Scientists seek research grants

workers get new contracts

Musicians and music producers get discovered

Artists share their art and develop followings

Strong and healthy

networks lead to

decreases in...

DEMENTIA

BREAST CANCER

PREMATURE DEATH

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

networking for

many reasons

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

In 2014 In 2016

POSITIONS

AVERAGE ANNUAL INCOME

6% HIGHER FOR WORKERS WHO GOT THEIR JOB

WITH REFERRAL

Referell

\$40K With

\$38K Without Referrel

3 Types of Networks

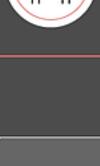
Employee

Referrals

Professional network sites

> PERSONAL Socializing that offers referral opportunities,

> > STRATEGIC



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

> **MILLION** users worldwide as of January 2018

LINKEDIN

546

70 of Fortune 500 CEOs choose LinkedIn as first **PERCENT** and only social network <100 100-249

Followers

(E.G. OUTDOORS, CONVENTIONS, NEUTRAL ENVIRONMENTS)*

CREATIVITY

EVENTS MEETUPS SUCH AS SXSW GATHERS THOSE WITH COMMON INTERESTS & PASSIONS BRINGS ONLINE USERS TOGETHER REGULARLY

Strong social skills lead to more productivity and higher salaries WAGES 2015 +4% for high social skill intensity jobs 9% for workers with above average social skills

> HOW DO YOU DO IT? POLISH YOUR SOCIAL MEDIA PRESENCE BEFORE MAKING ONLINE CONNECTIONS

REGULARLY UPDATE PROFILE

REGULARLY UPDATED PROFILES RECEIVE 18X MORE SEARCHES

CREATE SEPERATE SOCIAL

1 IN 3 SAY SEPARATE SOCIAL MEDIA ACCOUNTS ARE IMPORTANT ACCORDING TO A 2015 NEW NORMS OWORK STUDY BY LINKEDIN AND CENSUSWIDE

INTERACT WITH THE SAME

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

IF YOU'RE AN ENTREPRENEUR

OR REPRESENT A BUSINESS

LOOKING TO GROW...

COMPLEMENTARY CO-MARKETING

REID HOFFMAN

CC BY 2.0 VIA abbolkowy

Co-Founder of Linkedin

"Networks enable

communication, collaboration,

and coordination that in turn

enable innovation*

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

COURTESY ONLINE AS YOU

MEDIA ACCOUNTS FOR SOCIAL

AND PROFESSIONAL PERSONAS

⊟ം 🗈

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

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

ATTEND AND STRATEGIZE FACE-TO-FACE NETWORKING EVENT HAVE BUSINESS CARDS READY TO GO

FOCUS ON QUALITY OVER QUANTITY

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*

NETWORKING SUCCESS 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

get the most value out of your network bni.com/why-join about.linkedin.com nber.org/papers/w21473.pdf forbes.com/profile/reid-hoffman entrepreneur.com/article/302630 entrepreneur.com/article/298074 entrepreneur.com/article/244406 slideshare.net/linkedin/new-norms-work

Created global community Lean In to help foster gender equality and form business connections

staples.com/sbd/cre/tech-services/explore-tips-and-advice/tech-articles/build-your-business-by-building-relationships-with-other-companies.html share.kaiserpermanente.org/article/kaiser-permanente-study-shows-women-with-more-social-connections-have-higher-breast-cancer-survival-rates fu-web-storage-prod.s3.amazonaws.com/content/filer_public/7c/45/7c457488-0740-4bc4-ae45-0aa60daac531/freetancinginamerica_report.pdf www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/central-europe/ce-global-human-capital-trends.pdf talentsmart.com/media/uploads/articles/pdfs/10%20Ways%20Ridiculously%20Successfut%20People%20Think%20Differently.pdf www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-millenial-survey-2016-exec-summary.pdf usatoday.com/story/money/columnist/abrams/2017/07/05/networking-easy-way-grow-your-small-business/453575001 pewresearch.org/fact-tank/2016/10/13/jobs-requiring-preparation-social-skills-or-both-expected-to-grow-most lhh.com/-/media/lhh/global/research-reports/transform-to-perform-the-future-of-career-transition-ebook.pdf ahsw.org.uk/userfiles/Research/Perspectives%20on%20Psychological%20Science-2015-Holt-Lunstad-227-37.pdf pewinternet.org/2015/08/1g/mobile-messaging-and-social-media-2015/2015-08-1g_social-media-update_10 cio.com/article/3024233/social-networking/most-fortune-500-ceos-still-sit-on-social-media-sidelines.html business.gld.gov.au/running-business/marketing-sales/managing-relationships/networking/types

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

BENEFITS OF NETWORKING PROFESSIONAL BENEFITS 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

GIVES YOU WORD OF MOUTH REFERRALS **57**_× of jobs are filled through a networking contact 68,

NETWORKING: THE BENEFITS OF TAPPING INTO THE HIDDEN JOB MARKET NETWORKING SUCCESS TOP WAYS ORGANIZATION LEADERS FIND NEW HIRES **EXECUTIVES WHO BELIEVE** SOCIAL MEDIA TOOLS HELP ADVERTISE AND FILL

> HOW NETWORKS WORK: **OPERATIONAL** Engaging with people in roles central to business

success: executives, distributors, clients knowledge, & support: references, coaches, mentors

Provides you with a digital rolodex of connections for future reference 25 **PERCENT** of internet users

250-500 Followers

Online networking is essential in newer industries, but face-to-face interaction is still paramount SURVEYED STUDENTS AND EDUCATORS BELIEVE MEETING OUTSIDE THE OFFICE

> Types of face-to-face networks CASUAL CONTACT NETWORKS

> > DISCUSS LOCAL

BUSINESS AND

LEGISLATION

QUALITY OVER SUPERFICIAL, QUANTITY-DRIVEN

RELATIONSHIPS

COMMUNITY

people doing it? IS HARD WHY?

