



DREAMCATCHER CAREER COACHING, LLC

Networking 101 – Connections & Conversations

Shelley Maley, PHR, GCDF
(610) 663-0585

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Networking Defined

Networking

- How do you define it?
- What feelings do you think about?

Intentional networking = “building a purposeful and strategic network of connections to achieve specific professional and personal goals, focusing on quality relationships and mutually beneficial interactions rather than simply accumulating contacts.”



What one person has to say...

“I was once so intimidated by networking, but I made the conscious decision to change my mindset and get myself out there four years ago... I got to know more and more people because I saw many of the same faces at the various events. I can honestly say this is the BEST thing I’ve ever done to improve my professional network, grow my circle of friends, and find support and collaborative opportunities.”



Why is Networking so important?

- Helps you build meaningful relationships (and friendships!)
- Expands your professional circle
- Promotes your personal and/or company brand
- Builds your reputation and credibility
- Increases your visibility
- Enables you to find mentors or mentees
- Helps you get feedback or find resources



- Enables you to find collaborators and partners
- Helps you with learning and sharing knowledge
- Finds you speaking or writing opportunities
- Hones your interpersonal and communication skills
- Leads to job referrals and career advancement

PEOPLE WANT TO WORK WITH SOMEONE THEY KNOW, LIKE, AND TRUST

“Your network is your net worth.”
~Porter Gale



Intentional Networking is not...

- Handing out business cards
- A one-time conversation (or one-time attendance)
- Transactional
- One-sided
- Selling your goods or services
- Talking about yourself
- Just sending a LI or FB connection request
- Inauthentic
- Just meeting strangers
- Only done when you need a job



Intentional Networking= Relationship Management

Ingredients:

- Quality over quantity
- Curiosity
- Active listening
- Active engagement
- Meaningful conversations
- Genuine interest
- Authenticity
- Relationship-driven
- Ongoing engagement
- Mutual support
- Collaboration



Intentional Networking

Clarify your goals

- What type of event is it?
- What's your objective? (new job, mentorship, business opportunities)

Know who's attending

- Make a plan (how many connections, who)
- Learn about them in advance

Craft your pitch

- Your 30 second introduction



Intentional Networking

Plan your strategy

- Make it about THEM
- Offer value
- Be present

Follow up

- This is where the magic happens!
- Consistently nurture
- Celebrate them
- Support them



Where to Network?

Start with people you already know, then...

- Professional associations
- Volunteer organizations
- Interest clubs (LVWOA, Chess Club, book club)
- Your alma mater's alumni association
- Faith-based (synagogue, church, temple, etc.)
- Career fairs
- MeetUp groups
- Conferences and seminars
- Chamber of Commerce events
- Polka Dot Powerhouse
- Networklehighvalley.com
- LinkedIn or FB groups



N.E.T.W.O.R.K.

N= Never stop giving

E= Everybody matters

T= Treat others as you would like to be treated

W= Why not help everyone you meet?

O= Optimism moves mountains

R= Respect all who cross your path

K= Kindness matters

Credit: Jeff Young



Questions?



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Contact Me

For questions or additional support:

Visit: www.dreamcatchercareercoaching.com

Email: shelley@dreamcatchercareercoaching.com

Connect: [linkedin.com/in/shelleymaleycareercoach](https://www.linkedin.com/in/shelleymaleycareercoach)

Call: **(610) 663-0585**