

Speed Networking

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Objectives

- Why Network
- How to Network
- Networking Success Stories
- Prep for our Speed Networking Program

Why Do We Network?

- To help others
 - It's not about you and your needs
 - It's about what you can do for someone else
 - The need for sincerity
- The act of helping others benefits you indirectly
 - "Givers gain"
 - To build a support system for knowledge, contacts, experience and assistance



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How to Network

- Getting Started
- The attitude of putting yourself out there
- What to say
- Where to go

What to Say – 30 Second Pitch

- To help others understand you
- What you can do to help

Areas to include in your 30-second pitch

Who you are?

What you do?

What makes you unique/qualified/unusual? For what are you the “go-to” person?

What you’re looking for? (Introductions, friendships, refer business, opportunities, perspectives, assistance on an issue, support?)

What you can provide?

How to Network – 30 Second Pitch

<i>Areas to include in your 30-second pitch</i>	Example
<i>Who you are?</i>	I'm Debra Kurtz, the founder of Kurtz Consulting Inc.
<i>What you do?</i>	We help healthcare companies grow the top line through strategic marketing and sales solutions.
<i>What makes you unique/qualified/unusual?</i>	Our expertise is in medical device, pharmaceutical, and diagnostics.
<i>What you're looking for?</i>	I'm here tonight seeking introductions to healthcare companies exploring new marketing and sales strategies.
<i>What you can provide?</i>	With nearly 20 years in healthcare and in Lake County, I have a wide rolodex of colleagues who enjoy networking and helping others. How can I help you?

Some Good Ice Breaker Questions – To help find Common Ground

- “How long have you been in healthcare?”
- “What do you do?”
- “What do you like most about your job?”
- “How did you get into that?”
- “What does your spouse/kids do?”
- “What do you like about the HBA?”
- “What are your interests, hobbies, sports, outside of work?”



- “Where do you live?”
- Ask for assistance, NOT FOR A JOB or FOR THE ORDER

Where to Network: Go Wide at First



- The Healthcare Industry
 - The HBA !
 - iBIO
 - Women's Health Executive Network
 - Chicago Health Executive Forum
- Your functional area
- Your therapeutic area, disease state
- Your community or special interests
- Your alma mater
- Family and Friends



Tips for Networking

- Think quality over quantity – it's not a contest to collect business cards
- Your objective is to determine if there's a connection and reason to meet again over coffee, lunch or even a phone date
- Don't spend too much time with one person- they need to meet other people too
- Virtual Networking:
 - Linked In and Linked In Groups
 - "Complete" your Linked In Profile
- Don't leave the house without business cards



Over 35 million professionals use LinkedIn to exchange information, ideas and opportunities

Outlook Users: Download the Linked In Outlook Tool bar

In–Networking Inside Your Company

- Enlist the help of your supervisor in obtaining your career goals
- Identify and reach out to people of interest
- Request their help: “Help” is a powerful word
 - Mentoring or career insights (HBA has a Mentoring Program)
 - Functional or technical direction
- Consider showing your versatility and your interests
- Volunteer for the tough jobs, rotations/enrichment programs
- Provide offers of help
- Business travel can greatly expand your circle of influence
 - Travel with other company personnel
 - Don’t eat alone
 - Mingle in the evening > staying in and checking email

Networking Plan

First, Go Wide

- Experiment with a variety of sources
- Determine the most sources with most meaningful connections

Then, Go Deep

- Then narrow your networking focus to the select sources
- Connect more deeply: share contact lists
- Intensify your efforts
 - Volunteer
 - Join the board
 - Get Mentored/Become a Mentor

Plan to Stay in Touch

Face-2-Face	Virtual
<ul style="list-style-type: none">■ Coffee/Breakfasts■ Drinks after work■ Lunch<ul style="list-style-type: none">■ Don't Eat Alone at your desk■ Be Creative<ul style="list-style-type: none">■ Kid Sporting Events■ Walking the dogs■ Exercising	<ul style="list-style-type: none">■ Go hands-free with your cell<ul style="list-style-type: none">■ Conference calls during your commute■ Phone chats while driving the kids around■ At the gate at ORD■ Linked In<ul style="list-style-type: none">■ Post questions, comments■ Be a resource to others■ Email updates

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Tips for Successful Speed Networking



- Master your elevator speech (or 30 second pitch)
- Exchange names
- Share your title and company
- Exchange business cards
- How you can help?
- What are you looking for?
- Determine if there's a connection and if you want to follow-up outside of HBA

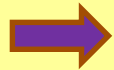
Parting Words

*Let us remember that,
as much has been given us,
much will be expected from us,
and that true homage comes from the heart
as well as from the lips,
and shows itself in deeds.
~Theodore Roosevelt*

Get Out There & Do Good!

Thank you for joining us

Send
LinkedIn
connection
requests to:



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