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

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fastcompany.com/3040432/6-reasons-being-an-introvert-makes-you-a-superior-networker constructconnect.com/blog/operating-insights/7-tips-networking-construction-industry blog.hubspot.com/blog/tabid/6307/bid/34188/what-in-the-heck-is-co-marketing.aspx explore.sxsw.com/hubfs/Hosted%20Files/2017%20SXSW%20Event%20Stats.pdf helpguide.org/articles/relationships-communication/job-networking-tips.htm

ducttapemarketing.com/wp-content/uploads/2014/02/TheRealValueofJoiningaLocalChamber.pdf roberthalf.com/blog/job-interview-tips/6-networking-mistakes-to-avoid-and-what-to-do-instead themuse.com/advice/8-tips-for-staying-in-touch-with-networking-contacts-without-being-weird explore.sxsw.com/hubfs/Hosted%20Files/2017%20SXSW%20Conference%20Demographics.pdf

Direct searchers

ONLINE

Gives employers a quick

Distinguishes you from less

tech-savvy job-hunters

through a personal brand

and work experience

summary of expertise, strengths,

Helps recruiters weigh you personally and professionally based on posts

GIVES TIME TO LEARN ABOUT THOSE

IN YOUR NETWORK

MEET PEOPLE

ACROSS

PROFESSIONS

CONSUMER FAVORABILITY

+44%

FOCUSED ON SHARING

REFERRALS WITH A SMALL

TO MEDIUM SIZED GROUP

OF PROFESSIONALS

THOUSAND

GLOBAL MEMBERS

In 2017.

attendance

reached almost

THOUSAND

SERVICE CLUBS

49%

went to connect

with existing

clients

SOCIAL SKILLS

are not taught in school

JOB GROWTH

PROJECTED: 2024

Jobs requiring average

to above average

social skills

Jobs with lower

than average

requirements

If so many jobs are filled through

networking, why aren't more

FACE TO FACE

OF THINKING

CONSUMER

AWARENESS

+51%

9.8

MILLION

MEMBER REFERRALS

67%

new business

opportunities

+57% STRONG CONTACT NETWORKS EMPHASIZES LONG-TERM,

LOCAL REPUTATION

AROUND THE GLOBE **PROFESSIONAL ASSOCIATIONS**

39.6

MILLION

total signups

average

members

per group

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

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

USE PHOTOS

EFFECTIVELY

FOLLOW UP

WITH CONTACTS

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

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

NETWORKERS

NOWSOURCING

EXPECTED JOB RETENTION

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

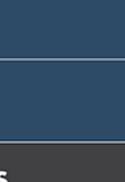
INCREASES LEARNING

WITHOUT OFFICE

DISTRACTIONS

500+ Followers

Influencers



EXAMPLE:

CHAMBERS

OF COMMERCE

PARTICIPATION

LIKELIHOOD OF FUTURE PATRONAGE

+63%

EXAMPLE:

BUSINESS NETWORK

INTERNATIONAL

\$13.6 IN MEMBER CLOSED BUSINESS LAST YEAR

FOR LOCAL FACE-TO-FACE EVENTS

THOUSAND

TOP 3 TYPES

OF MEETUPS

Career/Business

Tech

Socializing

"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

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



creativeresources threadless.com/how-to-network-with-other-artists takingcharge.csh.umn.edu/why-personal-relationships-are-important millennialplanners.com/home/2016/2/10/assembling-your-career-team

harveymackay.com/dig-well-youre-thirsty welcometoimago.com/media/Future-ebook.pdf bidsketch.com/blog/marketing/networking-skills jamanetwork.com/journals/jama/fullarticle/2626575 ncda.org/aws/NCDA/asset_manager/get_file/110167 thebalance.com/is-linkedin-a-waste-of-time-2062320 sciencemag.org/careers/2015/02/science-schmoozing files.stlouisfed.org/files/htdocs/wp/2016/2016-009.pdf priceonomics.com/what-meetups-tell-us-about-america Lean In: Women, Work, and the Will to Lead By Sheryl Sandberg thebalance.com/how-to-network-in-the-music-industry-2460879 theguardian.com/careers/2015/dec/10/how-to-network-introvert ccl.org/wp-content/uploads/2015/04/EmpathyInTheWorkplace.pdf

jobvite.com/wp-content/uploads/2016/0g/RecruiterNation2016.pdf

forbes.com/sites/stevenrosenbaum/2017/02/0g/meetup-take-a-stand-trump time.com/3762517/5-networking-mistakes-that-keep-you-from-getting-ahead clearrock.com/social-media-profile-becoming-as-important-as-your-resume stlouisfed.org/on-the-economy/2016/july/jobs-found-referrals-pay-more

"We have 1.5 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 people join circles, the great majority of them will do something that is much more ambitious for themselves"

SHERYL SANDBERG

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Founder of Lean In and

COO of Facebook