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# **Speed Networking: The Art and Science of Making Connections**

**Margaret Resce Milkint**  
**Managing Partner**  
**The Jacobson Group**

**Natalia A. Humphreys**  
**Associate Head, Actuarial Program**  
**The University of Texas, Dallas**

**JACOBSON**

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**A CHANGING ENVIRONMENT  
REQUIRES  
FRESH IDEAS, CHANGE  
IN APPROACH**



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## AGENDA

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Develop business connections and practice networking skills.

Develop a personal brand that positions you as a high-impact player.

Harness your strengths and build upon them to gain a competitive edge.

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# net·work·ing

“Networking is the process of developing and maintaining quality relationships that enrich your life and empower you to achieve your goals.”

- **Andrea Nierenberg**

*Nonstop Networking: How to Improve Your Luck, Life and Career*

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# CONCERNS OF TODAY'S EMPLOYERS

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- Global and emerging markets
- Succession planning
- Hard-to-find skill sets
- Globally diverse workforce
- Employee engagement

**What  
makes a  
candidate  
valuable?**

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**“In today’s world, where image is paramount and your digital fingerprint is set in cement, it is even more crucial to be your own best publicist, advocate, and cheerleader in the workplace.”**

**-Jessica Kleiman and Meryl Weinsaft**  
*Be Your Own Best Publicist*

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# BE YOUR OWN PUBLICIST

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Employ these career-boosting PR tactics:



# SOCIAL NETWORKING

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- It's more than just Facebook, LinkedIn, and Twitter. Opportunities for social networking are found on job boards, industry blogs, message boards, etc.
- Join groups on LinkedIn and Facebook. Follow industry groups on Twitter to put your name out there.
- Read up! Understand the privacy settings and set up your profile accordingly.
- You are in control of your digital fingerprint!

**What do  
you see  
when you  
Google  
yourself?**



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## MANAGE YOUR BRAND

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Distinguish yourself from others.

Make others aware of your character, strengths and personality.

Influence the decisions, attitudes and actions of others.

Increase confidence, presence and visibility.



**You are the  
CEO of YOU.**

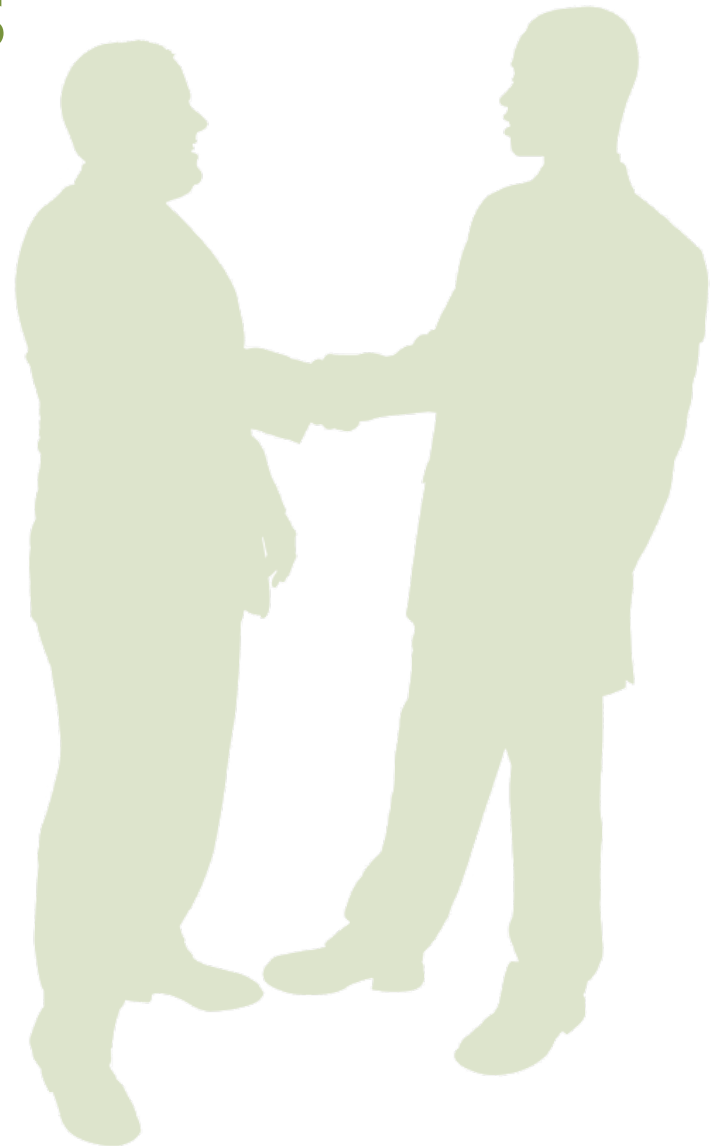
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## EXPAND YOUR NETWORKS

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- Professional organizations
- Associations
- Private businesses
- Individuals



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# REVEAL YOUR CORE

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## **C**haracter:

What drives you?

## **O**utlook:

What are your perspectives, approach and style?

## **R**elationships:

What are your current relationships like?  
What is important to you?

## **E**xpectations:

What are your expectations of an employer and of yourself?

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# GET YOUR ELEVATOR SPEECH READY

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Script your 30-second introduction.

Tailor it for every audience you may encounter.

**Have you prepared an introduction that leaves your contact with the right message?**



# NETWORKING TIPS

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- Always have your business cards.
- Create a 30-second elevator speech.
- Have a few never-fail conversation starters.
- Watch your body language.
- Ask for a business card when first meeting someone.
- Understand that networking is not about what someone can do for you; it is about what you can do for someone else.
- Deliver what you promise.
- Remember that following up is key.
- Block off time to follow up.
- Always be networking!

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## TIPS FOR THE NETWORKING NOVICE

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- Use the buddy system.
- Ask questions. It's a great way to get to know people without making yourself uncomfortable.
- Make eye contact.
- Hold something in your hand to keep focused on the conversation.
- Set goals for how many people you wish to speak with at events.
- Remember that networking is a skill; it improves with practice.



**Join an industry  
association/group.**

**Volunteer.**

**Keep in touch.**

**Stand out.**

# TAKE-AWAYS

**Show initiative.**

**Get to know your  
organization's leaders.**

**Present your best.**

**Dress to  
impress.**

**Write your  
commercial.**

**Follow up.**

**NETWORKING = SUCCESS**

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**“ There are two kinds of people in this life. Those who walk into a room and say, 'Well, here I am.' And those who walk in and say, 'Ahh, there you are.' Let us each strive to be an 'Ahh, there you are' person. ”**

**- Leil Lowndes**  
*Motivational Speaker and Corporate Trainer*

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# QUESTIONS?

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## Thank You!

**Margaret Resce Milkint**  
*Managing Partner*  
The Jacobson Group  
(800) 466-1578  
[mmilkint@jacobsononline.com](mailto:mmilkint@jacobsononline.com)

**Natalia A. Humphreys**  
*Associate Head, Actuarial Program*  
The University of Texas, Dallas  
(972) 883-6597  
[Natalia.Humphreys@utdallas.edu](mailto:Natalia.Humphreys@utdallas.edu)

