

PROFESSIONAL NETWORKING

Who do you know? - Who do you need to know?

Name 12 people who can help you get from now to next.

Be specific. Include name and title.

Internal: Up/Down

1. _____
2. _____
3. _____

Clients

1. _____
2. _____
3. _____

External: Professional & Personal

1. _____
2. _____
3. _____

External: Vendors & SME's

1. _____
2. _____
3. _____

Advisor: An advisor is an individual internal or external to your organization who provides specific advice and/or subject matter expertise on a particular question problem or challenge that you are having. Advisors should be cultivated over time and often develop into sponsors.

Sponsor: A sponsor is a person who uses his or her professional and social capital on your behalf. They advocate on your behalf for promotion, bonuses, and new opportunities – they bring you on a client pitch, introduce you to the best clients, and make the case for your increased compensation.

Mentor: Someone to whom you can tell “the good, the bad, the ugly.” They truly care about your professional and personal growth. This is a person you admire and respect, and who can offer strategic and intelligent advice on career growth, by virtue of his or her professional stature



THE ASK - YOUR PITCH - YOUR APPROACH

Now that you know **what** help you need and **who** to ask, **how** do you ask and what do you say?

Example: I am looking to explore what's next in the space and need your advice. How did you get started and how did you advance your career? What advice do you have for me?

Examples are:

Who would you talk to? What would you read? How would you...



WHAT ARE YOUR NEXT STEPS?

90 Day Action Plan

Today

Next Week

Next 30 Days

Next 90 Days

Name 3 people (at your table or in the room) who can help with your professional development challenges:

1. _____ 2. _____ 3. _____

I will send 3 invitations next week for coffee/breakfast/cocktails.

1. _____ 2. _____ 3. _____

I will advise _____ on _____

I will ask _____ about _____

I will connect with _____ about _____

I will send _____ an email requesting a meeting about _____

