

Cultivate Your Network Like a Garden: Post-Conference Networking Tips and Strategies

Tracy Z. Maleeff, Sherpa Intelligence LLC

@LibrarySherpa

June 14th | Philadelphia | #SLA2016



From LibrarySherpa.com: [Cultivate Your Network Like a Garden](#)

Exercise #1

Last Call for Networking

- ▶ When Tracy says start ...
- ▶ 1. Take out your business card
- ▶ 2. Stand up
- ▶ 3. Turn around to face the person behind you
- ▶ 4. Introduce yourself to the person and tell them about your professional life
- ▶ 5. Have that other person tell you about their professional life
- ▶ 6. Exchange business cards
- ▶ 7. Thank each other for her/his time
- ▶ 8. Sit down

Recap with David Cappoli and Tom Nielsen

- ▶ **Networking Beyond Connecting, Following, and Friending**
 - ▶ Sun. June 12 | 3:30 PM - 5:00 PM | Convention Center, Room 109-AB



Networking is a skill ... not a personality trait



Introvert



Extrovert



Ambivert

~ _ (ツ) _ /

Words of wisdom from Glenn Llopis #1

- ▶ “Networking is not easy. For some, it’s like having to take a required class in college that you had no interest in, but had to complete in order to graduate. Remember, in business and in life - success is earned from learning how to do things that you don’t like doing.”

#TotesProfesh on Social Media



"According to your LinkedIn profile you're a focused, disciplined achiever. According to your Facebook photos you love Jack Daniels and are pretty comfortable with your body."

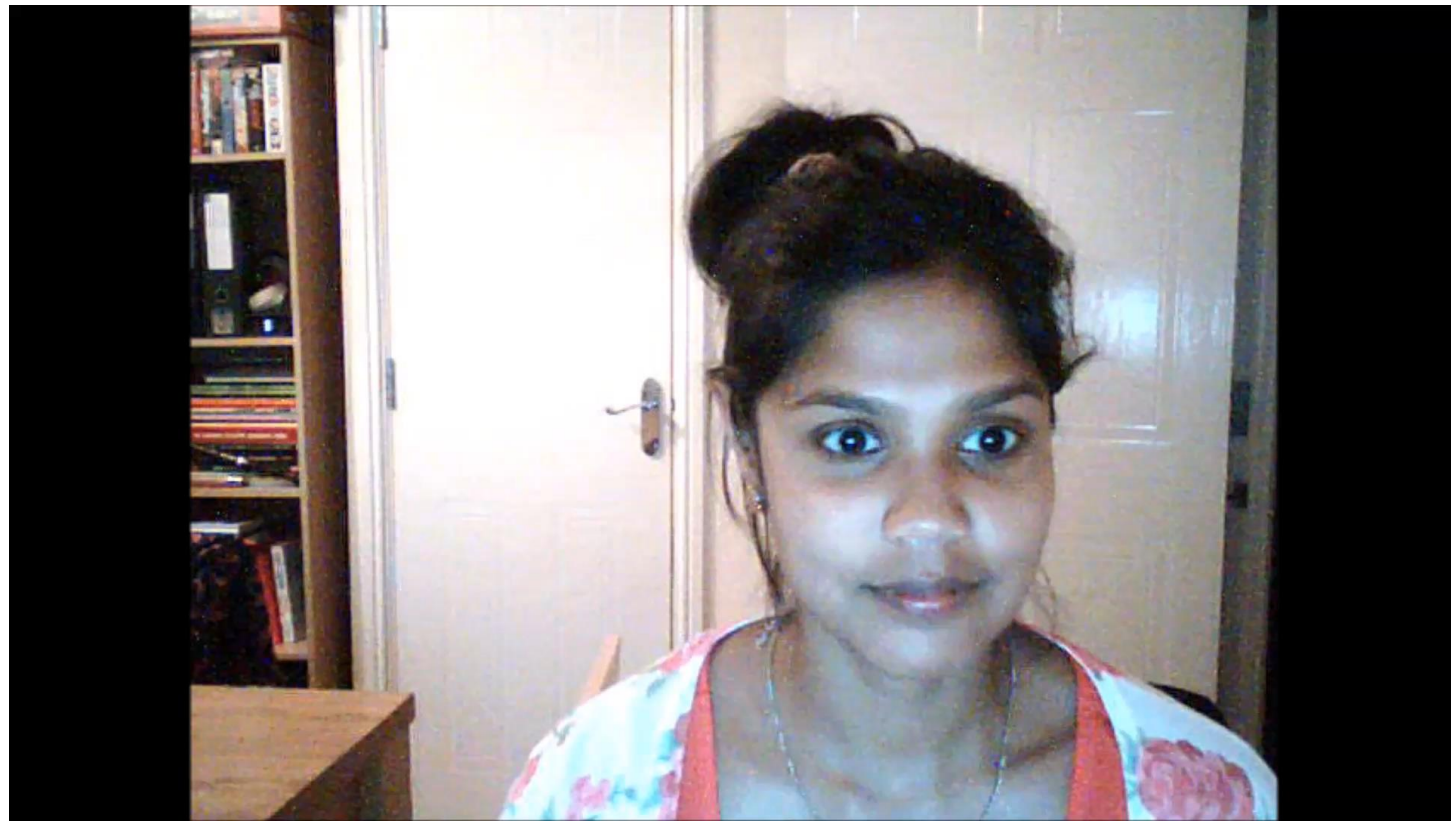
Live Social Media Demo



Words of wisdom from Glenn Llopis #2

- ▶ “Networking requires 100% commitment. You don’t need to be naturally outspoken to be successful in networking environments. However, you do need to be prepared to deliver value when called upon. In other words, when it’s your turn to say something - make it count.”

