

# *Relationship Building Technique – Otherwise Known as Networking (and for the holidays, too!)*



November 15, 2018

**Cornell/SC Johnson Graduate School of Management**  
presented by Ellis Chase

# Networking Nuances

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## Agenda

What is the best career transition technique?

From the Other Side of the Desk

### The Networking Process

- Language (Approach)
- Language (Follow Up)
  - Following Up
  - The Meeting
- Personal Style
  - Contexts
- What Not to Do

# The Stats: What Really Works?

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Networking/Relationships → Personal contacts, blind contacts, professional associations, former business associates, professors, student clubs, undergrad alumni associations, personal affiliations and groups

Social Media → LinkedIn (notice what's missing from this one-item list)

Job Boards → Newspapers, internet classified ads, professional publication job boards, company job boards

Executive Search/Agencies → Executive recruiters, employment agencies

Civil Service → State employment service offices, Federal Gov (US Office of Personnel Mgmt), labor unions

Human Resources / Randomly Sending Out Resume → **>1% probability for success**

# From the Other Side of the Desk

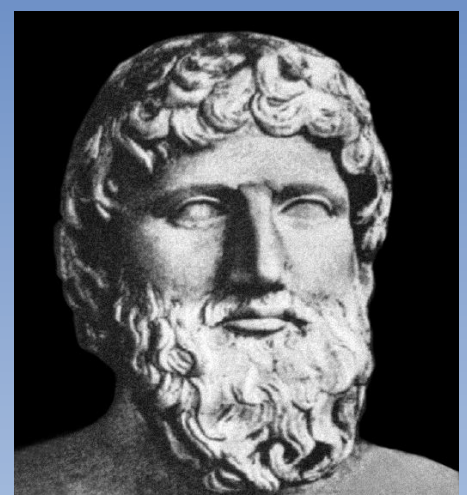
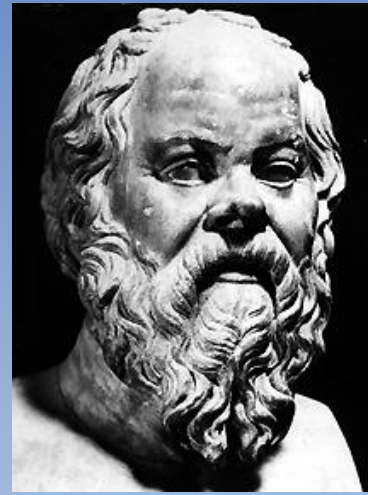
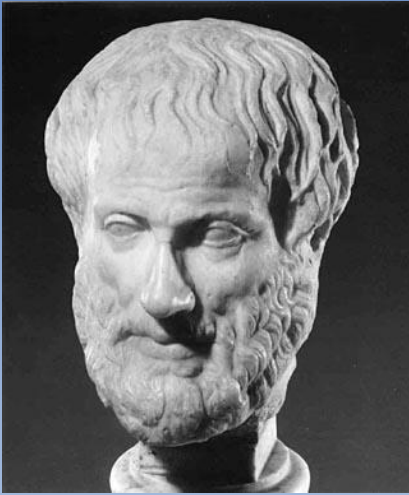
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# The Networking Process

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## Philosophies of Networking



# The Networking Process

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**Never Say The Word**  
**“NETWORKING”**  
**(In Public)**





# The Networking Process

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## The A, B, C Lists

# The Networking Process

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## The Five Steps:

1. Phone and/or
2. Letter or email
3. Meeting
4. Thank you
5. Follow ups





# The Networking Process: Language (Approach)

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## Approach Email:

Mr. White:

I hope this message finds you well. I recently came across your name in regards to your comments in the December 1st issue of Fun with Hedgefunds. Given my interest and background in investment management, I was very interested to hear your assessment. I would greatly value an informational conversation, so that I can better understand your organization's investment strategies.

As an MBA from the Johnson Graduate School of Management at Cornell University, I am carefully investigating opportunities in New York City and Connecticut-based hedgefunds for my next move. Prior to this degree, I served as the principal of a small hedgefund within one of the large Wall Street banks; during my time at Cornell, I worked as a portfolio manager for a startup hedgefund based in New York City.

Is there a time you might have available for a brief meeting, or is there someone else within your organization that you recommend I reach out to? I'll contact you next week to see if we can arrange either of those possibilities.

Sincerely,

Jesse Pinkman

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# The Networking Process: Language (Approach)

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## Telephone:

### To a gatekeeper

- “I’m calling to follow up on an email I sent to Ms. Woodard, and hope that I can get on her calendar.”
- “No, it’s not about applying for a job; it’s about some personal market research, and I’m following up on a communication Ms. Woodard and I have already had.”

### To the person you have targeted

- “I wrote an email to you last week about possibly setting up a few minutes to meet. I’m a Cornell MBA student about to complete my program, and am currently investigating market conditions in...and am hoping that you would be willing to share some ideas about...”
- “Very sorry to intrude on your time, but I was hoping that we might be able to set up time to meet. I recently wrote to you about the article you wrote on...”

# The Networking Process: Language (Follow Up)

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## Following up:

Dear Saul:

I want to express my thanks for the courtesy you extended to me when we met last week. You were extraordinarily generous and I appreciate your thoughtfulness in considering options from my perspective. You were able to suggest new possibilities and to cast ideas in a new light.

