

Tips on Networking and Managing Relationships

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What is Networking?

Networking is:

- Developing relationships with people who share your professional and/or personal interests



Networking is not:

- Tiresome schmoozing for a job
- Restricted to the slick and superficial

Why do You Need to Network?

- Job hunting*
- Career development (skills, directions)
- Career exploration (industry, roles)
- Find mentors, advocates, sponsors
- Support/connect with shared interest groups
- Promote your business

Check out our [Networking 101](#)

*See survey results [here](#)

Networking Works!



A [personal story](#) about how networking led to a job offer!

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Who is in Your Network?



Who is in Your Network?

Larger community

**Kids' school, Church,
Clubs, Neighborhood**

Professional community

**School Alumni,
Teachers, Professional
Societies, Groups**

Colleagues

**Colleagues, managers,
former colleagues**

Family/
Friends

Everyone you know!

**...AND EVERYONE
THEY KNOW!**

How to Network?

- Your daily community/workplace interactions
- Actively seek out and build new connections



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Seek and Build New Connections

- Internet
 - LinkedIn
 - Facebook
 - Twitter
 - Alumni databases
 - Professional societies
- Events: conferences, trade shows, alumni and networking events
- Ask people who they know. Get introductions.
- Informational interviewing



Networking Preparation

- Research
 - Attendee list
 - People you will be meeting
- Elevator speech ~30 seconds
 - Who you are, where you work, what you do, what you are looking for
- Talking points
 - Recent events, current headlines, etc.
 - Twitter (follow people in your field/industry)
- Business cards

How to Approach Someone

- Have confidence (fake it until you make it!)
- Practice, practice, practice
- Explain who you are and why you are interested in talking to them
- Open-ended questions
 - Ask people about themselves, career path
 - Ask about their position, their company
- Working the room
 - Enter: eye contact, add to the conversation
 - Exit: graceful exit strategies

Active Listening

- Smile, nod, show that you're engaged
- Acknowledge what you just heard
- Ask follow-on or clarifying questions
- Stay off your phone!



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Informational Interviews

- Getting insider information
- Prepare a strong application
- Explore career path
- Find out about current openings

- Not asking for a job! But could lead to opportunities...

[How to prep](#) for an informational interview that could lead to new opportunity - True story!

Example Email Request

Dear Mr./ Ms./ Dr. _____,

I am currently working as a _____ at _____. My colleague _____ suggested that I reach out to you because you work at a company that I am interested in exploring. Therefore, I would greatly appreciate an opportunity to talk with you for 15-20 minutes to ask some questions about your experience.

Would there be a convenient time for you to talk over the phone within the next couple weeks? I would be grateful for any advice you could share and look forward to hearing back from you.

Sincerely,

Your Name

More [email templates](#) to request the informational interview

Informational Interview Topics*:

- Present
 - Please tell me about your current position.
- Past
 - How did you get into the field?
- Future
 - What are the long-term opportunities in the field?
- Advice
 - Contacts/introductions, professional societies, feedback, insights into possible positions
- Follow-up
 - Thank you email

*Find more informational interview questions [here](#)

Maintaining Relationships

- Organize your contacts
 - [LinkedIn](#)
- Keep up the conversation
 - Emails, updates
 - Coffee/virtual chats
- Foster the relationship
 - Share articles, opportunities
 - Mentoring (more [here](#))
 - Be respectful of time



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Next Steps: Challenges for YOU!

1. Start or update your LinkedIn profile
2. Contact someone in your network for an informational interview



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Inspiration/Resources

- Networking for People Who Hate Networking (Devora Zack)
- Never Eat Alone (Keith Ferrazzi)
- First Impressions (Ann Desmarais & Valerie White)
- Make Your Contacts Count (Anne Barber)
- Power Networking (Donna Fisher)



Keep in touch for more career development materials!

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