networking- What's in it for me?
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Agenda

- Poll
- Storytime
- 4 W’s
  - What, Who, Why, When of networking
- Key Networking Topics
  - Barriers, Etiquette, Goal setting, Conversation starting, Elevator pitch, Closing and follow-up, Digital
Poll

• How many of you network?
• How many of you network using social media?
• How many of you use different social media platforms for networking (IG, FB, LinkedIn, other)?
• How many of you are networking for jobs or new opportunities?
Storytime

• Let me tell you a story....
What

- Effectively growing your brand and name recognition
- The goal is to have people speak positively about you even in your absence
Who

- Everyone should be networking
- That includes YOU
- You are a brand
Why

• Networking is necessary so people know about
  • Your success
  • Your skills
  • Your education
  • Your goals

• People trust people they know or are in their circle
When

- You should be networking all the time
- You should network at work
- You should network at social events
- You should network at networking event
- You should network on social media
Key networking topics
Barriers

- Lack of Time
- Alcohol
- Environment
- Technology
- Asking too much too soon
Goal Setting

- Know your niche
  - Be comfortable and authentic

- Know:
  - Why you attending an event
    - “I want to meet someone in finance”
  - What you want to leave event with
    - “I want to leave with contact information for someone in finance”
Etiquette

- Be on time
  - For meetings
  - For phones calls
  - When attending events

- When there is food, be cognizant of what you are eating
  - Avoid messy food and drink
  - Don’t get drunk

- Treat everyone the same
  - Shake male and female hands the same
Elevator Pitch

• Overview of who you are professionally
• Think in bullets
  • What do you currently do
  • What skills do you have
  • What are your work interests
Conversation Starters

• Ask open ended general questions
  • What do you do
  • How long have you been with your organization
  • What do you do for fun
Closing and Follow Up

• Politely ending conversations
  • “It’s been a pleasure talking to you”
  • It’s OK to just want to end a conversation

• Follow up in 24 hours or less
  • LinkedIn
    • Add them
    • Send them a note reminding them of your interaction
  • E-mail
    • Send a short note reminding them of your interaction

• Create a schedule for mentors
  • Monthly, quarterly, yearly
• LinkedIn
  • Connect with mentors, managers, professors, and advocates

• E-Mail
  • It's ok to send a cold email, just consider who you are email

• Other social media (Facebook, Instagram, Snapchat, etc)
  • Unless it’s a business account try to used email and LinkedIn
Tips

• Barriers- don’t let them stop you
• Goal Setting- know why you are doing what you are doing
• Etiquette- remember not to get drunk or eat messy foods
• Elevator pitch- less than 30 second bulleted overview of you
• Conversation Starter- ask open ended general questions
• Closing- thank them for their time
• Follow up- follow up in 24 hours or less
• Digital- work within your strategy
Questions?
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Resources

- “Superconnector,” Scott Gerber and Ryan Paugh (Book)
- “Never Eat Alone,” Keith Ferrazzi and Tahl Raz (Book)
- “Giftology,” John Ruhlin (Book)
- “The 7 Habits of Highly Effective People,” Stephen R. Covey (Book)
- “Networking Is Not Working,” Derek Coburn (Book)
- “Give and Take,” Adam Grant (Book)
- “How to Win Friends & Influence People,” Dale Carnegie (Book)
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