

Navigating Your Career in the 21st Century



The Meyer Partnership

Learning Objectives

- Take away a networking toolkit to improve your networking skills (develop and enhance your personal brand through networking)
- Learn how to introduce yourself with more impact
- Working a room, conversation starters/exit strategies
- Build advocates as you build your brand

Networking and Branding

- What is your professional brand?
- How are you perceived?
- What do people say when you leave the room?
- How can networking help you create/elevate your brand?

Your Professional/Personal Brand

–The Value of your Brand

- Reflection of who you are and how you are perceived
- What people say when you leave the room
- It is not about who you know but who knows YOU (and will vouch for YOU)
- Builds credibility, visibility and awareness of you, your contributions, and value
- It is what matters to your current employer, your colleagues, your team; anyone who can promote your career
- It is a distinct advantage in career development and progression

Questions

- How much time do you spend doing your job, focused internally (at your desk) versus time spent networking outside of Treasury, outside of your banking responsibilities?
 - This activity is directly correlated to your brand
- For Treasury Professionals, how do you define your contribution? How do you describe your role to outsiders?

What is networking?

- Misconception is that it is for salespeople only
- It is not handing out your cards at a cocktail party – old definition
- It is communication that leads to a meaningful exchange between two people-
new definition
- It is a leadership skill
- It is about visibility and exposure – it is about your brand
- It is about building genuine relationships
- It is about building advocates
- It is about getting a seat at the table, the metaphorical table
- It is about speaking up
- It is not all about you
- It takes time to build a network

Introducing yourself

- Your introduction ignites the conversation and is the foundation of building advocates
- It changes over time and by situation
- What problem are you solving?
- What is important for my audience to know about me? What do I want them to remember?
- Accomplishments, skills, strengths to highlight
- Leave them wanting more
- 5-6 sentences, max
- Use words like “lead,” “support,” “help,” “teach,” “guide,” “design,” “impact,” “gain,” “risk” to define your contribution and value to the organisation
- Master the message, said Steve Jobs
- Be memorable

How to Start a Conversation

- What is your goal? What do you want to accomplish?
- Do your homework
 - Research the person, the company: what might be useful to know?
 - What do you have in common with this person?
 - If nothing in common, figure out what they might be interested in
- Talk about them
 - No one cares more about you than YOU
 - Make it about the other person
 - Ask for advice and guidance, everyone loves giving advice

Introducing yourself – How To

- What are you trying to accomplish? What do you want to convey?
- What is important to you and your organisation or the person with whom you want to network
- Write it down, write down your introduction (less than 5 sentences)
- Know your audience, how to introduce yourself will vary with the audience
- Leave them wanting more
- Include an 'ask'
- Offer something in return
- Practice, repeat

Exit Strategies

- You, and others, are there to meet as many relevant people as possible. At some point, you have to walk away
 - Be honest. Let people know you're there to mingle, to network, to meet someone, to find someone
- Asking for a business card opens the door to your exit
- Examples of Exit Strategies:
 - “Here’s my business card. If you will excuse me I’m going to mingle.”
 - “Is there a time that we can continue this conversation?” This will work if you genuinely want to continue the dialogue
 - When you don’t want to continue the dialogue, try this: “It was a pleasure meeting you and if you will forgive me, I see someone else I would like to introduce myself to,” or “I see a friend I would like to say hello to”
 - “Thank you for your time. It was lovely to meet you. I am going to excuse myself to say hello tosomeone over there, a friend, etc”
 - “Would you excuse me please? I need to refresh my drink (or, get something to eat). Thank you so much for your time, enjoy the rest of the event”

The Follow Up

- Following up is what truly separates the amateurs from elite networkers
 - Make the first move
- Jot down notes on people's cards or on a notepad (or iPad as long as you communicate that is what you are doing) so you can remember who it is you met and what you heard/learned
- Within 24 hours, send an email or make a call
 - Do what you said you will in terms of following up
 - Ask for, or deliver, promised information
 - Demonstrate your interest by repeating something that was said, learned, done
 - If you can, include an article about a topic that would be of interest to the recipient
 - Offer to be of help/service to the recipient, in exchange for their time/efforts
- At what point does it become pestering?
 - 3 tries and you're out, or you have to change your strategy

Social media and your brand

- Have a strong Linked-In profile
 - Memorable / Compelling
 - Skills/Strengths
 - Follow companies
 - Publish content – online influence
- Twitter, Facebook, Instagram
 - To be or not to be?
- Blog or No Blog
- Network, network, network!
 - Offer content, content, content

Tips for Managing Your Career - I

- Keep your skills current
- Outperform your peers
- Up-credential or take a class (examples: CFA, CTP, FP&A, CPA, CIA, FRM, JD, MBA, AML)
- Enhance your presentation skills
- Build your network (use the phone/have a metric)
- Pay close attention to your Linked-In profile
- Attend conferences and collect people

Tips for Managing Your Career - II

- Join professional organizations
- Be global (learn a language; take an overseas assignment)
- Serve on a not-for-profit and/or for-profit Board
- Lead a committee of a professional affiliation
- Be a speaker/panelist or moderator once a year
- Volunteer for something you believe in
- Learn to negotiate well

Contact Information

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