

THE ART & SCIENCE OF NETWORKING

Some people think networking is just business cards and LinkedIn profiles, but networking is really about one thing: building lasting & valuable relationships



EVERYTHING YOU THINK YOU KNOW ABOUT NETWORKING IS WRONG

NOT JUST FOR GETTING JOBS ANYMORE

Professionals use networking for many reasons



Business leaders develop relationships with employees



Scientists seek research grants



Contractors and construction workers get new contracts



Musicians and music producers get discovered



Artists share their art and develop followings

BENEFITS OF NETWORKING

PROFESSIONAL BENEFITS

57% GIVES YOU WORD OF MOUTH REFERRALS of jobs are filled through a networking contact

96% HARNESSES & STRENGTHENS CREATIVITY of Adobe employees report creativity as central to their value to the world and the company

68% CONNECTS YOU WITH MENTORS of those planning to stay with their company for 5 years have a mentor

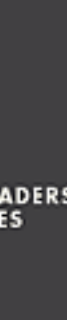
QUALITY OF LIFE BENEFITS

Having a strong social network is an indicator of psychological, emotional and physical wellness

A lack of social networks is connected to poor health and increased risk of mental and physical ailment

Strong and healthy networks lead to decreases in...

- DEMENTIA
- BREAST CANCER
- PREMATURE DEATH



NETWORKING: THE BENEFITS OF TAPPING INTO THE HIDDEN JOB MARKET

NETWORKING SUCCESS

TOP WAYS ORGANIZATION LEADERS FIND NEW HIRES

51% Employee Referrals

42% Professional network sites

EXECUTIVES WHO BELIEVE SOCIAL MEDIA TOOLS HELP ADVERTISE AND FILL POSITIONS

12% In 2014

28% In 2016

AVERAGE ANNUAL INCOME 6% HIGHER FOR WORKERS WHO GOT THEIR JOB WITH REFERRAL

\$40K With Referral

\$38K Without Referral

EXPECTED JOB RETENTION

8 years Networkers

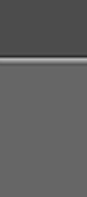
4 years Direct searchers

HOW NETWORKS WORK: 3 Types of Networks



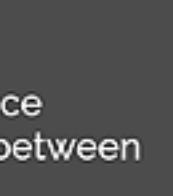
OPERATIONAL

Engaging with people in roles central to business success: executives, distributors, clients



PERSONAL

Socializing that offers referral opportunities, knowledge, & support: references, coaches, mentors



STRATEGIC

Seeking mentors, sharing ideas, and influence between peers, industry leaders, and all in between

FACE TO FACE OR ONLINE? ACTUALLY, IT'S BOTH

ONLINE

Gives employers a quick summary of expertise, strengths, and work experience

Distinguishes you from less tech-savvy job-hunters through a unique brand

Provides you with a digital rolodex of connections for future reference

Helps recruiters weigh you personally and professionally based on posts

LINKEDIN

546 MILLION users worldwide as of January 2018

25 PERCENT of internet users

70 PERCENT of Fortune 500 CEOs choose LinkedIn as first and only social network



<100 Followers



100-249 Followers



250-500 Followers



500+ Followers



Influencers

FACE TO FACE

Online networking is essential in newer industries, but face-to-face interaction is still paramount

SURVEYED STUDENTS AND EDUCATORS BELIEVE 'MEETING OUTSIDE THE OFFICE (E.G. OUTDOORS, CONVENTIONS, NEUTRAL ENVIRONMENTS)'

45% GIVES TIME TO LEARN ABOUT THOSE IN YOUR NETWORK

43% INCREASES LEARNING WITHOUT OFFICE DISTRACTIONS

42% INSPIRES NEW WAYS OF THINKING

36% BOOSTS CREATIVITY

Types of face-to-face networks

CASUAL CONTACT NETWORKS

MEET PEOPLE ACROSS PROFESSIONS

DISCUSS LOCAL BUSINESS AND LEGISLATION

EXAMPLE: CHAMBERS OF COMMERCE PARTICIPATION

CONSUMER FAVORABILITY

+44%

CONSUMER AWARENESS

+51%

LOCAL REPUTATION

+57%

LIKELIHOOD OF FUTURE PATRONAGE

+63%

STRONG CONTACT NETWORKS

FOCUSED ON SHARING REFERRALS WITH A SMALL TO MEDIUM SIZED GROUP OF PROFESSIONALS

EMPHASIZES LONG-TERM, QUALITY OVER SUPERFICIAL, QUANTITY-DRIVEN RELATIONSHIPS

EXAMPLE: BNI BUSINESS NETWORK INTERNATIONAL

227 THOUSAND GLOBAL MEMBERS

9.8 MILLION MEMBER REFERRALS

8,211 CHAPTERS AROUND THE GLOBE

\$13.6 BILLION IN MEMBER CLOSED BUSINESS LAST YEAR

COMMUNITY SERVICE CLUBS

PROFESSIONAL ASSOCIATIONS

EVENTS SUCH AS SXSW

In 2017, attendance reached almost **422 THOUSAND**

49% went to connect with existing clients

67% went seeking new business opportunities

GATHERS THOSE WITH COMMON INTERESTS & PASSIONS BRINGS ONLINE USERS TOGETHER REGULARLY FOR LOCAL FACE-TO-FACE EVENTS

39.6 MILLION total signups

311 average members per group

127 THOUSAND Groups

TOP 3 TYPES OF MEETUPS: Career/Business, Tech, Socializing

If so many jobs are filled through networking, why aren't more people doing it?



