Networking (for Introverts)

Why bother?

• “Word-of-mouth marketing”
• “Social capital”
• We can’t accomplish anything alone.
• We prefer to do business with people whom we know.
Why me?

- Grade A, #1, prime-rated introvert
- If I can learn to network . . .

ANYONE CAN!

Introvert?

<table>
<thead>
<tr>
<th>List A</th>
<th>List B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like to be in the thick of things</td>
<td>Prefer to relax alone or with a few close</td>
</tr>
<tr>
<td>Relish variety, bored with sameness</td>
<td>friends</td>
</tr>
<tr>
<td>Know lots of people, consider them friends</td>
<td>Consider only deep relationships as friends</td>
</tr>
<tr>
<td>Enjoy chitchatting, even with strangers</td>
<td>Need rest after outside activities, even ones</td>
</tr>
<tr>
<td></td>
<td>you enjoy</td>
</tr>
<tr>
<td>Feel stoked after activity, eager for more</td>
<td>Often listen, but will talk a lot about</td>
</tr>
<tr>
<td></td>
<td>topics of importance to you</td>
</tr>
<tr>
<td>Speak or act without needing to think first</td>
<td>Appear calm, self-contained, and like to</td>
</tr>
<tr>
<td></td>
<td>observe</td>
</tr>
<tr>
<td>Are generally quite peppy</td>
<td>Tend to think before you speak or act</td>
</tr>
<tr>
<td>Tend to talk more than listen</td>
<td>Experience mind going blank in groups or</td>
</tr>
<tr>
<td></td>
<td>under pressure</td>
</tr>
<tr>
<td></td>
<td>Don't like feeling rushed</td>
</tr>
</tbody>
</table>
Introvert?

- Generally the most stable of the “Big Five” personality factors in the psychology literature (extraversion, neuroticism, agreeableness, conscientiousness, and openness)
- “One who gains gratification primarily from their own interests, thoughts, feelings, and mental life.”
  - Not an “either/or” characteristic
  - Normally distributed

Ends of the spectrum

- Energy
  - Introverts: recharged by the inner world
  - Extraverts: recharged by the outer world
- Stimulation
  - “Extraverts like to experience a lot, and introverts like to know a lot about what they experience.”
- Knowledge/relationships
  - Introverts: tend to go for depth
  - Extraverts: tend to go for breadth
Introvert?

• Top myths about introversion:
  – Introversion = shyness
  – Introverts always want to be alone
  – Introverts are smarter
  – Introverts are unhappy
  – Introverts actually want to be extraverts

• Top myth about extraversion:
  – The only correct way to spell it is “extrovert”

Introvert

• The introvert’s brain
  – More activity, but centered in the frontal cortex and Broca’s area
  – More internal dialogue (“How are you?” example)
  – More sensitive to effects of dopamine
  – More search for meaning, less search for reward
Introvert?

• Generational?
  – Born before 1964: 50% introverted
  – Born 1965-1981: 41% introverted
  – Born after 1981: 38% introverted
  (Studies on “shyness” show the opposite effect!)
• Varies across cultures

Introvert.

• Introverts in business
  – About 40% of top executives are introverts
  – Bill Gates, Warren Buffet, Charles Schwab
  – James Copeland, former Deloitte CEO:
    • Feels insecure in social settings, but enjoys working with others to solve problems
    • “In purely social events, I just toughed it out and did the best I could.”
Introvert.

• Disadvantages?
  – Introverts can be tough to get to know
  – Tendency to hesitate before speaking
  – Can appear cautious (or even passive) in meetings
  – Might offend those who don’t want to hear what’s on your mind!

Introvert!

• Advantages
  – Ability to focus deeply
  – Capacity to observe
  – Understanding of how changes will affect everyone involved
  – Propensity for creative thinking
  – Strength to make unpopular decisions
  – Potential to “slow things down” a bit
Networking

• “Networking is the deliberate process of exchanging information, resources, support, and access in such a way as to create mutually beneficial relationships for personal and professional success.”

...mutually beneficial relationships...

