



Networking for Success



*Introverts
Included!*

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ICF-certified coach, career advisor & strategist for executive & aspiring executive women

Mission: support & elevate women into positions of influence

Help women unlock their potential so they can reach new levels of impact & fulfillment



TODAY'S ROADMAP

What is Networking

Reasons Excuses People Give to Avoid Networking

Why Networking is Important

How to Get Started – TODAY

- Conference Networking
- Networking as An Introvert
- Digital Networking



A photograph of three women in a professional setting, likely a conference or networking event. They are gathered around a table, looking at a smartphone held by the woman in the center. The woman on the left is wearing a pink top and a green bag. The woman in the center is wearing a grey sweater and a lanyard with a badge that says "attendee". The woman on the right is wearing a black top and glasses, holding a folder and a drink. The background shows other people and large windows. The text "WHAT IS NETWORKING?" is overlaid in a white box with an orange border.

WHAT IS NETWORKING?

NETWORKING IS...

: the **exchange** of information or services among individuals, groups, or institutions
specifically: the cultivation of productive relationships for employment or business



A photograph of three women in a conference setting. The woman in the center is holding a smartphone and looking at it with a smile. The woman on the left is also smiling and looking towards the phone. The woman on the right is holding a folder and a drink, looking towards the other two. They are all wearing lanyards. The background shows other people and large windows. A semi-transparent orange box is overlaid on the image, containing the text 'EXCUSES, EXCUSES'.

EXCUSES, EXCUSES

attende



MISCONCEPTION #1

I DON'T HAVE TIME FOR IT

As a working parent, it's challenging to make connections after hours.

FIT NETWORKING INTO THE TIME YOU HAVE

You don't have to find time to do more networking; you must fit networking into the time you have.



MISCONCEPTION #2

NETWORKING IS MOSTLY A WASTE OF TIME

For people new to networking, this perception is understandable.

NETWORKING = EXCHANGE OVER TIME

Think broadly about what people value.

What someone values can change over time.



MISCONCEPTION #3

NETWORKING SKILLS ARE INHERENT

Networking is easy for extroverts and challenging for introverts.

NETWORKING SKILLS CAN BE LEARNED

Networking is an act of discovery and learning – about other people, and yourself!



MISCONCEPTION #4

RELATIONSHIPS SHOULD FORM NATURALLY

Being strategic and methodical is unethical.

DIVERSE NETWORKS ARE INTENTIONALLY BUILT

Build relationships based on substantive shared interests or ambitions.

It needs to be mutually stimulating to be valuable.



MISCONCEPTION #5

NETWORKS ARE SELFISH

Networking is insincere and manipulative.

Networking gives an unfair advantage to some, thus violating the principle of meritocracy

WHAT CAN YOU GIVE, NOT GET?

Networking that is rooted in a motivation to benefit others and an authentic desire to grow diminishes feelings of discomfort.

It needs to be mutually stimulating to be valuable.



MISCONCEPTION #6

OUR STRONG TIES ARE MOST VALUABLE

Without a broad network of strong ties, our networking efforts are doomed.

WEAK TIES ARE THE KEY TO OUR GROWTH

Weak ties – the people on the periphery of our current networks – hold the key to our network's evolution.

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WHY SHOULD I
PRIORITIZE
NETWORKING?



A PROFESSIONAL NETWORK HELPS YOU:

TAP INTO LEARNING

Acquiring crucial information about a new position enables you to succeed early.

DISCOVER RESOURCES

Being able to find people who can assist you with projects is critical when you're otherwise under-resourced & rushed

STAY INFORMED

Being in-the-know about your organization and industry offers foresight into opportunities & threats

DEVELOP NEW SKILLS

A broad, diverse network will challenge you to develop skills you may otherwise leave dormant.



A PROFESSIONAL NETWORK HELPS YOU:

DEVELOP A SOUNDING BOARD

Fleshing out ideas with your network enables you to be more innovative

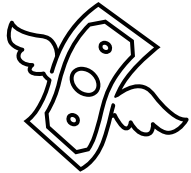
DEVELOP A REFERRAL NETWORK

Making connections to new & bigger opportunities can lead to referrals within your current organization, or to a new one.

WOMEN + NETWORKING



Networking plays a pivotal role in helping women achieve career milestones



Drives broader operational and revenue benefits for the organization



Extraordinarily critical to the careers of women historically under-represented in leadership

Chief Networking Study



WOMEN + NETWORKING

90%

90%+ of women leaders are satisfied with their network's ability to support their goals

80%

Networking events helps women join a board (90%), get to C-suite (84%), or accept a new job w/better pay (81%).

