



Why Some Lawyers Don't Engage in Networking

- I don't need it my work speaks for itself
- I'm too junior I'll worry about that later
- I'm not a "natural networker" (introverts)
- I don't like to toot my own horn
- It involves being fake and superficial
- I don't have time!

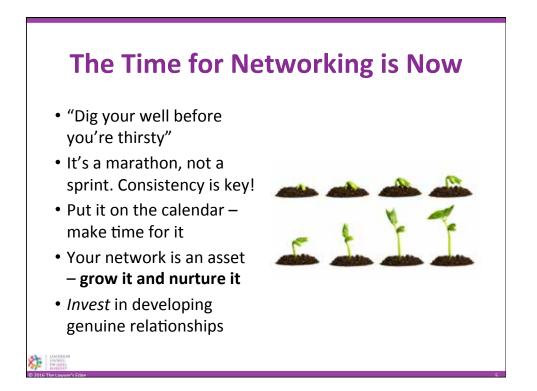


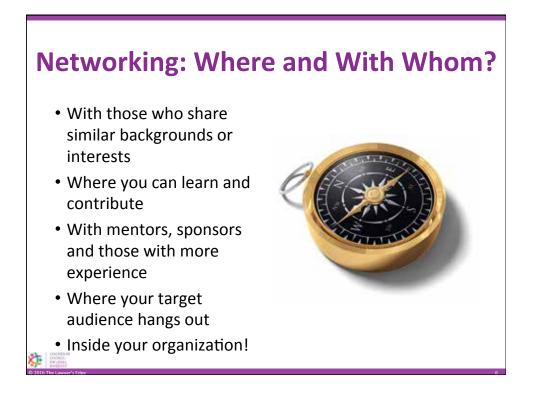
What Networking Really Is

- Process of developing and creating *mutually beneficial* relationships
- Giving without worrying about getting something in return
- Empowering you to achieve your goals and help others reach theirs
- Making connections for others



"Are you in the mood to be amazed?"

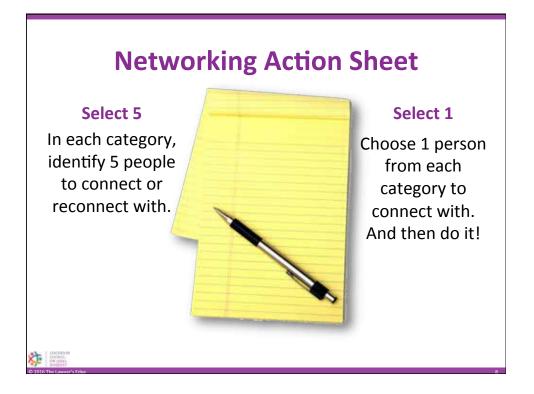




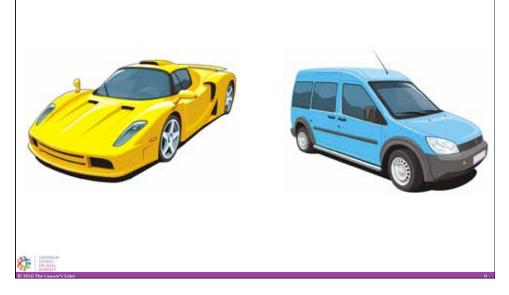
Networking Your Way

- Not just for "natural" networkers
- Not just for those who are extroverted
- No one-size-fits-all approach
- Align your networking style with your personality and values
- Do what works for you!





Networking Success: Shaping Perceptions



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Benefits of Proactive Branding

- Prevents you from becoming a commodity
- Makes you memorable
- Positions you for success
 creates demand
- You're being branded anyway – gives you control



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5 Keys to Successful Branding for Lawyers

- *Be Authentic:* Don't try to imitate someone else.
- *Differentiate Yourself:* Give people a reason to choose you.
- **Be Clear:** Don't make people guess about what you deliver.
- *Be Consistent:* Don't dilute your brand.
- *Engage in Self-Analysis:* What are you doing that undercuts your brand?



Making Networking Comfortable Enjoyable

- Requires a new mindset
- Willingness to acquire new skills or shift your approach
- Learning to be comfortable "in the room"



3 Strategies for Small Talk Success

Strategy #1: Focus on Giving, Not Getting

- Don't sell or pitch
- Be of service
- Connect others

"The currency of real networking is not greed, but generosity."

~ Keith Ferrazzi, author of Never Eat Alone



3 Strategies for Small Talk Success

Strategy #2: Take the Pressure Off Yourself

- Set reasonable expectations
- Take your eyes off the prize
- Take the focus off YOU and put it on THEM
- Consider how you can be helpful
- Enjoy the company of others



3 Strategies for Small Talk Success

Strategy #3: Listen More Than You Talk

- Lead with CURIOSITY
- Ask open-ended questions
- Learn things about others that help you be of service
- Not all about WIIFM
- Increases your likeability



Tonight's Dine-Arounds

- Positive mindset
- Curious about others
- Take small risks
- Make introductions
- Have fun and enjoy one another!