NETWORKING IS HARD

WHY?

SOCIAL SKILLS

are not taught in school

Strong social skills lead to more productivity and higher salaries

WAGES 2015

+4% for high social skill intensity jobs

JOB GROWTH PROJECTED: 2024

+8% Jobs requiring average to above average social skills

+9% for workers with above average social skills

+4.5% Jobs with lower than average requirements

TECHNOLOGY

it's not just handing people a business card

Online presence is growing in importance while the lines between professional and personal profiles are muddled

"Internet panhandling," or asking for favors before building rapport, is unprofessional

Online networking is only as useful as you make it, but make sure it leads to a face-to-face meeting

It might seem like networking is an uphill battle, but it's actually easier than you think

HOW DO YOU DO IT?



POLISH YOUR SOCIAL MEDIA PRESENCE BEFORE MAKING ONLINE CONNECTIONS

REGULARLY UPDATE PROFILE

18-34 YEAR-OLDS CHANGE PROFILE PICS MOST OFTEN, LEADING TO MORE VIEWS

REGULARLY UPDATED PROFILES RECEIVE 18X MORE SEARCHES



PERSONALIZE EVERY PART OF YOUR PROFILE

PROFESSIONALS SAY YOU SHOULD HAVE 3 JOBS POSTED ON LINKEDIN

INCLUDING 5 SKILLS OR MORE BRINGS PROFILES 33X MORE MESSAGES AND 17X MORE VIEWS

SUMMARIES WITH 40 WORDS OR MORE AND STYLISTIC PERSONALITY RECEIVE MORE VIEWS



CREATE SEPARATE SOCIAL MEDIA ACCOUNTS FOR SOCIAL AND PROFESSIONAL PERSONAS

1 IN 3 SAY SEPARATE SOCIAL MEDIA ACCOUNTS ARE IMPORTANT ACCORDING TO A 2015 NEW NORBS WORK STUDY BY LINKEDIN AND CENSUS



USE PHOTOS EFFECTIVELY

PROFILES WITH PHOTOS GET 21X MORE VIEWS AND 36X MORE MESSAGES

IT TAKES ONLY 1/10 OF A SECOND TO FORM AN IMPRESSION OF SOMEONE FROM A PHOTO



INTERACT WITH THE SAME COURTESY ONLINE AS YOU WOULD IN-PERSON

ASK OTHER PROFESSIONALS ABOUT THEIR LIVES, NOT WORK

BE PATIENT AND KEEP NETWORKING WHILE YOU WAIT FOR RESPONSES

DON'T THINK ONLY OF WHAT YOU CAN GET OUT OF A BUSINESS RELATIONSHIP



FOLLOW UP WITH CONTACTS

ALWAYS FOLLOW UP A DIGITAL MEETING WITH A FACE TO FACE ONE, AND VICE VERSA

DON'T LET THE CONTACTS YOU DO MAKE FALL BY THE WAYSIDE



IF YOU'RE AN ENTREPRENEUR OR REPRESENT A BUSINESS LOOKING TO GROW...

COMPLEMENTARY CO-MARKETING AND CO-BRANDING

SHARES PROMOTIONS AND ADVERTISING WITH BOTH COMPANIES' TARGET AUDIENCES THROUGH WEB, PROMOTIONAL MATERIAL, AND LOCAL EVENTS

GARNERS MORE CUSTOMERS BY ELEVATING CONTENT



ATTEND AND STRATEGIZE FACE-TO-FACE NETWORKING EVENT

HAVE BUSINESS CARDS READY TO GO

FOCUS ON QUALITY OVER QUANTITY

LISTEN AND SEE WHAT YOU HAVE TO OFFER THEM

MAKE NETWORKING ABOUT RELATIONSHIPS, NOT YOURSELF

SUCCESSFUL NETWORKERS PERSPECTIVES



REID HOFFMAN
CC BY 2.0 VIA @bbokowy
Co-Founder of LinkedIn

"Networks enable communication, collaboration, and coordination that in turn enable innovation"



HARVEY MACKAY
CC BY 2.0 VIA (cc) Shashi Bellamkonda shashi.co
Businessman and NYT Bestselling Author

"If I had to name the single characteristic shared by all the truly successful people I've met over a lifetime, I'd say it's the ability to create and nurture a network of contacts... the most valued currency in the world is not the Dollar, Euro, or Yen - It's relationships"



SHERYL SANDBERG
CC BY-SA 2.0 VIA acctlant
Founder of Lean In and COO of Facebook

"We have 15 million members of our 'Lean In' community, 33,000 circles in 150 countries, and we're growing by almost 100 a week... we know that when a people join circles, the great majority of them will do something that is much more ambitious for themselves"

Learned from working on PayPal with entrepreneurs Peter Thiel and Elon Musk that with a strong network and a cutting edge technology, you can change the game

Pitched his book to over 6,000 professional contacts he had built over his career and was published within a month, rising to #1 on the New York Times Bestseller list

Took advice from future AOL CEO Tim Armstrong on changing her approach to work from "all business" to relationship-minded. Created global community Lean In to help foster gender equality and form business connections

NETWORKING IS MORE IMPORTANT THAN EVER AND TAKES PLACE IN EVERY PART OF OUR LIVES

get the most value out of your network



NETWORKWISE WITH ADAM CONNORS