

# Developing a Successful Network

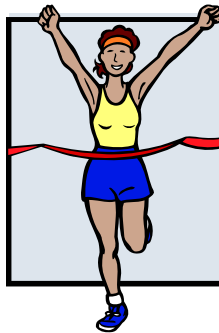


June 11, 2009  
3:00-4:00 p.m. EST

Presented by: Marshall Brown  
Donna Kelliher



## WELCOME



## THANK YOU FOR JOINING US!

*"Great things are not done by impulse, but by a series of small things brought together." Vincent van Gogh*

## ABOUT MARSHALL BROWN



**Marshall Brown**, President of **Marshall Brown & Associates**, is a certified executive and career coach and personal brand strategist. Marshall has always had a passion for helping professionals find ways to succeed in the workplace while living happy and fulfilling lives. *Unleashing & Channeling Your Power to Succeed*—reflects his commitment to supporting and encouraging his clients to find their passions and unique talents, while seeking additional possibilities to move from mediocre to exceptional. He sets the bar high for himself and others, and is the catalyst for new and breakthrough thinking.

Marshall brings a significant amount of knowledge and experience in coaching, branding, business, marketing and leadership to his work with individual and organizational clients. He serves as a coach to already successful high achievers who enjoy challenging themselves. His clients include association executives, lawyers, health care professionals, CEOs and business entrepreneurs.

Marshall publishes his own monthly e-newsletter called "It's All About You!" He also writes a monthly career column for *Association Trends* called "Ask the Coach," and has published articles in leading association management magazines and newsletters. Marshall's first book, *High Level Resumes*, released in January 2005, reflects his successful work in leading hundreds of job candidates in creating compelling professional resumes.

As an industry expert, his speaking engagements have attracted hundreds of association and business professionals from across the country.

Marshall has a Bachelors Degree in Psychology from the University of Pittsburgh and is certified by the International Coach Federation, Coaches Training Institute and Career Coaches Institute. He grew up in Pittsburgh and now resides in Washington, DC.

## ABOUT DONNA KELLIHER



**Donna Kelliher**, GLP, CTC, is the Director, Travel & Corporate Services for **Dominion**, one of the nation's leading energy companies, headquartered in Richmond, Virginia. Dominion's portfolio includes more than 27,000 megawatts of generation, 1.2 trillion cubic feet equivalent of proved natural gas and oil reserves, 14,000 miles of natural gas transmission, gathering and storage pipeline and 6,000 miles of electric transmission lines. Dominion serves retail Energy customers in 12 states. For more information on Dominion, please visit: [www.dom.com](http://www.dom.com)

Donna has over 30 years experience in the travel management field, the last 22 at Dominion. Her principal responsibility is corporate travel management including Aviation and logistics for emergency response programs. Donna was named the 2007 Travel Manager of the Year and one of the 25 Most Influential Executives of the Business Travel Industry of 2007 by Business Travel News.

She is also a recipient of the RIC Navigator Award and is a Six Sigma Green Belt. She is the Chair of Richmond's Air Service Task Force, serves on various corporate travel advisory boards and the Board of Directors for Barksdale Theatre and Lewis Ginter Botanical Garden. Donna resides in Richmond, Virginia.

## AGENDA FROM ONE OF YOUR PEERS

- The Basics
- Tips for Successful Networking
- Career Networking Don't's
- Career Networking Do's
- Biggest Networking Blunders
- Networking for Introverts
- Networking at Conferences
- Your Elevator Speech
- E-networking Sites
- Your Action Plan
- Recommended Readings
- Stepping in and out of Your Comfort Zone
- Networking Opportunities



## THE BASICS

- At least 48% of all job changes happen through networking
- It not just "Who you know" but "Who knows you?"
- Career networking is a skill set for overall career and life success
- The relationships you build today and sustain through tomorrow serve as valuable short-term and long-term investments throughout your career
- Effective networking allows you to leverage a whole team of people helping you find the right position

