

Strategic Networking

R. Kevin May & Leanne Raynor



"The only way that you will grow
is to be comfortable
with the
uncomfortable"

<https://www.instagram.com/tv/B4hrrbqHauU/>

Let's get started

I Let's get Started

II How do I start?

III. Informational Meeting

IV. Being strategic

-Set action goals

Time to get started

Networking is a head game

How do I look?

Am I ready to Network?

1. Get over the fact you don't have a job
2. You are valuable and have a lot to offer
3. You need to meet people who will introduce you to their network
4. Fake it until you make it

Time to get started

Networking is a head
game

How do I look?

Am I ready to Network?

1. The dress code
2. Breath
3. Stay professional
4. Hand shake
5. Eye contact

Time to get started

Networking is a head
game

How do I look?

1. Business plan - take the class
2. Business Cards
3. Questions to ask

Am I ready to Network?

How do I start?

I CP / JAM meetings

II LinkedIn and the Warm Handoff

III. A Network Event

IV. Make everyone you know a
network opportunity

How do I start -- CP JAM Meeting

CP / JAM

Meet everyone you can

Learn from the Best

Utilize CP/ JAM LinkedIn
Group

Create your own LinkedIn
Group

1. Information Meeting
2. Connect with speaker
3. A network meeting
4. Arrive Early
5. Sit with different people
6. Connect with every member on LinkedIn

How do I start -- CP JAM Meeting

CP / JAM

Meeting everyone you can

Learn from the Best

Utilize CP/ JAM LinkedIn
Groups

Create your own LinkedIn
Group

1. Meetings are a way to practice
2. Meetings allow you to build your network

How do I start -- CP JAM Meeting

CP / JAM

Meeting everyone you can

Learn from the Best

Utilize CP/ JAM LinkedIn
Group

Create your own LinkedIn
Group

1. Meetings are a way to learn
2. Roundtable, Leadership accountability, RVA Career Expo
3. We are job seekers
4. Job seekers are looking for people and jobs

How do I start? -- CP JAM Meetings

CP / JAM

Meeting everyone you can

Learn from the Best

Utilize CP/ JAM LinkedIn
Groups

Create your own LinkedIn
Group

1. 5,114 CP members
2. 2,071 JAM members
3. How many people have attended your college/university?

How do I start —

LinkedIn and the Warm Handoff

1. Take CP/JAM LinkedIn classes
2. 250-500 connections
3. Why a warm handoff?
4. Send sentences to introduce
5. Message to both people
6. Ask for an in person meeting
7. Thank you notes

How do I start – at Network event?

Know the situation

Be Strategic

Have a conversation

Follow up

1. Where are you going?
2. What does the room look like?
3. Who will be there?
4. Wear a name tag
5. Go early & stay late
6. Volunteer

How do I start – A Network event

Know the situation

Be Strategic

Have a conversation

Follow up

1. Who brought you or who are you with?
2. How do you approach people ?
3. How many conversations can you have in an hour?
4. Set goals
5. Stay focused

How do I start – A Network event

Know the situation

Be Strategic

Have a conversation

Follow up

1. Introduce yourself and be clear
2. Turn the conversation to them
3. Let them ask about you
4. Look for an opportunity for a follow up
5. Why will this person remember me?

How do I start at a Network event

Know the situation

Be Strategic

Have a conversation

Follow up

1. Budget time for a thorough follow up
2. Who did you meet?
3. Can you have coffee with this person?
4. Did you ask who else should you meet?

How do I start? –

Make everyone you
know a networking
opportunity

1. Does your hairdresser know people?
2. Your neighbors, community group
3. Attend places when people will be there
4. Join industry groups
5. Get involved in leadership roles, CP/JAM for visibility

Informational Meeting

I Make the meeting
happen

II The actual meeting

Informational Meeting

Make the meeting happen

The actual meeting

1. Send email or message and invite someone
2. Set the parameters

Informational Meeting

Make the meeting happen

1. Respect your connection's time
2. Be prepared

The actual meeting

Information Meeting - the actual meeting

Respect their time

Be prepared

1. Arrive Early
2. Meet close to their work
3. Walk around the venue
4. Use the time wisely
5. End well

Information Meeting - the actual meeting

Respect their time

Be prepared

1. Have an agenda
2. Ask how you can help your connection
3. Please DON'T.....
 - a. Ask for a job
 - b. Ask to meet hiring manager
 - c. Complain
 - d. Give you resume
4. Network

Being Strategic

- Set action goals

I Who do you want to meet?

II How do you stay connected?

Being Strategic

Who do you want to meet?

How do you stay connected?

1. Which companies?
2. People who work there
 - a. Recruiters
 - b. Co-workers
 - c. Hiring managers

Being Strategic

Who do you want to meet?

How do you stay connected?

1. Are your LinkedIn connections active?
2. Stay engaged
 - a. Birthdays
 - b. Promotions
 - c. Work anniversaries
 - d. Professional matchmaker
3. Avoid approaching your network only when you need something

Resources

Improve your skills

Resources:

[The Definitive Book Body Language](#)

[How to Win Friends Influence People](#)

[The 20 Minute Networking Meeting](#)

[Shyness and Social Anxiety Workbook](#)

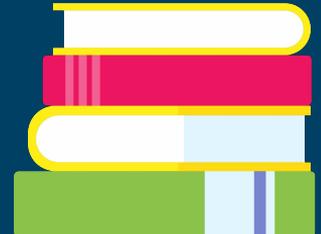
[The 2 Hour Job Search](#)

[Ultimate Networking Checklist](#)

<https://wallethacks.com/networking-guide>

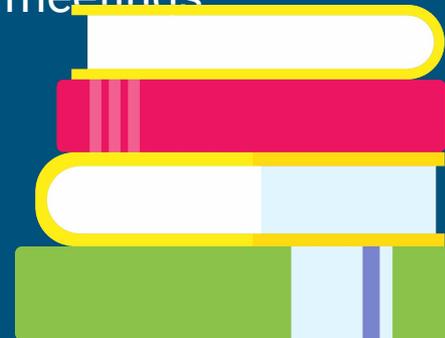
[CP Strategic Networking Checklist](#)

[Make The Most of Your Networking Events](#)



Summary

1. Pick a networking buddy or two
2. Start small and make weekly goals
3. Select a new group to try out next week
4. Create a compelling intro to share when you want to be introduced.
5. Set networking goals
6. Discuss networking at your accountability and roundtable meetings
7. Workshop next Tuesday 11/19 at 10:15





Thank you for
attending

Strategic Networking

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