

Tier 4 Networking: Call-Send-Call

“Inspiring Executive Excellence Beyond the Pace of Change”



Facilitator: Robert Grossman
Senior Business Advisor
Syntesis Global, LLC

(800) 829-7218



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Thought for the day...

There are more things in heaven and earth, Horatio,
Than are dreamt of in your philosophy.

- *Hamlet* (1.5.167-8), Hamlet to Horatio





Webinar Outcomes



- Optimize Networking into a Strategic Marketing event
- Implement principles that increase your industry visibility
- Build Credibility
- Accelerate a strategic job search campaign



Definition: What is Networking?

- ⦿ Connecting with friends
- ⦿ Building professional alliances
- ⦿ Talking to people and seeking information and referrals
- ⦿ Expanding who you know and who knows you
- ⦿ Helping others



Networking is Not...

- Demanding
- Imposing
- Cold calls
- Asking for a job



Differentiation: Value Proposition

- What separates you from other's in your field? (Personal Brand)
- How do you help organizations grow, make/save money, sustain competitive advantage?
- How does your business acumen contribute to profitability?
- Can you articulate vision? Strategy?
- How do you influence culture during change/integration?
- How does your ability to build internal/external relationships contribute to your success? (Change, Influence, Talent Mgmt., B>B, Managing Upwardly, B>B, Gov't, Foreign, Policy, Wall Street, P/E, Banking, Community, etc.)

<http://www.youtube.com/watch?v=0eUeL3n7fDs&feature=related>



NETWORKING

30 Second Commercial

- Brief Industry Background
- Role / Expertise / ROI
- Business card exchange

Focus
Tell Your Story
Breathe...



Tier 4 Networking

Building One's Network / Effective Job Search Campaign



Greatest Return on Time (ROT)

ProActive Advantage™



Call-Send-Call Model

Tier 4 Voice Mail Campaign

<u>CALL</u> (Tuesday)	<u>SEND</u> (Tuesday)	<u>CALL</u> (Thursday)
Introduce Yourself	Email Over-View	Follow-up
Name, Title, Former Company	Embedded text file	Brief reminder/context
Indicate where you found their name	Attached as well	Be Clear, deliberate, and succinct
Purpose of your call	U.S. Mail (optional)	Ask for what you need
Respect their time (set appt.)	Send over-view of background (Target Letter) to Hiring Mgr.	Asking for “Feedback & Advice”
Hiring Managers; Human Resources (C-Suite where appropriate)	Add’l sends: Dept Heads,	Plant Follow Up Seeds
Key: Locate their contact info	Practice your script; DO NOT READ IT!	Follow up in 30 – 45 days



Elements of a Voice Mail

Four Essential Elements:

- IDENTIFY: Convey who you are and acknowledge that he/she does not know you
- RESEARCH: Indicate where you learned of their name (list of industry thought leaders, research of X market/industry, etc.)
- PURPOSE: What do you want? Purpose of your call: ask for “Feedback & Advice” (companies experiencing some form of change, people/personal contacts **they feel comfortable introducing you**, or even opportunities that they may have heard of)
- RESPECT: Respect for their time: Schedule a 5-10 minute phone call

* (Never send your resume to someone who doesn't know you...)



Your LinkedIn Profile

LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.



The screenshot shows a LinkedIn profile for David Xiao. The profile includes a search bar at the top, a profile picture of a young man, and a headline: "David Xiao, Econ Major and Aspiring Financial Analyst". Below the headline, it lists his location as "San Francisco Bay Area" and his industry as "Financial Services". His previous company is "Berkeley Ventures" and his education is "University of California, Berkeley". There are buttons for "Improve your profile" and "Edit Profile", and a "153 connections" indicator. The profile URL is "www.linkedin.com/in/davidxiao/" and there is a "Contact Info" button. The "Background" section is expanded, showing a "Summary" with a document icon. The summary text reads: "I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing? As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies."

Summary

- ✓ 30 Second Commercial
- ✓ Networking Planning
- ✓ Call-Send-Call Model
- ✓ Results-Driven Resume
- ✓ Know Your Story
- ✓ Gratitude Note
- ✓ Follow-Up
- ✓ *“Give Back”*



Action Items

- Understand your Networking ROI/ROT
- Differentiation: Develop your Personal Brand
- Optimize your Tier 4 Call-Send-Call Process
- Maximize LinkedIn to increase & sustain your Network





Conclusion

- ⦿ Self-Awareness
- ⦿ Networking is Career Choice
- ⦿ Know your audience

A Different Level of Thinking

*“It’s not about doing different things...
It’s about doing things differently.”*

- Rick J. Hernandez



2018 Leadership Webinar Series

- March 22 The Link Between Emotional Intelligence and Success
- April 26th – C.A.P.T.U.R.E. Communication Effectiveness
- May 24th – Workplace Diversity—Valuing the Individual
- June 28 - Creating a Culture Based In High-Trust
- July 26th – Networking & Relationship Building
- August 23rd – Delegating in a New Economy
- September 27th – Conducting Difficult Conversations
- October 25th – Your Personal Brand
- **November 29th – Tier 4 Networking: Call-Send-Call**

Please stay tuned to the 2019 line-up!



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