

Anatomy of a Networking Meeting

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As you have requested to meet, then you will need to be control of the meeting. Doing the advance research, set objective, keep it moving, timekeeper and note taker.

Discussion	Minutes	Comments
1) Establish Purpose of Meeting a) Who connected you b) Desired mutual networking c) Hoped for outcomes	5	Sets the stage for the entire meeting. ADVANCE RESEARCH: What connections do you share in common.
2) Do a time check	-	Prevents you from getting cut short or cramming in key points at the end
3) 80% rule: Contact's background a) Their background b) Business c) Networking contacts for their business	10 - 15	Sends a clear message that this is actually a networking meeting and desire to offer value to them ADVANCE RESEARCH: Identify connections that may be of interest or develop questions that can help you identify possible connections
5) Review your Targeted Role <i>If you are targeting multiple roles - may need to modify for each person.</i>	3	Make this very concise and specific ADVANCE RESEARCH: Understand the types of connections they can reasonably make (role, industry, etc.) - People want to help you.
6) Why your background fits the role a) Key Skills or experience b) Companies/Roles Held c) Key Skills	5	Use a story to help communicate the 'promise' you offer - stick to 2-3 skills/experiences only (that's all people will be able to remember) Allow your contact to ask for more details ADVANCE RESEARCH: Understand your contact's exposure to your role/industry - so you use language or examples that they will be able to understand
7) Networking contacts sought a) Target companies b) Types of Networking contacts	5	Have list of targeted contacts - keep it updated, so you don't ask for those where you made several contacts
8) Wrap-up a) Summarize follow-up items - start with yours, then their items b) Mention your follow-up e-mail	5	Close it down quickly - don't linger and try to make idle chit-chat. Let your contact get back to work. You can include your Targeted Role information within your follow-up e-mail

KEY LESSONS

- 1) The "80% Rule" is spending majority of time focused on networking contact to build a true connection.
- 2) The true connection is needed - as the majority of roles found in networking come **AFTER** your meeting