



If you want to go fast, go alone. If you want to go far, go together.

Top tips for effective networking

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Make a plan

- Be clear around your goals
- Assess your network? What's missing?
- How/ where can you close the gap
 1. Direct contact
 2. Events
 3. Social media

• **Networking = building mutually beneficial relationships**



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1. Making direct contact



- Who do you already know?
- Who can introduce you to new contacts?
- Who else can you approach?
- What do you want from them/ ask for?
- WIIFT?
- Reach out!

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2. Events



- Which events (face to face / virtual) give interesting networking opportunities?
- Study the speakers and guest list if available.
Consider reaching out (LinkedIn) ahead of the event.
- Resist the temptation to skip the networking part.
- Be awkward together!
Most people want to make new connections.
And most people find it hard!

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3. Social media



- LinkedIn: recognised platform for professional networking (but do consider others).
- Quality over quantity: Make meaningful connections.
- Connect to engage, not to sell!
- Personalise your contact requests.
- Engage

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Networking Dos and Don'ts



Do	Don't
Adopt a growth mindset	Get stuck with 'I hate networking'
Plant	Hunt
Listen to learn	Try to impress
Identify common ground	Sell your stuff
Be kind! Be inclusive.	Just worry about yourself
Follow up	Ghost
Nurture your existing contacts	Focus exclusively on adding contacts
Be generous	Take without giving
Be consistent	Network when you think you need it
Be patient	Expect immediate benefits
Use virtual world as an opportunity	Wait for things to 'return to normal'

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Most importantly:


Have fun!

Keep practising!

Make frolleagues!



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