



Networking: The Good, the Bad, the Ugly?

Teri Balsler, Dean and Professor

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tcbalsler@ufl.edu

What's in a word?

What associations do you have with the term “networking”?

With the people around you come up with 2-3 *negative* terms, and 2-3 *positive* terms that come to mind when you hear the word “networking”

What's in a word?

- **Negative**
- **Positive**

Me

The magic of networking – some examples:

Job search and serendipity

Leadership development work and getting things done

Other examples?

There are many purposes...

Necessary?

With the people around you – discuss:

- why is it necessary? (what is it for?)
- when/where is it necessary?

Necessary, but are we good at it?

Good vs. bad?

Consider people that you consider good at networking – with the people around you, discuss what are the characteristics that make them GOOD?

What is BAD networking?
(How do you know)

Good vs. bad?

What is GOOD?

What is BAD?

It's not one size fits all

Given what we've covered so far - what "styles" and strategies of networking can you think of?
(Use the whole room)

(What "archetype" name would you give them?)

Styles:

Strategies:

**When are different styles/
strategies effective?**

Informal versus formal networks?

(NETWORKING vs. networking)

(What is the difference between networking in science/
academia versus business?)

**Point: There are as many ways to
network as there are people**

(It's not about being perfect, it's about being effective!)

Reflect

What did you notice? (were you resistant, reassured?)

What surprised you?

What can you take away from this for yourself?

Principles I've discovered (so far)

- Beware of TMI! (It should be ~75% asking/listening, ~25% telling; have good questions ready for any circumstance)
- Enthusiasm and positive energy
- Authenticity (not needy or desperate)
- Be present and focused
- Be conscious of your goal in networking (what is the purpose for a given setting)
- Know your own talking points, and know how to talk about your field appropriately
- Be creative in reaching out (there is no “right” way to network – it can be verbal, written, etc.)
- Get noticed (for the right things – be intentional, follow-up right away, do what you say you will do...)
- Look for opportunities to make connections among people, ideas etc. (*everywhere – don't forget serendipity*)
- Don't be afraid to follow-up or ask for things

Thank you!