

The Power of Networking



Networking: Where Everybody Knows Your Name



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Learning Objectives

- Discuss what networking is and why it's important
- Review different networking principles
- Compare and contrast techniques for networking success
- Demonstrate networking by putting it into practice

"Cheers" Mentality

Theme Song from "Cheers"

Making your way in the world today takes everything you've got.
Taking a break from all your worries sure would help a lot.

Wouldn't you like to get away?
Sometimes you want to go,



Where everybody knows your name,
And they're always glad you came.
You wanna be where you can see,
The troubles are all the same.
You wanna go where everybody knows your name.



How Has The Career Landscape Changed?

- Grandparents loyal to one company and career throughout life
- Parents tend to stay with same careers but are more open to moving companies
- Careers today focused on loyalty to our colleagues and network as opposed to the company
 - In the current economy, experience might not matter but your circle of colleagues will

Networking Foundations

*And so, my fellow Americans,
ask not what your country can do for you;
ask what you can do for your country.*

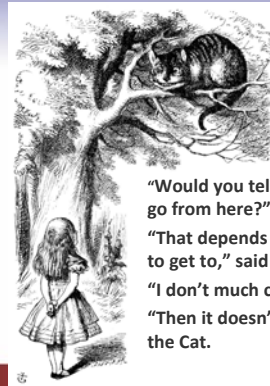
-- John F. Kennedy

- ◆ Ask not what your network can do for you, but what you can do for your network
- ◆ Networking needs to be about giving rather than taking
- ◆ Networking is a process

Basic Principles of Networking

Don't Keep Score

- ◆ Better to give than to receive
- ◆ Easier to get ahead when those below you are happy to help you as opposed to hoping for your downfall



"Would you tell me please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where--" said Alice.

"Then it doesn't matter which way you go," said the Cat.

What's Your Mission?

- ◆ Be specific about what you want to do in order to develop the best strategy for accomplishing it
- ◆ Don't sit around and wait for things to happen
- ◆ Make setting goals a habit
 - Find your passion...do what you want instead of what you think you should
- ◆ Connect your goals to people
- ◆ Build your "Board of Advisors"

"Blue Flame"

- ◆ Convergence of mission and passion founded on a realistic self-assessment of our abilities
 - Ask yourself
 - Ask others
- ◆ Example: ASHP Executive Residency

Mission Check-Up

- ◆ **Why are you becoming a pharmacist?**
 - What do you enjoy about pharmacy?
- ◆ **Are you involved in organizations?**
 - Why that particular group?
 - Are you connecting with people?
- ◆ **Where are you currently working?**
 - How does this job help you reach your career goals?



Networking Profile: Bill Clinton



1. Be specific about where you want to get in life
2. Make a real connection in your interactions with others

Build It Before You Need It

- ◆ **Create your desired community of friends and colleagues step by step**
 - Take on a project to learn new skills and abilities
 - Get involved in the community...leadership takes practice, too!
 - Pursue another degree
 - Join organizations with people who have jobs you are interested in
- ◆ **Use these opportunities to meet new people**

It Never Hurts To Ask

- ◆ **Get out there!**
 - Avoid sticking with the people you already know
- ◆ **“The choice isn’t between success and failure; it’s between choosing risk and striving for greatness, or risking nothing and being certain of mediocrity.”**
 - Find a role model
 - Learn to speak
 - Get involved
 - Just do it

Script It

1. **State the situation**
 - Know where you stand
2. **Communicate your feelings**
 - “I feel...”
3. **Deliver the bottom line**
 - State what you want
4. **Use an open-ended question**
 - “How do you feel about this?”
 - “How can we solve this problem?”

Ten Tools For Becoming a
~~Good~~ Great Networker

Portrait of a Young Networker

DON'T

- Sam Shoulder-Looker
- Craig Center-of-Attention
- Doug Dispenser-of-Cards
- Brenda Brown-Noser
- Glenda Gossip
- Sara Step-Ladder

DO

- Be present
- Engage others
- Be sincere
- Be trustworthy
- Appreciate those who help you along the way

#1: Do Your Homework

- Try to find some common ground that connects you in a memorable way
- Google, LinkedIn, Alumni information



#2: Take Names

- Remember, we align our mission with people who can help us achieve it
- Write down the players
- Create an organized database of contacts

#3: Reach Out And Meet Someone

- View meeting new people as a challenge and opportunity
 - Silence your inner-wallflower!!
- Don't be afraid to be persistent
 - Create a sense of optimism and gentle pressure about upcoming meetings
- Talk a little, but say a lot

