Making Your Connections Count

The NOAA Leadership Seminar
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Workshop Presenter

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“Networks are always becoming, always dynamic, always expanding to meet the needs of the people involved.”

- Baber & Waymon -
Know The Stages

Networking relationships are more complex than most people realize.

**Fact**

**Networking At Its Best**

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**Accidents**
People you will never see again under normal circumstances.

**Actors**
People who are actively exchanging information and resources with you.

**Acquaintances**
People you meet through other contacts, but have no Arenas in common with.

**Advocates**
People who send opportunities your way, speak up for you, and promote you.

**Associates**
People with whom you share a membership (civic group, fitness club, professional association, soccer parents, etc.).

**Allies**
People who are invested in your life-long business and personal success and who can give you constructive criticism, commiserate with you, and celebrate with you.

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**Bonus Tip**

The next step in intensifying a networking relationship is always up to you. To move from Associate to Actor, give some valuable information.

“Because you meet Associates regularly, they are the easiest people to develop relationships with.”

- Baber & Waymon -
Rate Your Relationships

Here’s a quiz to help you determine the value of your networking relationships. Jot down the name of a networking contact, then use the quiz to rate that relationship and to figure out the next steps to take to build a long-term relationship.

Instructions: Circle Y for Yes if you agree with the comment; circle N for No if you cannot agree with the comment.

My Networking Contact __________________________

<table>
<thead>
<tr>
<th>Y</th>
<th>N</th>
<th>1. Recognizes my name instantly when I call.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>N</td>
<td>2. Knows me well enough to recognize me “out of context,” in a new setting.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>3. Demonstrates knowing my face and my name by coming up to me in a crowd and saying hello and by introducing me accurately to others.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>4. Has my contact information handy.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>5. Knows the name of my organization and where it is located so well that he/she could give people directions to it.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>8. Knows that I am good at what I do and can cite reasons why my work is superior.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>10. Regularly sends me valuable information and resources.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>11. Responds to requests from me.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>12. Knows what kinds of people could use my services and is on the lookout for them.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>13. Always speaks well of me to other people and passes my name around.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>14. Makes a habit of referring valuable information and contacts to me.</td>
</tr>
<tr>
<td>Y</td>
<td>N</td>
<td>15. Consistently creates opportunities to stay in touch with me.</td>
</tr>
</tbody>
</table>

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**NET TIPS**

*Give contacts specific examples of projects, so they can describe to others — accurately and vividly — what you do.*

Networking At Its Best
Join Groups Comfortably

“Don’t think of it as breaking in; think of it as joining in. The group wasn’t complete until you arrived.”

- Baber & Waymon -

--- BY THE BOOK ---

If people introduce themselves quickly, don’t despair. Later introduce yourself again. Say, “We met earlier. I’m Jack, Jack Larkin.”

Pg. 73

Make Your Contacts Count
AMACOM, 2007

--- FACT ---

The two most difficult things for people at networking events to do are joining groups and ending conversations.

Contacts Count Research

--- BONUS TIP ---

If people stop talking, it may signal they’re ready for a new topic. So, be prepared.

--- JOIT IT ---

To Join In . . .

- Touch someone’s arm; the circle will open for you.
- Make eye contact, smile.
- Mention something on your Agenda: “I’m hoping to meet people who work overseas. I’m going to open our office in London soon.”

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**End Conversations**

**BY THE BOOK**

"Close conversations confidently, don’t just drift away."

Pgs. 139-145

*Make Your Contacts Count*

AMACOM, 2007

**FACT**

There is no protocol for ending conversations. As a result, the end almost always seems awkward.

*Contacts Count Research*

**BONUS TIP**

Ask your conversation partner to introduce you to someone:

“Do you know anyone who’s on the program committee?”

**EXAMPLE**

“I need to find someone who has an MBA from Webster University. I’m thinking of enrolling. It’s been great to hear about your mentoring program. I’d like to propose the same sort of thing at my company. I’ll call you so we can set a time for me to pick up the materials you are using. Great to see you.”

**JOT IT**

"End with the future in mind."

- Baber & Waymon -
“Can you catch me up on what you’ve been doing?”

“What have you been working on lately?”

“What are you excited about these days?”

“How did you first get started in that?”

“What are you looking forward to?”

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**EXAMPLE**

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**BONUS TIP**

When you ask a question at a meeting, be sure to give your name and organization, so like-minded people can find you later.

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**FACT**

Good questions draw out good answers that help you see people’s Character and Competence.

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“Be seriously curious.”

- Baber & Waymon -

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**JOT IT**

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**BY THE BOOK**

_Do your brain a favor. Think of several good questions ahead of time._

Pgs. 124-129

Make Your Contacts Count

AMACOM, 2007

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Networking At Its Best

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Follow Through

As You Follow Through, Teach:

1. Your name and how to reach you.
2. What you do.
3. Examples of your Character and Competence.
4. What kinds of opportunities, resources, clients, etc. you’re looking for.
5. How you can help them.

“Follow Through, listen, and then respond to your contact’s Agenda.”

- Baber & Waymon -

FACT

People who ask good questions and Listen Generously find Follow Through easy.

