



Networking

Creating New Opportunities

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What is Networking?

➤ **Networking is:**

Expanding your social and business relationships to build a quality pool of informational, technical, business and social resources that you can leverage to advance your personal and professional goals.



Why is Networking Important?

- Society and business have progressed from the independent, self-reliant homesteader to a complex social and technical matrix spanning social, business and cyberspace worlds.
- No one can master everything in today's world on their own. You need to draw on the help and resources of others to be effective in your business and personal life.



What Google is to the Internet, Networking is to Real Life...

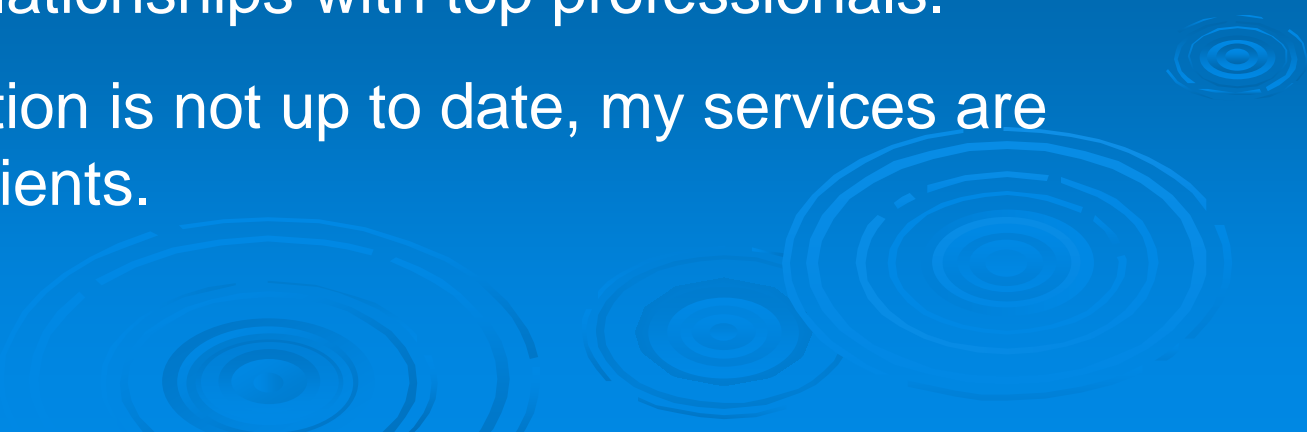
- Access to knowledge
- Access to resources
- Access to opportunity
- Time savings
- Cost savings



Examples of Professional Networkers

- Recruiters
- Bankers
- Attorneys
- Sales Professionals
- Procurement Professionals
- Realtors
- Business Leaders
- Owners
- Entrepreneurs
- Human Resource Professionals

Why Do I Network?

- It's how I earn a living.
 - Executive search isn't about finding a list of professionals and calling every one - it's about access.
 - Our industry and business is built on our clients paying for access to who and what we know.
 - Clients expect real-time access to current people, industry information, trends and benchmarks through established relationships with top professionals.
 - If my consultation is not up to date, my services are worthless to clients.
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How Do Professional Networkers Do What We Do?

➤ **Three primary ways:**

- Organizational Networks
- Personal Relationship Networks
- Digital Networks



Organizational Networks

- **Get to know the people and operations in your company and vendor base personally.**
 - Get out on the floor
 - Participate in events
 - Get to know people personally
 - Follow up on projects and tasks
 - Follow through on the little things
 - Be proactive up and down the ladder
 - Seek out opportunities and offer up new ideas

Personal Networks

➤ **Personal relationships networking**

- Every day, being out in public
- Maintaining past business relationships
- Groups and associations in and out of your field
- Boards
- Cold calling / casual personal meetings
- Be a resource to others

Digital/Social Media Networks

- Associations / groups
- Discussion boards
- Articles
- Quotes / interviews
- Email
- Social Media
 - Facebook, LinkedIn, Twitter, Snapchat, etc.

For Professionals, LinkedIn is King

- Accepted across all professional disciplines, industries and levels
- Professional
- Cuts out the personal life clutter
- Everyone understands that it's a networking resource; more likely to engage in interaction
- Easy to mine new information / resources



LinkedIn

- **Think of LinkedIn as your personal and professional “Rolodex”**
 - Real-time trend information
 - Resource for sourcing new information
 - Collaborative or crowd-sourcing of ideas
 - Raw, unfiltered base data on products, companies and people
 - Discipline group think
 - Competitive knowledge

LinkedIn

➤ **Manage your presentation before all else**

- Professional picture
- Complete resume
- Associations / Memberships
- Security
- Posts
 - Be engaged
 - Be of value to others
 - Market your business
 - Market yourself (quietly)

LinkedIn

➤ Building Your Network

- Remember you will be judged by the company you keep
 - Peers
 - Discipline / business gurus
 - Business leaders in and out of your company
 - People “in the know”
 - Associations with credibility and visibility

LinkedIn

➤ What to avoid

- Think before you post
 - Social media is instant, everywhere and permanent
- Poor etiquette / taste, timing, religion, politics
- Security / visibility
- Pure networking groups
- Inactivity / over-activity
- Stalking is illegal...

Questions



Thank you!

