



# **DREAMCATCHER**

## **CAREER COACHING, LLC**

### **Networking 101 – Connections & Conversations**

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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?



[DREAMCATCHERCAREERCOACHING.COM](https://dreamcatchercareercoaching.com)



# Contact Me

**For questions or additional support:**

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