



Networking Tip Sheet

Networking with Purpose:

To broaden our networking circle, it is important to be *intentional* and *purposeful* when thinking of who to reach out to. Here are general guidelines to consider as you continue to evolve your networking circle (virtual networking is also strongly encouraged as we work in a global company).

Harvard Business Review: Three types of networking you need to succeed

1. **Operation network:** individuals who help you get the job done
2. **Strategic network:** individuals who will provide you insights and knowledge into the opportunities, threats and challenges that are associated with your business so you can effectively prepare for the future
3. **Development Network:** who do you need to know to help you continue to grow, who you know determines what you get to do, and what you get to do will determine what you get to know

Harvard Business Review: Three Rules to Networking at Work

1. **Build outward, not inward.** Don't waste time deepening connections with people you already know. Get in touch with people in other teams or business units.
2. **Go for diversity, not size.** Rather than aiming for a massive network, build an efficient one. This requires knowing people who are different from you, and from one another.
3. **Go beyond familiar faces.** Identify the "hubs" in your company--people who've worked on a variety of teams and projects--and ask them to connect you to others.

Harvard Business Review: Three Tips for Better Networking

The word "networking" makes many people shudder. Yet, when looking for a job, networking is crucial. Here are three tips to improve the way you network:

1. **Don't be self-promoting.** It's possible to sell yourself without sounding like a salesman. Instead of singing your own praises, talk about your accomplishments. Results speak for themselves.
2. **Don't be afraid to ask, and be ready to give.** Networking is a transaction. If you need something — the name of a colleague or an introduction — don't hesitate to ask. Offer help in return; it may not be long before the tables are turned.
3. **Always say thank you.** Whether someone gave you five minutes or five hours of their time, exercise good manners. Send an interesting article or event notice along with your thank-you note.

Tips to Network Successfully

- **Start simply.** Sometimes the prospect of building a network can seem overwhelming. Regardless of the state of your network, you can improve it immediately. Start today by sharing your goals with someone, scheduling time to network, or introducing yourself to someone new.
- **Identify your goal.** If you are clear about your networking goal before you meet with people, you make it easier for them to help you. You will know you have a clear goal when you can effortlessly describe the

purpose you have for speaking with the person. Share your goal with a friend and get feedback to make sure your goal is clear, concise, and reflects what you really want.

- **Look for opportunities to meet new people.** Volunteer for committees or task forces to be seen in action. Do not get involved in these groups to impress others, instead, join committees that have meaning to you. The people you help will want to help you. See [Social Groups](#).
- **Ask for introductions.** Ask your acquaintances if they know people who can help you achieve your networking goals. If there is someone that you want to meet, ask a mutual acquaintance to introduce you in person or by email.
- **Consider what you can offer in return.** As you tap into your network, remember to be curious about the career goals of others so that as you learn and grow you can help them move along their career paths as well.
- **Prepare an agenda.** Bring it to your networking meeting to guide your discussion. It should be concise and address your networking goals.
- **Take notes.** During your networking meetings, take notes to stay focused. Later you can use your notes to recall what you discussed and refer to specifics in your follow-up note or email.
- **Follow up immediately.** Write and send a thank you note or email. Then schedule your next meeting in three, six, or nine months as appropriate.
- **Schedule time to build your network.** If you do not schedule time to build your network, chances are, you will not get around to it. You may want to schedule an hour a week to send emails and a couple of nights a month to attend events where you can meet and connect with others. There is not one right way or a set amount of time required to maintain and build your network; you should do what is right for you.

For the Introvert

[Get out of your Comfort Zone: A Guide for the Terrified](#)

Developing the courage to take a leap into networking can be overwhelming for some but necessary. Moving beyond our comfort zones is how we can best learn and grow. Here are two ways to get past your fears of networking.

- **Understand what's in it for you to motivate yourself.** Brainstorm how networking can advance your career or help you reach other goals. A list of benefits will help you overcome your hesitation.
- **Customize your approach so that it works for you.** If you're an introvert who dreads networking events, instead of feeling pressured to meet everyone, focus on a few people and try to get to know them, or aim to make initial contacts with the goal of following up in a more comfortable setting.

Resources

[Harvard Business Review: Three types of networking you need to succeed](#)

[Harvard Business Review: How to get the most out an Informational Interview](#)

[Harvard Business Review: Introvert Guide to Networking](#)

[Get out of your Comfort Zone: A Guide for the Terrified](#)

[Harvard Business Review: Strategic Alliance Can Make or Break Female Leaders](#)

[Harvard Business Review: Three Ways Women Can Make Office Politics Work for Them](#)