

POWER Networking:

The Five People You Meet


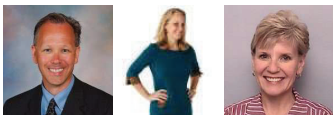
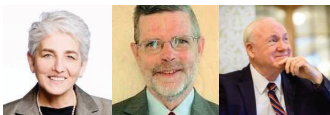
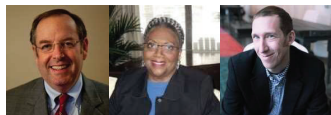
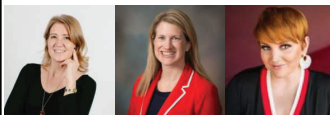
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Joel Swanson, APR, MACT, Vice President of Marketing and Communications



AFFINITY PLUS
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The Five People You Meet

	Peers: Those you choose to keep	Overseers: Those who've led you	Wise Ones: Who do you look up to?	Experts: The gurus of specific skills	Rookies: Energetic up and comers
					
<u>Value to You</u>	<ul style="list-style-type: none"> • Day-to-day moral(e) support • Can relate to what you're going through • Referrals • Benchmark 	<ul style="list-style-type: none"> • Former bosses know you best • Frank feedback • Recommendations • Opportunities/leads – future clients 	<ul style="list-style-type: none"> • The Tycoons who have reached the summit • Know paths to success • Help you stretch yourself • Can open doors 	<ul style="list-style-type: none"> • Masters of useful or emerging tools • Help you learn/apply something • Opportunities to partner • Bridge for career path 	<ul style="list-style-type: none"> • For students/initiates, who are making it • Later, finding talent • Even later, giving back – opportunity to connect, mentor, invest in future, and share knowledge
<u>Questions to Ask</u>	<ul style="list-style-type: none"> • If you were to introduce me, what would you highlight? • What do you consider me an expert on? • What am I underselling/undervaluing about myself? • What are my blind spots? 	<ul style="list-style-type: none"> • What do you view as the next logical step in my career progression? • What skills have you valued most from me? • What can I work on/develop? • How do you view my emotional intelligence? 	<ul style="list-style-type: none"> • How did you get here? • Keys for your success? • What are emerging needs? • What advice would you give me if I want to grow into a leadership role? • What do you read/who do you follow? 	<ul style="list-style-type: none"> • What are best practices in your area of expertise? • How does it fit into the larger strategy/mix? • How do you stay up to date on the latest? • How can I learn more? 	<ul style="list-style-type: none"> • For students/initiates: How did you do it? What are you learning? • As a grizzled old veteran: What are you learning? Where can I help? What's the reputation of our organization/industry?
<u>Responsibility to Them</u>	<ul style="list-style-type: none"> • Be a good colleague • Stay in touch • Build each other up • Willing to be honest/brave 	<ul style="list-style-type: none"> • Openness to feedback • Courage to ask • Appreciation for their role • 360-degree input (when asked) 	<ul style="list-style-type: none"> • Don't waste their time • Have a plan/questions • Do your research – focus • Offer to buy lunch • Hand-written thank you 	<ul style="list-style-type: none"> • Have a genuine interest • Ask for resources/direction; not for them to teach you • Return the favor 	<ul style="list-style-type: none"> • Make time to give back • Be clear what you can commit to • Give meaningful input • Seek diversity

Tips for Success



- Have a plan for who you want to reach
- Leverage people you already know
- Get involved in PRSA, volunteerism, etc.
- Ask for connections/recommendations
- Do your homework/Come prepared
- Send agenda/specific questions ahead of time – help them prepare
- Lead the conversation
- Get them talking about themselves
- Don't insult them or their profession!
- Always end questions with "Who else do you recommend I talk to?"
- Send a handwritten thank you note
- Connect on LinkedIn after you meet
- Stay in touch – provide updates to your network
- Have an attitude of gratitude!