Networking myths

• “Networking stinks—I hate cold-calling.”
• “I’m good at my job; I don’t need to network.”
• “I tried networking last week—it doesn’t work.”
• “I hate to manipulate people, so I don’t network.”
• “Networking is just schmoozing.”
• “I’m not looking for a job right now, so I don’t need to network.”
• “I wasn’t born with the gift of gab. I’ll never be any good at networking.”
Keys to remember

• It’s called networking for a reason.
• It’s about relationships, not about contracts.
• (And unlike what we tell kids . . . it’s perfectly okay for adults to talk to strangers!)

Introvert, know thyself.

• Networking is purposeful, not ad hoc
• Written, SMART goals (Specific, Measurable, Attainable, Relevant, Timed) are crucial
  – “I will attend two networking functions by the end of this summer.”
  – “I will introduce myself to one new person at the reception tonight.”
• Make time for networking activities
  – Take notes
  – Follow through!
Introvert, know thyself.

• Network when and where you are comfortable
  – “What am I interested in?”
  – “Who would I like to meet?”
  – “What do I want to accomplish?”

Introvert, know thyself.

• Be prepared to be spontaneous
• Find out who might be at an event
• Givers gain! What do you have to give?
• Give MORE:
  – Methods
  – Opportunities
  – Resources
  – Enthusiasms
Introvert, know thyself.

• Between events, try to connect your network
  – If you can connect a “want” with a “have”, you help two people at once.
  – Don’t be afraid to keep a list of who’s looking for what, and review it every few days.
  – This doesn’t have to happen right away at an event, so it’s an area where introverts may have an advantage.

Introvert, know thyself.

• Plan to decompress and reward yourself
• It’s okay to:
  – Have smaller networking goals for an event
  – Be the first one to leave an event
  – Be tired after an event
Top Ten Traits

1. Timely follow-up on referrals
2. Positive attitude
3. Enthusiasm and motivation
4. Trustworthiness
5. Good listening skills
6. Commitment to networking
7. Gratitude
8. Helpfulness
9. Sincerity
10. Dedicated to one’s own network

From The 29% Solution: 52 Weekly Networking Success Strategies, Misner and Donovan

HELP

• Hi, I don’t think we’ve met. My name is Josh.
• ENGAGE
• Leave with the next steps in mind
• Practice!
**HELP**

• Hi, my name is ________________.
• The single most important phrase in networking!
• Answers the first of the big 3 questions
  – Who are you?
  – What do you do?
  – What will we talk about?

**HELP**

• Who are you?
  – Repeat the first name
  – Ask a question about or make a comment about the person’s name
  – Try to make a connection to the person’s name or visualize a picture of their name
  – Repeat their name again!
• Help others remember your name
  – “Double dip”
  – Separate and articulate
HELP

• What do you do?
  – Answering with your occupation, job title, or industry tends to hinder conversation
  – Tell people what you do best
  – Follow with an example
  – “I’m a professor of accounting.”
  – “I get to work with the best and brightest young people in the state. Two of my former students just emailed me to say how excited they were to officially become CPAs this summer!”

HELP

• What are we going to talk about?
  – Don’t get trapped in the typical “How are you?” conversation!
  – Preparation—be ready to talk about something!
  – Be curious, ask questions (be careful not to interrogate, though!)
Curious?

• Organize some openers
  — “Did you go to the panel discussion? That was pretty interesting.”
  — “Is this your first time at this conference?”

• Ask about origins and history
  — “How did that project start?”
  — “What led you into accounting?”

• Notice other people
  — “You seemed to enjoy giving that award!”
  — “I noticed your pin—is there a story behind it?”

Curious?

• Appreciate other people
  — “Thanks for your insights in that meeting.”
  — “You’ve done a great job organizing this conference.”

• Do something about the weather
  — “I find the weather really affects my energy. Do you notice that too?”
  — “What are you doing now that it’s warm outside?”

• Invite other people to talk
  — “What about your firm? Do you deal with that too?”
HELP

• ENGAGE
  – Establishing eye contact
  – Nodding
  – Geniality
  – Aiming your attention
  – Gesturing appropriately
  – Easing your posture

• (And SMILE!)

