

CSE 190: Networking

(Kaw 8: the art of schmoozing, the art of using email)

1. Personally: You need to create a community around you

Sources:

- a. Life contacts: high-school and college friends, family, employers/employees
- b. Purposeful meetings: startup meetups, business communities, professional events
- c. Online contacts: **linkedin**, email introductions, online groups
- d. "Sourcing" the people you know, recursively.

2. Your company: Every company needs a "face": that can be a founder, the CEO, CxO or Biz Dev

The "face" holds a lot of "power" over the organization, so be careful who you pick.

The face should know how to represent the company, its vision, and sell the dream.

3. Nurture your relationships:

You cannot be reaching out, only when you need help.

Be respectful, and acknowledge the other's time, help, effort.

Formalizing your nurturing:

- a. Sending a periodic newsletter: make it brief, interesting (put yourself in their shoes)
- b. Host an event (that does not need to cost much)
- c. Use a CRM (Customer Relationship Management tool)
- d. Brand yourself: be known for something (e.g. expertise), volunteer to help organize etc

PRACTICAL ASPECTS OF NETWORKING

In person networking:

1. Be professionally dressed
2. Be clean, and smell nice (no body odor and breath)
3. Walk over and meet people
4. Physical contact is good: shake hands firmly, make eye contact
5. Get people to talk: ask questions and then listen
6. Be prepared to do small talk: keep some "neutral events" handy
7. Have a business card:
8. Make sure you make your points (who you are, what you do, what is your status and needs)
9. **Ask the most powerful question: "What could I do for you?"**
10. Leave a follow up (esp if the person is "interesting") – email follow up, phonecall, next meeting
11. Follow up and follow through (esp on an introduction)

Online networking:

1. Create a linkedin profile that is professional and start linking with people you know
2. Create a professional and informative company web-page (case study: frackoptima.com)

Use email appropriately:

1. Use appropriate opening, appropriate language, be brief, provide contact information at the end
2. Don't email in anger or disappointment
3. Be extra careful of the tone, typos, and double meanings

Use Humor: take humor seriously (Andrew Tarvin <https://www.youtube.com/watch?v=6iFCm5ZokBI>)

Be careful: avoid politics, religion, race, and x-rated, **never** insult the others present or your audience

Never make fun of your company, technology, team etc

Safe topics: your own culture/religion/race, classic topics: taxes, parking tickets, natural phenomena

Practical tips: a) Learn a few safe jokes, b) identify topics/key words that you can joke about

Resources: <http://www.businessballs.com/business-networking.htm>