18%

Sr. execs are 18% more likely than managers and directors to engage with networks weekly





COMPARISON BY SENIORITY LEVEL

C-SUITE & VP WOMEN

63% report strong satisfaction with the support they receive from their networks

Networks are more diverse & powerful

MANAGERS & DIRECTORS

29% report strong satisfaction with the support they receive from their networks

Networks are less diverse & powerful

COMPARISON BY SENIORITY LEVEL



C-SUITE & VP WOMEN

More likely to build connections through conferences, events, and cross-industry professional networking groups.

MANAGERS & DIRECTORS

More likely to develop their networks through past and current colleagues alone.

A photograph of three women in a conference setting. The woman in the center is holding a smartphone and pointing at the screen. The woman on the left is smiling and looking at the phone. The woman on the right is also smiling and looking at the phone. They are all wearing lanyards. The woman in the center has a lanyard with a badge that says "attendee". The background is a large, bright room with many people and tables, suggesting a busy conference environment. The text "WHY NOW?" is overlaid in a white box with an orange border.

WHY NOW?

WHY SHOULD I PRIORITIZE NETWORKING NOW?

5-6

Lemon – seed to fruit:
5-6 years



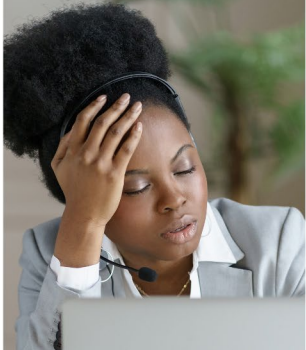
~12

Orange – seed to fruit:
10-12 years



13+

Avocado – seed to fruit:
13+ years



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HOW TO GET STARTED

NETWORKING AT
THIS CONFERENCE
(YES, I MEAN TODAY)



A photograph of two women shaking hands in a modern office environment. The woman on the left has short brown hair and is wearing a white short-sleeved blouse and dark blue trousers. The woman on the right has long, dark, curly hair and is wearing a light pink short-sleeved blouse and light-colored trousers, carrying a grey folder. They are both smiling warmly at each other. The background shows a bright, open-plan office with wooden floors, tables, chairs, and a staircase.

INTRODUCE YOURSELF

PRESENT

Hi, I'm Michelle, & I'm a controller at XYZ Corp. My current focus is ABC at the Raleigh office.

PAST

My background is in X. Before joining this team, I worked with Y in the health care industry.

FUTURE

I'm excited to learn about ABC in tomorrow's session. How about you?



INTRODUCE OTHERS



Connect two people to each other

Strengthens the network around you

Positions you as generous and resourceful



FIND COMMON
GROUND

ASK FOR INTRODUCTION

I'm really curious to learn more about (topic ABC) in the afternoon session. Do you know anyone who is planning to attend that session? (Would you mind introducing me?)

BE OPEN & SHARE

I'm really struggling with XYZ at work right now. I'm wondering who else might be grappling with the same thing. Any chance you've spoken with someone here about this?

FOLLOW UP



Send a connection request on LinkedIn with a note to remind them of context:

“Hi Amanda, It was a pleasure meeting you at the NCACPA conference yesterday. I hope you enjoyed the session on ABC that you were looking forward to. Let’s stay connected here on LinkedIn.”

NETWORKING AT
FUTURE CONFERENCES



A photograph of three women sitting on wooden stools in a panel discussion. They are in a room with brick walls and large windows. The woman on the left is wearing a black and white patterned dress and glasses. The woman in the middle is wearing a white dress. The woman on the right is wearing a black top and a striped skirt. They are all smiling and looking towards each other. A white box with the text 'REQUEST TO SPEAK ON A PANEL' is overlaid on the top left of the image.

REQUEST TO SPEAK ON A PANEL

INTROVERTS – LISTEN UP!

Introverts recharge their batteries in their alone time. It doesn't mean they're shy!

BRING THEM TO YOU

Think: less searching for a conversation partner, more ... receiving line.

SIGN UP FOR CONFERENCE ALERTS

Pay attention to calls for presentations and panelists.



HOST A DINNER

Research restaurants in the area

Make a reservation for 8

Invite guests while at the conference



PREPARE FOR A
CHANCE
ENCOUNTER

RESEARCH IN ADVANCE

Learn about the host committee members & attendees, if available. Read bios.

BE CURIOUS

Is there an aspect of their background you're curious about? Possible pre-conference outreach on LinkedIn.

BRUSH UP ON YOUR OWN WORK

What do you want to share about that might lead to the kinds of connections you're seeking?

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NETWORKING FRAMEWORK: GATHER, ASK, DO

attendee

STEP ONE:
GATHER





SELF-REFLECTION

CLARIFY YOUR GOALS

What are your goals over the next 4 weeks, months, years?

HOW WILL YOU INVITE DIVERSITY?