## TIPS FOR SUCCESSFUL NETWORKING

- Be authentic
- Know what you have to offer
- Have a 30-second elevator speech ready
- Avoid close-ended questions
- Use active listening skills
- Call someone you know and invite them to go with you
- If you're comfortable with large events, try smaller networking opportunities

## CAREER NETWORKING “DON'TS”

- Limit yourself
- Rely on others to connect you
- Think it can all happen on the internet
- Be afraid to ask for help
- Stop networking!
- Forget to thank everyone



## CAREER NETWORKING “DO’S”

- Talk to as many people as you possibly can
- Start with 1 or 2 people for practice
- Meet “like-minded” people
- Join associations, organizations
- Ask questions
- Ask for additional contacts
- Have a business card
- Volunteer



## BIGGEST NETWORKING BLUNDERS

- Not networking when you’re employed
- Asking and not giving
- Not following up
- Not managing/tracking your networking data
- Using a “canned” commercial
- Trying to network in a bubble
- Not having a plan


## NETWORKING FOR INTROVERTS

- Change the name
- Go with a buddy
- Get the other person talking
- Join a networking group

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## NETWORKING AT CONFERENCES

- Be an active participant
- Ask the group if anyone wants to follow-up
- Find out about their professional interests and expertise
- Exchange business cards
- Email them the week after the conference
- Follow-up
- Remember the exhibitors



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## YOUR 30-SECOND COMMERCIAL (or “ELEVATOR SPEECH”)

- Never memorize your 30-second commercial
- Avoid sounding like your resume
- Make sure you include “value” statements
- Make it sound natural

## E-NETWORKING SITES

- **Linked In**  
<https://www.linkedin.com>
- **Craigs List** – by city or area  
<http://www.craigslist.org/>
- **Ryze**  
<http://www.ryze.com>
- **Fast Company Community of Friends**  
<http://www.fastcompany.com/community>
- **Yahoo! Groups**  
<http://groups.yahoo.com>





## NETWORKING: Stepping In and Out of your Comfort Zone

- Relationships Matter
- Cultivate
- Build
- Seek a Mentor, Be a Mentor
- Visibility: Get involved & contribute
- Credibility
- Community Involvement
- Volunteerism
- Opportunities: Corporate, Travel Industry & Beyond
- Power of the *Handwritten Note*



## NETWORKING OPPORTUNITIES

- Travel Industry Organizations (Local & National)
- Chamber of Commerce
- Legislative PAC's
- Local, State, National Politics
- Non-profit Organization Boards/Advisory Panels
- Leadership Development/Community Service Organizations
- Community Events
- Local Airport Leadership
- Suppliers & Buyers
- Peers
- Meet the Janitor & Know Their Names
- Human Resources Professionals

PERSONAL NETWORKING STORIES,  
CHALLENGES, PITFALLS

*“A journey of a thousand miles must  
begin with a single step.”  
Lao-Tzu (c.570-490 B.C.)*

QUESTIONS?



Let Us Hear From You!

## RECOMMENDED READINGS

- ***How to Work a Room***, RoAne, Susan, Collins, 2000
- ***Make Your Contacts Count: Networking Know-How for Cash, Clients, and Career Success***, Baber, Anne and Waymon, Lynne, American Management Association, 2001
- ***Monster Careers: Networking***, Taylor, Jeffrey and Hardy, Doug, Penguin, 2006
- ***Never Eat Alone: and Other Secrets to Success, One Relationship at a Time***, Ferrazzi, Keith, Currency Doubleday, 2005
- ***(The) New Job Security***, Lassiter, Pam, Ten Speed Press, 2002
- ***Power Networking: 59 Secrets for Personal & Professional Success***, Fisher, Donna, Bard Press, 2000
- ***Rites of Passage at \$100,000 to \$1 Million+: Your Insider's Lifetime Guide to Executive Job-Changing and Faster Career Progress in the 21st Century***, Lucht, John, Viceroy Press, 2000



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