Contacts Count Research

EXAMPLE

“I’d like to hear more about that. May I give you a call to look for a time to have coffee?”

BONUS TIP

3 Reasons To Follow Through:

1. Chemistry
2. Commitment
3. Commonality

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Lend a Book or CD  ♦️ Listen to find out what your contact’s interested in. Offer to drop by his office or meet for coffee to deliver the resource and have another conversation.

Take a Guest  ♦️ Invite your contact to a sports event, museum activity, or speech that reflects her interest. Use social activities to learn more about your contact and have time to explore business or career possibilities in a relaxed setting.

Notice the Pubs  ♦️ As you read the newspaper or professional publications, look for an article your contact would be interested in. Send it along with a quick note. Or clip your contact’s advertisement and tell him what you like about it.

Ask for Feedback  ♦️ Ask your contact to review something you’ve created – a brochure, an article for a professional magazine, your resume, etc. This signals that you value his expertise. Suggest meeting for coffee to get his advice. Find a good way to say thank you.

Have a Bunch to Lunch  ♦️ Invite a few people you’d like to get to know better to lunch or breakfast. Choose guests carefully. As you introduce them to each other, mention why you think they will benefit from knowing each other. Invite 3 people once a month and in one year you will have re-connected with 36 people. The setting can be a nice restaurant or catered sandwiches at your office.

Tip the Talkers  ♦️ Before a meeting or conference begins, introduce yourself to the speaker or emcee. Tell her what interests you about the topic and your experience with it. Often the speaker will refer to you, and you’ll become known to the whole group. If you ask a question during the Q&A, be sure to give your name and a short identifier about what you do (No self promotion, please!) so people will find it easy to strike up a conversation with you later.
Fit Follow Through In (cont.)

Associate!  
Want the benefits of seeing someone regularly? Invite your contact to join an organization you already belong to. Repeated contact is then built into the relationship.

Offer a Ride  
The next time you’re going to an event, choose a contact you’d like to get to know better and offer to pick him up: “Parking is so tight in that end of town. How about if I swing by and give you a ride to the meeting?” Take the drive time to learn more about your contact and teach him more about your interests and talents.

Volunteer Together  
Most people want to fit volunteering into their lives but don’t know what to do. Invite a contact to do good works with you.
Mary asked Connie to be on a panel with her to speak to high school girls interested in careers in science. Bob invited Roy to serve on a committee with him. Both Mary and Bob gained lots of time to talk with their contacts.

Create a Quiz  
Design a short quiz to teach people about your product or service. Print it on a wallet-sized card to give out and of course include your contact info. Make it fun and interesting. Carla created one about how to buy carpet. Jose wrote one about how to craft presentations – a skill he teaches executives.

Throw a Party  
Invite contacts to breakfast or a wine and cheese party at your office or studio. Marla, an artist, hosted hers at Nancy’s frame shop as a way to promote both businesses. Who could you partner with who has customers in common with you? The IT Department of a non-profit offers “Chocolate Chip Cookie Breaks” once a month, and one of their experts delivers a 10-minute workshop on the latest techie tool. They call it “Chips & Tips.”

Give a Goodie  
Send your contact a bagel and cream cheese and a single specialty tea or coffee bag – along with some information you’d like her to peruse. The snack creates time in your contact’s day to focus on your material. Marcia sent her contact the latest paper samples hoping she’d use one of them for her annual report.
ABOUT YOUR PRESENTER:  Marcia Hall

Marcia Hall, founder of Reputation COUNTS, helps people develop effective networking skills. As a Certified Contacts Count Trainer, Marcia gives seminars that show participants how to network comfortably while demonstrating character and competence to others. Her clients include business organizations, educational institutions, nonprofits and governmental agencies.

Marcia also speaks to students and new employees about appropriate workplace behavior, identifying what employers expect and telling participants what they can do to make a great impression, particularly as the “newbie.” She is the award-winning author of Navigating Newbie-ism: 12 Simple Ways to Thrive in Your First Job and Career, The College Student’s Guide. Her latest book, Jumpstart Your Job: 12 Simple Ways to Shift Your Career into High Gear, stresses the importance of a personal reputation and what attributes employers really value.

With over 20 years experience in nonprofit management as well as writing and training expertise, Marcia is an adjunct faculty member at Anne Arundel Community College and writes a monthly business column called “Soft Skills at Work” for the Capital/Gazette Newspapers in Annapolis, Maryland. Before starting her own business, Marcia was an Outreach Coordinator for Anne Arundel Community College and the Executive Director of the West Anne Arundel County Chamber of Commerce in Maryland for 11 years.

Marcia is a member of the National Speakers Association and the American Society of Training and Development. She is the Chair-Elect for the Baltimore Washington Corridor Chamber of Commerce.

Books by Marcia Hall:

Navigating Newbie-ism: 12 Simple Ways to Thrive in Your First Job and Career  
The College Student’s Guide  
Award-Winner of the National Indie Excellence 2007 Book Awards and USA Book News Best Books 2007, Education/Academic Category

Jumpstart Your Job: 12 Simple Ways to Shift Your Career into High Gear  
Lifelong resource for the current and future employee.  
Helpful for graduating seniors or students with internships

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