Strategic Networking: The Essentials

Julie Janckila
Director, Corporate Partnerships
Network of Executive Women
April 30, 2017
Julie Janckila
Director, Corporate Partnerships
Network of Executive Women

• Marketing and sponsorship professional
• Fell in love with the retail industry while working for Supervalu
• Former chair of Supervalu Women’s Business Resource Group
• NEW volunteer since 2007, became staff in 2015
• Passionate about empowering women
• Based in Minneapolis, MN
Network of Executive Women

- Established in 2001
- A 501(c) 3 non profit organization
- Our Vision: a workplace with no limits
- Our Mission: to advance women, grow business and transform our industry’s workplace through the power of our community

www.newonline.org
NEW Snapshot

- Over 100 national corporate partners
- 10,000 members with a goal to grow to 25,000 to fuel our movement
- In 2016, 22,000+ attendees at 200 NEW events across US & Canada
- 20 regional groups create local learning and leadership opportunities
  - 1,000 volunteers in the regional groups
- Focused also on engaging men, the next generation and multi-cultural women to transform our industry’s workplaces

www.newonline.org
100+ corporate partners

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Title</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahold Delhaize</td>
<td>Coca-Cola</td>
<td>Mars</td>
</tr>
<tr>
<td>Altria</td>
<td>Kimberly-Clark</td>
<td>Nestle</td>
</tr>
<tr>
<td>Accenture</td>
<td>Albertsons Companies</td>
<td>Chevron</td>
</tr>
<tr>
<td>The Clorox Company</td>
<td>Deloitte</td>
<td>Hershey</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>Kellogg's</td>
<td>Kroger</td>
</tr>
<tr>
<td>Mondelēz International</td>
<td>Unilever</td>
<td>Walgreens</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-Eleven Inc.</td>
</tr>
<tr>
<td>Academy Sports &amp; Outdoor</td>
</tr>
<tr>
<td>Advantage Solutions</td>
</tr>
<tr>
<td>Barilla</td>
</tr>
<tr>
<td>Bissell Homecare</td>
</tr>
<tr>
<td>BJ's Wholesale Club</td>
</tr>
<tr>
<td>BP/ ampm</td>
</tr>
<tr>
<td>Catalina</td>
</tr>
<tr>
<td>ConAgra Foods</td>
</tr>
</tbody>
</table>
20 POWERFUL COMMUNITIES THAT DEVELOP LEADERS

- 1,000 volunteers operate the regional groups
- Each region hosts two learning events a year and two mixers a year
Networking: The Essentials

- Why networking is important
- What networking is (and isn’t)
- How to network
- Practice makes perfect
- Staying connected after
Let’s Get Real

Do you like networking?

What are you nervous about?

How do you pump yourself up?

“I learned to always take on things I’d never done before. Growth and comfort do not coexist.”
- Virginia Rometty (CEO of IBM)
Why networking is important

- 80% of business is relationships
- Doing a good job is not enough
- If you don’t network, you’re not in the running
- Your network is your “net worth”
- When you help others, you build your brand and improve our industry

“It’s not what you know and it’s not who you know. It’s who knows what you know.”

Nora Denzel
Senior Vice President
Intuit
Think of a great networker in your network...

What qualities does she/he have?

How does she/he ‘show up’ to others?

What skills does she/he use to network effectively?
What Networking Is and Isn’t!

<table>
<thead>
<tr>
<th><strong>IS</strong></th>
<th><strong>ISN’T</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Is a way to gain new skills, inspiration, validation</td>
<td>• It isn’t a business card collecting contest</td>
</tr>
<tr>
<td>• Is a way to find support, solutions and best practices</td>
<td>• It isn’t scary if you’re prepared and intentional</td>
</tr>
<tr>
<td>• Is a two-way street (give before you take)</td>
<td>• It isn’t hard (you’re not going to be rejected)</td>
</tr>
<tr>
<td>• Is about listening</td>
<td>• It isn’t all about talking</td>
</tr>
<tr>
<td>• Is understanding that your network is your net worth</td>
<td>• It isn’t all about you</td>
</tr>
<tr>
<td>• Is your safety net</td>
<td></td>
</tr>
</tbody>
</table>
The Three Types of Networks

**PERSONAL**
Skill building, coaching and mentoring

**OPERATIONAL**
Getting work done efficiently

**STRATEGIC**
Support for future priorities and challenges

Most people do personal and operational networking well.

Many have difficulty building their strategic network, which can hurt their ability to advance.

Successful leaders have a nose for opportunity and a knack for knowing whom to tap to get things done.

These qualities depend on a set of strategic networking skills that non-leaders rarely possess.”
You Need Goals

What are three things you want to learn or three things that you want to get better at?

Who are three people you need to meet this year to help you?
1. Know yourself
   Conduct a personal SWOT assessment
   Know what you are good at, what you love to do and what you want to learn

2. Craft your pitch
   Develop several and customize for the event and or individual
   Make it memorable, practice a lot

3. Make a connection
   Make a personal connection by finding something in common – School? Kids? Hometown? Travel?

4. Be considerate
   Be in the moment; get them talking; give before you get

5. Goal
   Have a purpose
   Expand your network
What’s Your Pitch?

1. Name

2. Company

3. I am responsible for A, B and C

4. Come to me when you need X, Y and Z
Amanda Martinez
Group Vice President, Corporate Procurement
The Albertsons Companies

Aaron Vollrath
Vice President, North America Customer Operations
Henkel Corporation
Practice makes progress, not perfect.
Networking Challenge

- Meet someone new today
- Find out what they are excited about at work and ask how you can help them
- Share something exciting you’re working on and ask for their help or advice
- Commit to meet again within the month for coffee or virtual chat to support each other
Stay Connected!

• Follow-up and send thank you messages via text or email

• Use social media to stay connected  
  – LinkedIn, Facebook, Twitter, Google+, Instagram

• Send an article of interest

• Make an introduction — foster connections for others

• Invite new connections to attend a networking event with you

• Never eat alone, schedule lunch or coffee with new contacts

• Write a blog on your networking efforts

• Share your success stories
Join the conversation | Tell us your story
Be an advocate for change

network of executive women

newonline.org/itstime

@newnational on Twitter
@newhq on Snapchat