How will you avoid connecting only with people who look like you, sound like you, same age, etc.?

WHO CAN HELP?

Who do you want to connect with or reconnect with who will help you meet those goals?

WHAT IS UNIQUE TO YOU?

What business skills can you uniquely offer? Can you articulate them?



WHO DO YOU WANT TO BE IN A NETWORK WITH?

WHO CAN YOU HELP?

What experiences, information, or skills do you have to offer?

Who might benefit from hearing your story, or learning from your experience?

Who do you want to help?

WHO CAN HELP YOU?

Who do you know who is resourceful?

Who is tenacious in the face of difficulty?

Who is a gateway for information?



WEAK AND
MULTIPLEX TIES

LISTEN FOR A COMMON ANSWER

Try asking multiple people the same question (“Who do you know in X industry?”). Do several people give same name?

EXPLORE THE FRINGE

Ask for introductions from your weak ties.

EXPLORE MULTIPLE CONTEXT FOLKS

Valuable connections also include people with whom you share multiple contexts.



2023

ACTION STEPS

OUTREACH 1 WEAK
TIE/WEEK

Passing along an article or
video counts!

STEP TWO:
PREPARE TO ASK





SOCIALIZING

EXTROVERTS

Socializing can be exhilarating

Get their energy from interactions with others

Feel drained when they're alone

INTROVERTS

Socializing can be draining

Get their energy from time alone

Feel drained by too many social engagements



NETWORKING STRATEGIES THAT PREVENT EXHAUSTION

OPTIMAL LEVEL OF SOCIAL INTERACTION

Assess your energy levels after 1, 2, or 3 networking activities/week. Calibrate participation accordingly.

ENERGY LEVEL: HIGH VS. LOW

Seek balance in your energy output, keeping in mind that it's normal to fluctuate daily and weekly.

DETERMINE THE PREFERRED ENVIRONMENT

Consider the cost vs. benefit of showing up in an environment that doesn't suit you.

PRIORITIZE QUALITY OVER QUANTITY

First impressions matter, so be selective. Look for long-term value, goal alignment, and variety/balance additions.



NETWORKING STRATEGIES THAT PREVENT EXHAUSTION

MATCH NETWORKING TO YOUR INTERESTS

Creating your own events or engaging 1:1 can be high-value, meaningful inputs to your networking mix.

TAKE MICRO-BREAKS TO RE-ENERGIZE

Tuck away for non-work periods of 10 min. or less to re-boot.

BRING A WING-WOMAN
Social support helps reduce exhaustion and broaden your network quickly.

CAUTION CAUTION CAUTION

PRIORITIZE TIME TO RE- ENERGIZE

Pay attention to what you book after your networking event. You will need a moment to re-charge.



NETWORKING STRATEGIES THAT PREVENT EXHAUSTION

CONNECT DIGITALLY

Initiate conversations via LinkedIn. Use the chat feature on Zoom/Teams.



2023

ACTION STEPS

OUTREACH 1 WEAK TIE/WEEK

Passing along an article or video counts!

DETERMINE YOUR OPTIMAL NETWORKING MIX

... then match networking opportunities to your strengths and interests, even if it means creating events or meeting 1:1.

STEP THREE:
ASK





INTRODUCE YOURSELF

BE THE FIRST ONE TO REACH OUT

No one turns down someone who says, “I’m new in my job/to this field, and I’m trying to get to know people who...”

BRING THE GOOD CHEER AND KUDOS

Acknowledge people’s desire to be seen and known. Write a brief note of congrats or invite them to coffee.

A photograph of two women in a professional setting. The woman on the left has dark, curly hair and is wearing a grey sweater with a small white diamond pattern and a black necklace. She is holding a white pen and looking towards the other woman. The woman on the right has long, blonde hair and is wearing glasses and a black and white patterned top. They appear to be in a meeting or discussion.

STATE YOUR
OBJECTIVES
UP FRONT

INFORMATION BENEFIT

The person works in a field you'd like to learn more about

LONG-TERM BUSINESS GOALS

A meeting now could lead to future collaborations.

SOCIAL GOALS

They could become a friend, long-term.

A photograph of three women in business attire engaged in a conversation. The woman in the center has curly hair and is smiling while holding a folder. The woman on the left is clapping her hands. The woman on the right is also smiling and holding a folder. A white box with the text 'REACH OUT, NOT JUST UP' is overlaid on the top left of the image.

REACH OUT,
NOT JUST UP

LATERAL CONNECTIONS MATTER!

We need to know what other people do so we have help (and can offer help) down the line

DON'T:

Ask to “pick their brain”.
Beat around the bush.

DO:

Say, “Can we get together so I can learn more about how I might support your work in X?”

DO:

Optimize business travel by scheduling face time with your network.

