WHAT’S NEW ABOUT NETWORKING
NEW TECHNIQUES TO NURTURE YOUR NETWORKING CONNECTIONS

Tips for Effective Networking

These tips and techniques are designed to help you get the most from networking opportunities. Use these simple and practical ideas to get the greatest benefit:

**Arrive early.** It's much harder to break in on conversations when you arrive late. Don’t rush to take a seat, wait to see who your tablemates will be or sit in the middle with new contacts on both sides.

**Research the** event in advance to determine who might be there that you need to meet.

**Dress for the occasion.** Wear clothing that is comfortable and appropriate for the event with pockets to hold business cards, and lapels for attaching a name badge.

**Take plenty of business cards.** If you do not have professional business cards you may want to invest in personal business cards which include your name, area of expertise, email, phone/cell/pager. Do not include home address. Use an attractive, eye-catching business card holder, it helps to start conversations.

**Find a partner.** Go to the meeting with someone who you know well. Work the room between you; introducing each other to new people that you've individually met is a great way of increasing coverage. Or introduce yourself to someone who appears to be uncomfortable in a new setting and help each other in “working the room”.

**Not sure how to approach?** Simply smile, nod your head, walk toward the person with your hand stretched out and say, “Hello. I just wanted to come over and say hello, my name is ……” Sounds simple and it works.

**Ask** open questions and listen carefully.

**Public Speaking** is another method that allows potential contacts get to know you and your areas of expertise.

**Write articles** for magazines, journals and professional publications. Potential contacts and mentors will remember your name if they see it often.

**Volunteer** in your organization and in the community – remember networking is relationship building – get out and be seen.

LYNN JACKSON, VICE PRESIDENT
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HUMAN RESOURCES CONSULTING
901-763-1818
Networking Techniques

Attend conferences and seminars that will add to your body of knowledge.

Word of mouth is a powerful tool. Let colleagues know that you are trying to develop networking relationships with diverse groups in your profession and other professions.

Receive people's business cards graciously and with two hands. Read the card first before putting it away. Use the back of cards to make any notes about the person that you've just met and add the information to your database.

When making a major purchase, leave your business card, the vendor could be a potential contact for others who share your taste and interest.

Ask to someone to loan you an ink pen, tell them that yours has stopped working. It helps to start a conversation.

Ask for permission to follow up. If they show interest in what you do, offer to add them to your database, refer them to others, etc.

When referring someone it is important to know that the referral is qualified in her field and is someone that is reliable. Having a good referral base creates trust and mutual respect within the networking community.

Don't feel intimidated. It doesn't matter who you are dealing with a person, they have the same hopes and fears that you have.

Join networking groups that meet regularly – repetitive exposure increases the possibility of establishing new relationships. Look for groups to network with that are within your own industry and for groups that are outside of your normal business and social circle.
The Internet has an increasing number of specialized sites for women:

Networking Sources

**American Medical Women's Association**
http://www.amwa-doc.org/
AMWA is working with the National Library of Medicine and Members of Congress to celebrate the contributions women have made in the field of medicine.

**Mommd**
http://www.mommd.com/join.shtml
MomMD® is the leading online community for women in medicine. Founded in 1999, MomMD is the first and only Internet community connecting mothers in medicine across the world. Medicine is a most challenging profession, as is motherhood, MomMD is here to help women meet these challenges.

**Women's Funding Network**

Founded in 1985, the Women's Funding Network is a partnership of more than 90 women and girls' funds and philanthropic organizations. Committed to changing society by improving the status of women and girls locally, nationally, and internationally, Women's Funding Network works to strengthen and empower member funds. Our Mission: As a worldwide partnership of women's funds, donors, and allies committed to social justice, the Women's Funding Network seeks to ensure that women's funds are recognized as the "investment of choice" for people who value the full participation of women and girls…
http://www wfnet.org

American Business Women's Association
(publishes Women In Business magazine)
9100 Ward Parkway
Kansas City, MO 64114-0728
(816) 361-6621

American Society of Women Accountants (ASWA)
1255 Lynnfield Road, Suite 257
Memphis, TN 38119
1-800-326-2163
(901) 680-0505 fax

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American Association of Black Women Entrepreneurs
PO Box 13933
Silver Spring, MD 20911-3933
(301) 565-0527

American Society of Women Entrepreneurs
2121 Precinct Line Road
Hurst, TX 76054
1-888-669-2793 (toll-free)

Catalyst
120 Wall Street, 5th Floor
New York, NY 10005
(212) 514-7600

National Association for Female Executives (NAFE)
(publishes Executive Female magazine)
127 West 24th Street
New York, NY 10011
(212) 645-0770

National Association of Women Business Owners (NAWBO)
1411 K Street NW Suite 1300
Washington DC 20005
800-55NAWBO

National Network of Hispanic Women
12021 Wilshire Boulevard, Suite 353
Los Angeles, CA 90025
(213) 225-9895

Women in Management, Inc.
2 North Riverside Plaza, Suite 2400
Chicago, IL 60606
(312) 263-3636

Women in Technology International
4641 Burnet Avenue
Sherman Oaks, CA 91403
Voice: (818) 990-6705
info@witi.com
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**WomenFuture** ([www.womenfuture.com](http://www.womenfuture.com)) - this site offers more than just networking opportunities; head to the "Association Links" page for helpful contacts, groups and organizations in a variety of fields.

**SBA Online Women's Business Center** ([www.onlinewbc.gov](http://www.onlinewbc.gov)) - OWBC, offers a "Networking" section that not only includes links to various women's business organizations, but a variety of mentoring and counseling sources as well.

**Advancing Women** ([www.advancingwomen.com](http://www.advancingwomen.com)) - A skills-building organization which provides "coaching, mentoring, strategy and support" to business women of all sorts

**Books on Networking:**

by Donna Fisher

*Achieving Success Through Social Capital: Tapping Hidden Resources in Your Personal and Business Networks*
by Wayne E. Baker

*Networlding: Building Relationships and Opportunities for Success*
by Melissa Giovagnoli & Jocelyn Carter-Miller

*Networking for Everyone*
by L. Michelle Tullier