After some thought, I would like to ask you to follow through on your kind offers to introduce me to Liz Colodny and Laurie Sedgwick. Meeting them could be of great value, not because I expect either of them to know of any current requirements for someone with my background, but because they are both in excellent positions to learn of possibilities and offer perspective.

To my surprise, the idea of an assignment in China is intriguing. Perhaps my favorable experience starting up and developing businesses in El Salvador is influencing my reaction. It is also true that I am reaching the point where a foreign assignment sounds exciting again. I am definitely thinking this idea through and welcome the opportunity of discussing it with you further.

Please do not hesitate to call on me if there's anything I can do to return the favor.

Sincerely,  
Carrie Mathisen

# The Networking Process: Following Up

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## Following up:

### Immediately following the meeting

- Thanks for meeting with me. I particularly enjoyed talking about...Sorry we didn't a chance to discuss \_\_\_\_\_, which was a key component of my work at \_\_\_\_\_.

### Two weeks after the meeting

- Just wanted to drop you a line that I met with Tara Padua, to whom you had referred me, and she was immensely helpful. We met yesterday, and he was as knowledgeable as you had indicated...

### Five weeks after the meeting

- I just read an article in the Journal today that reminded me of our meeting several weeks ago. In case you haven't seen it, I've attached it here, and thought you'd definitely be interested.

### Eight weeks after the meeting

- I hope you remember me from our meeting of a few weeks ago; I was the guy who...I'm writing now to ask a favor. I've recently been in conversations with \_\_\_\_\_, and I remembered that you knew of this organization from your own experience. Would you be available for a very quick conversation about the company?

# The Networking Process: Following Up

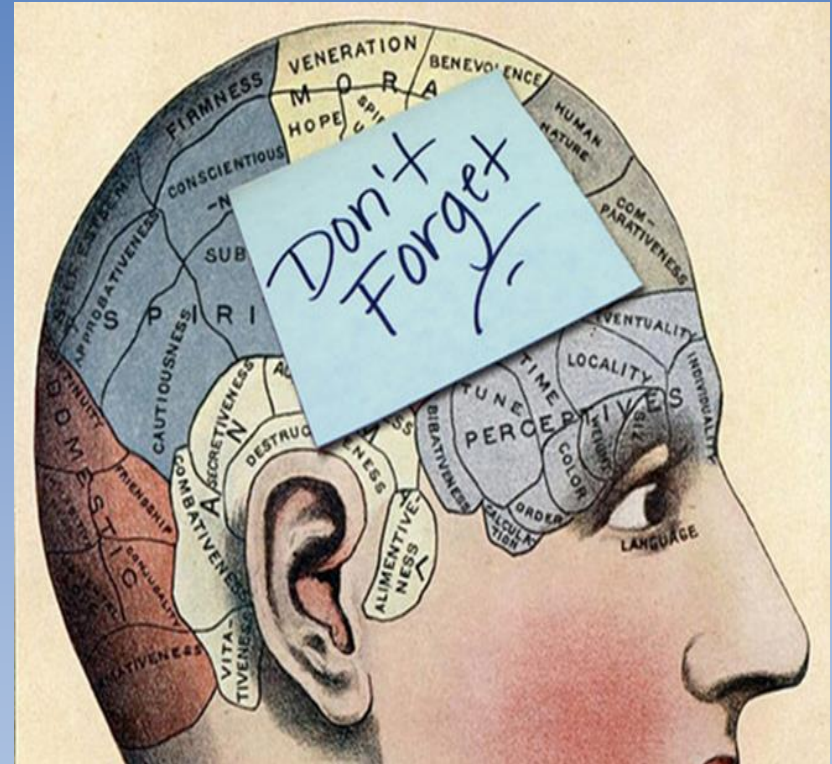
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THE LINE OF OBNOXIOUSNESS

# The Networking Process: Metrics for success

- Relationship and memory
- Information and advice
- Building the network, name by name





# The Networking Process: Metrics for success

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- Stage 1
  - Stage 2
    - Stage 3



# The Networking Process: Personal Style

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**It helps to be an Extrovert, but...**



# The Networking Process: Contexts/What NOT to do

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## Networking in a Professional Setting (or holiday/social gatherings)



# Q & A / Additional Resources

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- **Alumni Career Resources**  
<https://www.johnson.cornell.edu/Alumni/Career-Services>
- **Alumni Directory**  
<https://cornellconnect.cornell.edu/>

Check out **ellischase.com**, “resources,” “video,” and “blogs” sections, for materials on resumes (and examples), negotiating, personal branding, communications skills, and more.

# Johnson EMBA/Alumni Career Development Team



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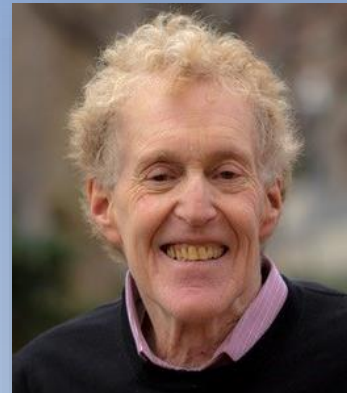
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