



# Effective Networking for Researchers

## LAHP Welcome

### Outline

- Explore practical approaches to networking and expanding your professional network
- Seven steps to effective networking
- An opportunity to practice some of the networking tips and make some connections in your cohort

### Networking definition

- Discovering and building connections between people
- "The ability to make the most of existing connections and to create new connections in areas where you might want to exert influence in the future" - Mick Cope, Successful Networking –

### Networking – activity

- Why are you here?
- Your motivations for starting this doctorate?
- What would make the next few years, worth it?

### How to network? – activity

Identify your micro-motives

1. *I could talk all day long about...*
2. *If money didn't matter, I would be a...or, I would do...*
3. *I want to be known for...or, the impact I want to make through my research*



## Seven steps to effective networking

### 1. Recognise your networking style

Most people think you need to be an extrovert to be a great networker, but while being outgoing and gregarious may be helpful, it's the introverts who have the real networking advantage. The main difference of introverts versus extroverts is their reaction and engagement with other people. Being around people energizes extroverts, while introverts need more limited contact supported by alone time to re-energize. It is about the quality of your interactions that will build meaningful relationships.

Which one of these might be your preferred style?

- *One-on-one conversations*
- *Email conversations*
- *Social media*
- *Events and networking events*

#### **Networking Strategy**

- Build on your strengths
- Aim for quality rather than quantity

### 2. Start with the end in mind

Think about the long-term goals

- What do you want to be doing in five years' time?
- What do you enjoy doing?
- What impact do you want to have through your research?
- What do you want to be known for?

#### **Networking Strategy**

- Identify who you need to know
- Identify who needs to know you



- Ask to be introduced to other contacts
- Be a connector yourself!

### 3. Memorable introduction

Be interesting and memorable in how you answer the question:

- *What do you do?*

#### **Conversation starters:**

- *Start with small talk*
- *Identify areas of commonality (i.e. conference talks, speakers)*
- *Open-ended questions*
- *Ask for an opinion*
- *Share your impressions*

#### **Networking Strategy**

- Identify what is interesting and unusual about your work
- Avoid typical answers

#### **Memorable elevator pitch:**

- Part 1: Start with a high-level introduction
- Part 2: Short explanation about your uniqueness, or how you want to be remembered
- Part 3: Outline a future desire or next steps

#### **Networking Strategy**

- Avoid jargon
- Avoid detail
- Demonstrate the outcome & utility
- Show where you want to go next



## 4. Be interested

### Build relationships

What can you give to build the relationship?

Consider the 5As to building collaborations and relationships:



### Networking Strategy

- Turn conversations into collaboration

## 5. Be personal

Find out other things about likes and dislikes outside of work:

- Talk about other work (projects, recent updates in the field, the news)
- Other interests (volunteering)
- Likes and dislikes

### Networking Strategy

- Listen actively
- Body language: smile, eye contact, be relaxed
- Be up-to-date with current developments



## 6. End on a positive note

Consider how you end the conversation:

- End conversations politely
- Thank them for the conversation
- Allow a follow up opportunity
- Get contact details

## 7. Follow-up

In order to maintain your connection, you need to follow-up.

- Have a follow up journal
- Set reminders in your diary
- Use social media to engage

### Summary:

1. Recognise your networking style and build on your strengths
2. Begin with the long-term goal in mind
3. Be interesting: memorable introduction and elevator pitch
4. Be interested: build relationships and collaborations
5. Be personal
6. End on a positive note
7. Follow-up: maintain the connection