

EPS Incubator project

All you wanted to know about networking, but
were too busy networking to think about

Networking

- What it is (and is not)
- Why to do it (how to benefit from it)
- When to do it
- Who you should network with
- How to do it

What networking is...

- Developing relationships
- Expanding your list of contacts
- Raising awareness of products and services
- Disseminating peer to peer knowledge

What it is not...

- Only a tool to get what you want
- A one way street
- A short term activity

Why network?

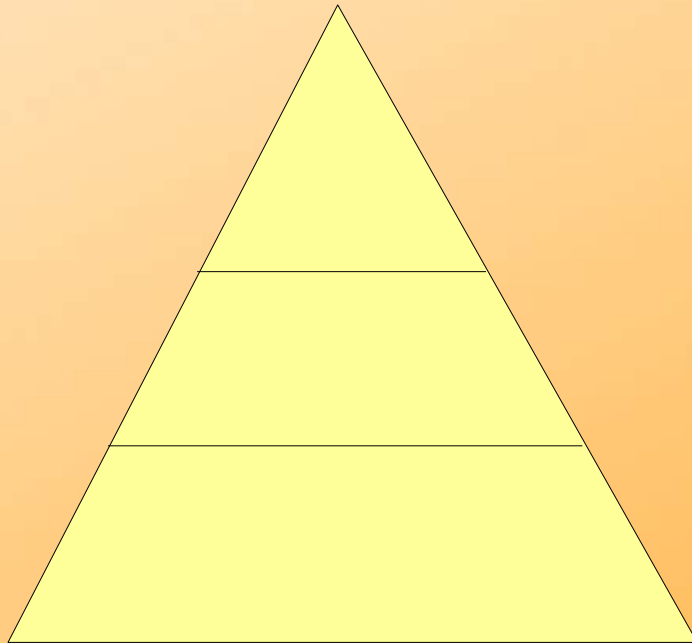
- Make friends
- Get a job
- Influence decisions
- Publicise yourself or what you do
- Learn about opportunities
- Connect to people who have similar interests

Carpe networkum

- When to network?
 - Events
 - Online
 - Sports
 - ALL THE TIME...
 - Ahead of time
- A work in process, not a structure

My target group

- Pyramid games



- e.g. 10 regular and active contacts
- Occasional support
- Useful information

Going interactive (at last)

- 20 min to think about our networks

Some don'ts

- share too many personal or other details
- interrogate people
- seek free advice
- not contribute to a conversation
- expect to "get without giving"

Some does

- **Size does not matter** - You need to have good contacts. Who are the decision makers? Influencers? Who can you help and how?
- **Don't try and get married on the first date** - work relationships take time too! Get to know people from both work and personal perspectives.
- **Get on the blower** - use the phone and find time to meet face-to-face.
- **Diversity** - The old boy's network is still alive, but there are many types of network. It is to better to connect to a variety of networks rather than have many connections within a single network
- **Introductions rule!** - get people to introduce you, and introduce new people to each other

Some more does

- **Zen** Include positive people who add value to you and your network while keeping your distance from those who distract and de-energize you.
- **Avoid Emergency networking** - build relationships BEFORE you need them.
- **Make random "hello" calls** – When you think of someone, let them know that they were in your thoughts and you wanted to connect.
- **Be prepared to tell people what you do in 30 seconds or less**, and let them know what solutions can you offer. Be original, e.g. Will fundraise for chocolate

The end

- Thanks for your attention!

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