

Tuesday, January 16, 2018 12:00p

MASTERING PROFESSIONAL NETWORKING

OBJECTIVE:

To gain a better understanding of how to network effectively.

APPROACH:

- i. Who are you?
- ii. What do you want?
- iii. How do you get what you want?

WHO ARE YOU?

- **Big Five Personality Test exercise**
 - Discussion of results
- **Know your Strengths and Weaknesses:**
 - **Know what tools you have;** frame interactions around your strengths (speak confidently about your hobbies/interests; lead with passion)
 - **Acknowledge your limitations;** avoid situations that are likely to yield a negative result (introverts: set a timer on your interactions to avoid social exhaustion)
 - Turning weaknesses into strengths: **Recognize/Accept, Overcompensate with Preparation**
 - **Performance = Potential – Interference**
 - Practice the skills you're missing to raise your potential for success
 - Identify what throws you off when you are networking, and avoid or train yourself to ignore as many distractions as possible
- **Practice stating who you are, what you do, and where you work with different timings**
 - Sometimes you get an hour with someone important... sometimes you only get 30 seconds!
 - Get the same point across no matter how many words you use
 - **3 Adjectives to Describe Yourself as a Professional**
 - Example: Amanda is creative, adaptive, and resourceful

WHAT DO YOU WANT?

- **Why are you networking?**
 - Common reasons professionals go to events: build/strengthen existing relationships, follow trends, connect with industry influencers, shop for new employees, socialize with other professionals
- **What kind of connection(s) are you seeking?**
 - Loose vs. Tight Connections
 - Do you want to make a few close connections, or as many professional connections as you can with varied skillsets?
- **What do you expect to happen after the event?**
 - How will you **follow up** with your connections?
 - Set and follow a timeline on reconnecting
 - Social media connections
- **What do you want other professionals to be saying about you?**
 - Frame your behavior and message around what you want others to repeat

HOW DO YOU GET WHAT YOU WANT?

- **Robert Cialdini's 6 Principles of Influence:**
 - **Reciprocity:** giving back to someone who has given something to you
 - **Scarcity:** natural tendency to want something more when less is available
 - **Authority:** following the lead of a credible expert
 - **Consistency:** wanting to hold true to commitments
 - **Liking:** wanting to say yes to someone you like
 - **Consensus:** looking at others to determine your own behavior
- **How to Use Reciprocity in Networking:**
 - Traditional business card exchange-still the standard
 - Small promotional materials
 - Mailing a card on a special occasion
 - "Can I send you some business?" technique
 - Bottom line: create an imaginary obligation between you and your connection
- **Using Consistency:**
 - **Create a concrete appointment for follow-up**
 - Rather than "let's do lunch some time," try, "let's do lunch from 12-1 at Metals; does Tuesday or Thursday work best for you?"
 - **Pivot the conversation into a recommendation from them**
 - "No, I don't have time for lunch, but I'm free for coffee at 8:30a on Wednesday"
 - You still get the appointment, but now it is your connection's idea and commitment

- **Make your connections like you:**
 - **Find and accentuate commonalities** (I also like football; I even played in college)
 - **Pay appropriate compliments** (When in doubt: "I've heard great things about your company.")
 - **Work together towards a mutual goal** (Have you seen Tom yet? Let's go see if he's at the bar.)
 - **Make small talk effectively to prevent conversation lulls: Match, Shift, Pass Back**
 - **Match:** mimic the pace and tone of the conversation
 - **Shift:** acknowledge your participation in the conversation, but pivot to a new topic if you do not know what to say about the current one with similar enthusiasm
 - **Pass Back:** invite the person into a new conversation by asking a question about your new topic; lead them into participation on your common ground
 - **EXPERT LEVEL:** match the person's tone, body language, and speed of conversation to maximize your likability

Big 5 Personality Test

Introduction

This is a personality test, it will help you understand why you act the way that you do and how your personality is structured. Please follow the instructions below, scoring and results are on the next page.

Instructions

In the table below, for each statement, mark how much you agree with on the scale 1-5, where 1=disagree, 2=slightly disagree, 3=neutral, 4=slightly agree and 5=agree, in the box to the left of it.

