



Monday Monday

Connecting the Dots with Karen Kaplowitz



Helping you create and reinforce the habits of successful career building, gleaned from my work as a business development strategist, trainer and coach.

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Insuring the Success of Networking Activities. Are you attending more events to extend your business and professional networks but often leaving with a sense that you have wasted your time? If you are hungry to build your network but reluctant to spend time away from the office and family on the off-chance you will meet someone valuable, consider these strategies to insure the value of your networking activities:

- Pick events where relevant people are likely to be.
- Find out who will be there ahead of time and Google them.
- Attend the event with someone who can introduce you to other guests.
- Invite someone to join you with whom you want to spend time.
- Meet privately with people of special value before or after the event.

To meet the right people, follow these rules on the day of the event:

- Have a specific objective for the event, like meeting certain people.
- Get to the event early so you meet new people before their friends arrive.
- Ask people who can make introductions for you to arrive early too.
- Position yourself in a busy location, like the front door, registration or bar.
- Try to identify group insiders who seem to know a lot of people at the event and stick close to them.
- Tell the insiders you meet that you would like introductions to other people and specify what kind of people are of interest.

Example: You have had a lot of success for a particular client and want to do more work in the same industry. You tell the client's general counsel that you would appreciate her introducing you to other people in the industry and she agrees. But your client hasn't made any introductions yet and you are reluctant to press her. Your client recommended that you join their industry trade group and you sign up for the mailing list. When there is a local group event, you ask your client if she thinks it would be a good venue for you to meet industry people, ask if she would attend with you to make introductions, and arrange to meet for a drink beforehand, so you can catch up— and insure that you will both be there early. You review a list of the trade association's board with your client to identify people she recommends you meet. You also ask her for help with board members whose companies are of particular interest to you and the board member who is responsible for programming. When your client introduces you to people, she mentions that you are her company's counsel and have gotten great results for them. When you meet the program chair, you have coached your client to suggest that the group consider a program featuring legal problems in the industry. You offer to follow up with the program chair to explore how you can help create programs which would be of value to the members.

Are you ready to reduce the randomness in your networking activities by focusing on organizations and events where you can take advantage of your existing relationships with some advanced planning? Will you review the recommendations in this newsletter before your next event and incorporate them into your planning process?