#4: Manage The Gatekeeper



#5: Share Your Passions

- Similar interests are the basic building block to any relationship
- Our passion can be contagious and can allow others to become more comfortable with us
- Utilize your passions as another opportunity to develop a new network

#6: Follow-Up Or Fail

**"FOLLOW-UP IS THE KEY TO SUCCESS
IN ANY FIELD." --Keith Ferrazzi**

- **Take the extra step to be memorable**
 - Follow-up between 12-24 hours after meeting
 - Don't focus on what they can do for you...give them a reason to want to follow-up
 - Reaffirm commitments
 - Express gratitude
 - Include an item of interest during your interaction
 - Timeliness is key
 - If applicable, follow-up with the go-between

#7: Conference Commando

- Utilize conferences to meet like-minded people who can help you achieve your mission and goals
- **Sure, you can get educational content, but there's so much more!**
 - Outside meetings
 - Speaking
 - Asking questions at sessions
- **You're either a bowling ball or a pin....**
-- Paul Reddy



#7A: Conference Commando Techniques

- The Draft
- The Bump
- Identify Targets
- No Break
- Follow-Up

#8: Connect The Dots

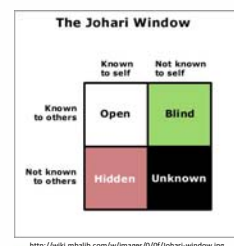
- Find a super-connector
- Share your circles
- Ping, ping, ping

#9: Small Talk

- **Stanford University study on traits of most successful alumni**
 - "Verbal fluency"
- **Start a conversation, keep it going, create a bond, and leave them interested in more**

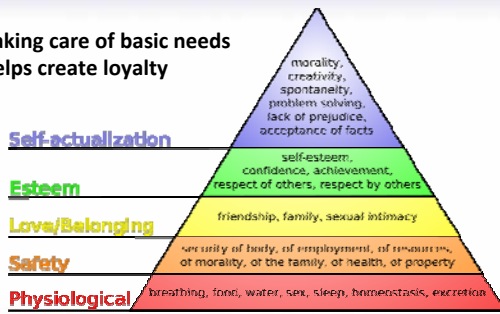
#9A: Small Talk Techniques

- Pick up on nonverbal cues
- Be sincere
- Have something to say
- The Johari Window
- Know where your exits are
- Listen, listen, listen



#10: Health, Wealth, & Children

- ◆ Taking care of basic needs helps create loyalty



Maslow's Hierarchy of Needs

http://en.wikipedia.org/wiki/Image:Maslow%27s_hierarchy_of_needs.svg

Pop Quiz

Networking Quiz

1. You need three letters of recommendation for a scholarship application. You believe this task:
 - a) Will take some time. You think of some possible people but spend time tracking down their contact information.
 - b) Is a cinch. You have contact info for at least 10 people who have already told you they would write letters of recommendation for you.
 - c) Might be impossible. You can only think of one person who would write you a letter...and that's your mother.

Networking Quiz

2. Your classmate Jake calls because he's looking for a summer job. You know your current employer might be hiring. You decide to:
 - a) Tell Jake your employer might be hiring.
 - b) Tell Jake, "Good luck," but don't mention your job since Jake's class president, really smart, and might be competition.
 - c) Tell Jake your employer might be hiring and then call your manager to give her Jake's name and contact information.

Networking Quiz

3. It's announced that there will be a state society meeting for your ASHP affiliate. You plan to:
 - a) Skip it. It's better if you just stay home and study for your biochemistry test next week.
 - b) Invite some classmates to go with you, and then introduce yourself to some people you don't know at the meeting.
 - c) Go to the meeting and sit and chat with some of your classmates.

"...Where Everybody Knows Your Name"

Is Your Name Worth Remembering??

- ◆ **Develop your identity/brand**
 - Be interesting!!
 - Strengths, weaknesses, yada, yada
- ◆ **Continual self-assessment and improvement**
- ◆ **Find mentors...and mentees**

Homework...Putting It All Together

- ◆ **Help each other succeed...give vs. take**
- ◆ **Know where you're going and who can help you get there**
- ◆ **Create your garden and and continually grow it**
- ◆ **Just ask**
- ◆ **Follow-up is key**
- ◆ **Get out there – NOW!!!**



"The choice isn't between success and failure; it's between choosing risk and striving for greatness, or risking nothing and being certain of mediocrity."

-- Keith Ferrazzi



"Do or do not... there is no try."

-- Yoda

References

- ◆ Ferrazzi, K. "Never Eat Alone." New York: Doubleday, 2005.
- ◆ Mackay, H. "Dig Your Well Before You're Thirsty." New York: Random House, 1997.

In The Spirit Of Networking...

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