HELP

• Leave with the next steps in mind
  – Always tell the other person it was good to meet them, and establish a way to maintain contact
  – Arrange a future conversation
  – Clarify any promised leads or information (and then follow through!)
  – Mention the next potential get-together
HELP

• Practice makes networking feel less unnatural
• Have a plan, and stick with it
• We’ll practice a few activities today, but many more are available
  – The 29% Solution: 52 Weekly Networking Success Strategies, Ivan Misner and Michelle Donovan
  – Make Your Contacts Count, Anne Baber and Lynne Waymon

Networking activities

• On the nametags provided, write down one thing that you are looking for.
  – Book recommendation?
  – Dinner suggestion?
  – Problem you have (or have just solved)?
  – Interview question?
  – Good excuse to leave?
Networking activities

• Introduce yourself to a partner sitting nearby.
• Fill in the following blanks for that partner:
  – Name and business? ______________________
  – What do they offer? _____________________
  – What are their credentials or major accomplishments? ______________________
  – What is their mission statement or statement of purpose? ______________________
  – Recently, he/she helped __________________ to _____________________________,
    which resulted in ___________________________.

Networking activities

• After today:
  – Find an accountability partner for networking
  – Find a mentor for networking
  – Send a thank-you card
  – Try to make at least one networking connection at this annual meeting, and start your follow-up report card (next slide)
  – Think about becoming a host or a sponsor
  – Consider social networking to bolster your face-to-face networking
## Follow-up report card

<table>
<thead>
<tr>
<th>Name</th>
<th>When/Where you first met</th>
<th>Follow-up necessary (on what?)</th>
<th>Follow-up completed</th>
<th>3-month follow-up</th>
<th>6-month follow-up</th>
<th>9-month follow-up</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Tips and Tricks

- Adopt a “host” mentality
- Be positive—never complain
- Become an expert (on anything!)
- If this all seems like second-nature to you, become a networking mentor.
- You will make mistakes; it’s okay. Apologize sincerely, and move on.
- At an event, you can start by:
  - Talking to someone who is already alone
  - Talking to someone who may have something in common with you
  - Joining a group
Tips and Tricks

• Basic entrance techniques
  – Create a mental image that makes entering easier
    (family reunion or invisible buddy)
  – Hello, my name is . . . (the “grip & grin”)
  – Speak the truth
  – Fading in is okay; fading out is not.
  – Compliment
  – Go with a friend, but don’t be twins forever
  – Position yourself between the entrance and the refreshments

Conversation tips

• Sample opening questions:
  – How do you know the host/guest of honor?
  – How long have you known the host/guest of honor?
  – What type of work do you do?
  – How did you become interested in the field?
  – What do you do on a typical day?
  – What is the most enjoyable aspect of your job?
  – How easy/hard is it to get a job in this field?
  – (If you’re from Montana...) Tell me three things about your hometown, and I’ll guess where you’re from.
  – Tell me two things about yourself—one truth and one lie—and I’ll pick out the lie.
Tips and Tricks

• Always bring business cards, but don’t just hand them out and leave
• Respect the other person’s business card
• The “don’ts”:
  – Drinking/smoking (too much)
  – Inappropriate dress
  – “Camping out” with friends
  – Combining drinking, eating, and talking
  – Arguing and complaining
  – Dominating the conversation (usually not a problem for us introverts—unless we feel strongly about something!)
  – Looking for free advice

Troubleshooting

• What if I’ve forgotten someone’s name?
  – Ask a confidant
  – “I remember you (from ________). I’m Josh.”
• What if I lose contact with somebody?
  – Never too late to reconnect
  – Refer to a common point of interest (when/how you met, common need, proximity, background, acquaintance, etc.)
  – Help the other person remember you
Troubleshooting

• What if I can’t find a reason to make a connection with somebody?
  – Lend a book (or borrow one)
  – Pull up a chair at a meeting
  – Give tips (especially to a presenter)
  – Thank them for something
  – Host a meeting or event
  – Add a food/drink break
  – Notice good publicity (e.g., “Getting Ahead”)
  – Ask for help

Thank you!

Joshua.Herbold@umontana.edu