A WORD ABOUT: LINKEDIN



Common LinkedIn mistakes:

- People don't know what they want
- People put their own needs first
- People use the default, "I'd like to add you to my professional network on LinkedIn."

A WORD ABOUT: LINKEDIN



Create messages that:

- Are authentic to your personal brand
- Will resonate with recipients at any level
- Are direct and specific about what you're asking and why

A WORD ABOUT: LINKEDIN



This:

- Demonstrates respect for people's time and the mental effort it takes for them to reply
- Makes the exchange productive and efficient.

New Message



To Erica Example

Subject Your professional journey as a CPA

Dear Erica,

Your professional profile caught my eye as I am very interested in building my career as a [role]. Since you've been in that position, would you have 15-30 min for a call to discuss firsthand insights? I would be happy to reciprocate the knowledge exchange in a way that is meaningful to you.

Kind regards,
Michelle



Send

New Message



To Teresa Thought Leader

Subject Referral by Mutual Friend Melinda

Hi Teresa,

You've built an impressive career in the pharmaceuticals industry, and Mutual Friend Melissa mentioned you were a great resource as she was getting started at Big Pharma. I am hoping to advance from my current position at ABC Co. into a position at Little Pharma. I wonder if your schedule would allow you to spend 15-30 min. offering feedback on the approach that I have taken thus far.

I'd be happy to meet you for coffee or arrange a virtual chat, and of course, am happy to respond in kind.

Kind regards,
Michelle



Send



ACTION ITEMS

OUTREACH 1 WEAK TIE/WEEK

Passing along an article or
video counts!

TAKE INITIATIVE, IRL AND DIGITALLY

Introduce yourself to others
and invite them into
meaningful conversation and
purposeful connection.

DETERMINE YOUR OPTIMAL NETWORKING MIX

... then match networking
opportunities to your strengths
and interests, even if it means
creating events or meeting 1:1.

STEP FOUR:
PREPARE TO DO





CARPE DIEM!

DON'T

Waste the moment by repeating bland comments about the weather – or, just saying what everyone else has said

Ask meaningless questions that don't enable you to help them, or them to help you

DO

Make an impression by being yourself!

Ask questions that establish a connection through your shared humanity, profession, or industry

Ask about their area of expertise

Ask open-ended questions – “What”, “How”



CARPE DIEM!

DO

Ask: “What would make this a successful conference for you?”

Ask: “What challenges are you facing at work right now?” (*Are you able to lend a hand here?*)

Ask: “How can I be most helpful?”

Ask: “Who is someone you could meet that would open up new opportunities for you?”

End well.

Ask: “What can I do to help you (reach previously stated goal)?” Even if now the answer is “Nothing”, they will remember your kindness and generosity of spirit down the line.

BE A GOOD LISTENER

ASSESS CHEMISTRY

Are they easy to talk to? Does the conversation hold your interest? Do you get a sense of trustworthiness?

DO

Listen deeply, then react genuinely.

DON'T

Tune the person out, distract yourself by anticipating their responses, or think only of what you're going to say next.

FOLLOW-UP

... and make sure to re-iterate what you heard them say.

EVERY HUMAN BEING WANTS 2 THINGS:
1. TO BE ACKNOWLEDGED
2. TO BE IN CONNECTION WITH OTHERS



ACTION ITEMS

OUTREACH 1 WEAK TIE/WEEK

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TAKE INITIATIVE, IRL AND DIGITALLY

Introduce yourself to others
and invite them into
meaningful conversation and
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DETERMINE YOUR OPTIMAL NETWORKING MIX

... then match networking
opportunities to your strengths
and interests, even if it means
creating events or meeting 1:1.

ASK MEANINGFUL QUESTIONS & LISTEN

It's not enough to prepare to
ask meaningful questions if
you don't also listen to the
answers that are given.

STEP FIVE:
DO





FOLLOW UP & FOLLOW THROUGH

BUILD CONFIDENCE, TRUST

If you give your word, keep it. Builds trust and is an investment into the future of the relationship.

RECIPROCATE

Share info. you know will be useful. Be proactive in maintaining the relationship.

SET CALENDAR REMINDERS TO CHECK IN

Includes notes about their interests in their contact card so it's easy to reference

COMMIT TO MAINTENANCE

Set aside one hour/week to nurture the networking seeds you have planted.

From
the
desk of...

ANNE SHOEMAKER



Interested in free resources on:

- Flexible working arrangements
- Questions to ask in your performance review
- How to optimize LinkedIn
- Time-blocking your calendar
- Enneagram at work



<https://anneshoemaker.com/resources/>

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Can't give it five stars?
Please send me a message (Anne@AnneShoemaker.com) so I know how I can improve.

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LET'S
CONNECT!

THANK YOU

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