Rating	I...	Rating	I...
	1. Am the life of the party.		26. Have little to say.
	2. Feel little concern for others.		27. Have a soft heart.
	3. Am always prepared.		28. Often forget to put things back in their proper place.
	4. Get stressed out easily.		29. Get upset easily.
	5. Have a rich vocabulary.		30. Do not have a good imagination.
	6. Don't talk a lot.		31. Talk to a lot of different people at parties.
	7. Am interested in people.		32. Am not really interested in others.
	8. Leave my belongings around.		33. Like order.
	9. Am relaxed most of the time.		34. Change my mood a lot.
	10. Have difficulty understanding abstract ideas.		35. Am quick to understand things.
	11. Feel comfortable around people.		36. Don't like to draw attention to myself.
	12. Insult people.		37. Take time out for others.
	13. Pay attention to details.		38. Shirk my duties.
	14. Worry about things.		39. Have frequent mood swings.
	15. Have a vivid imagination.		40. Use difficult words.
	16. Keep in the background.		41. Don't mind being the center of attention.
	17. Sympathize with others' feelings.		42. Feel others' emotions.
	18. Make a mess of things.		43. Follow a schedule.
	19. Seldom feel blue.		44. Get irritated easily.
	20. Am not interested in abstract ideas.		45. Spend time reflecting on things.
	21. Start conversations.		46. Am quiet around strangers.
	22. Am not interested in other people's problems.		47. Make people feel at ease.
	23. Get chores done right away.		48. Am exacting in my work.
	24. Am easily disturbed.		49. Often feel blue.
	25. Have excellent ideas.		50. Am full of ideas.

Big 5 Personality Test

$$E = 20 + (1) \underline{\quad} - (6) \underline{\quad} + (11) \underline{\quad} - (16) \underline{\quad} + (21) \underline{\quad} - (26) \underline{\quad} + (31) \underline{\quad} - (36) \underline{\quad} + (41) \underline{\quad} - (46) \underline{\quad} = \underline{\quad}$$

$$A = 14 - (2) \underline{\quad} + (7) \underline{\quad} - (12) \underline{\quad} + (17) \underline{\quad} - (22) \underline{\quad} + (27) \underline{\quad} - (32) \underline{\quad} + (37) \underline{\quad} + (42) \underline{\quad} + (47) \underline{\quad} = \underline{\quad}$$

$$C = 14 + (3) \underline{\quad} - (8) \underline{\quad} + (13) \underline{\quad} - (18) \underline{\quad} + (23) \underline{\quad} - (28) \underline{\quad} + (33) \underline{\quad} - (38) \underline{\quad} + (43) \underline{\quad} + (48) \underline{\quad} = \underline{\quad}$$

$$N = 38 - (4) \underline{\quad} + (9) \underline{\quad} - (14) \underline{\quad} + (19) \underline{\quad} - (24) \underline{\quad} - (29) \underline{\quad} - (34) \underline{\quad} - (39) \underline{\quad} - (44) \underline{\quad} - (49) \underline{\quad} = \underline{\quad}$$

$$O = 8 + (5) \underline{\quad} - (10) \underline{\quad} + (15) \underline{\quad} - (20) \underline{\quad} + (25) \underline{\quad} - (30) \underline{\quad} + (35) \underline{\quad} + (40) \underline{\quad} + (45) \underline{\quad} + (50) \underline{\quad} = \underline{\quad}$$

The scores you calculate should be between zero and forty. Below is a description of each trait:

- **Extroversion (E)** is the personality trait of seeking fulfillment from sources outside the self or in community.
- **Agreeableness (A)** reflects much individuals adjust their behavior to suit others.
- **Conscientiousness (C)** is the personality trait of being honest and hardworking.
- **Neuroticism (N)** is the personality trait of being emotional.
- **Openness to Experience (O)** is the personality trait of seeking new experience and intellectual pursuits.

Big 5 Trait	Low Score Behavior Examples	High Score Behavior Examples
Openness	Prefers traditional morals, narrow interests, not artistic or creative, not analytical, down-to-earth	Enjoys change and new situations, imaginative, unconventional, untraditional, curious
Conscientiousness	Spontaneous, unreliable, hedonistic, careless, lax, prefers spur-of-the-moment action to planning, messy, cheats others	Never late, organized, hardworking, neat, punctual, self-disciplined, persevering, clean, follows rules
Extraversion	Preferring a quiet evening reading to a loud party, sober, aloof, unenthusiastic	Being the life of the party, active, optimistic, fun-loving, affectionate
Agreeableness	Quickly and confidently asserts own rights, irritable, manipulative, uncooperative, rude, "tells it like it is"	Agrees with others about political opinions, good-natured, forgiving, gullible, helpful, polite
Neuroticism	Not getting irritated by small annoyances, calm, unemotional, hardy, secure, self-satisfied	Constantly worrying about little things, insecure, hypochondriac, feeling inadequate