Natasha Chowdory



Exercise #2

Sharing is Caring



Source: <https://lockerdome.com/reactiongifs.com/6482242843197716>

Words of wisdom from Glenn Llopis #3

- ▶ “Networking is a responsibility and it requires active behavior. You must be extremely engaged about what others are saying. It’s not about you, but about how well you integrate your voice and perspectives into conversations.”

Nicole Snyder

“Networking across geographies and generations”



Words of wisdom from Glenn Llopis #4

- ▶ “Networking is both an art and a science. But in the end - networking should be fun, exciting and a rewarding approach to advancement. The more you network - with a positive outlook - the more you will learn. And if you’re always learning, you are growing and thus developing yourself - especially your interpersonal communication skills.”

Further Reading

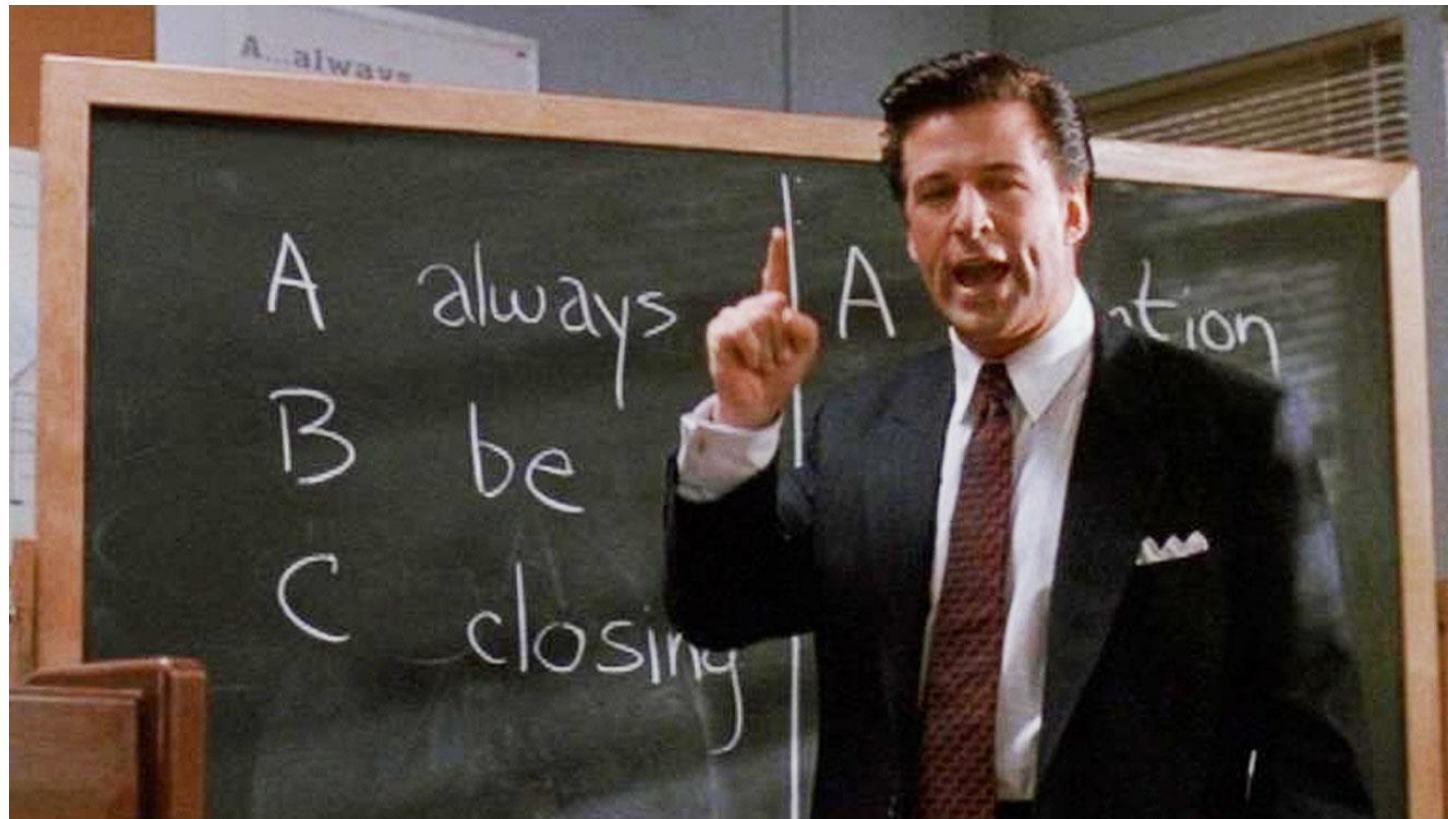
- ▶ [7 Reasons Networking Can Be a Professional Development Boot Camp](#)
- ▶ [10 Tips for Building Strong Professional Relationships](#)
- ▶ [Simple Ways to Keep Your Network From Growing Cold](#)
- ▶ [How to Maintain Your Professional Networking Relationships](#)
- ▶ [Advanced Networking: Six Techniques for Maintaining Professional Momentum](#)
- ▶ [How Women \(and Men\) Can Find Role Models When None Are Obvious](#)
- ▶ [Learn to Love Networking](#)
- ▶ [5 Misconceptions About Networking](#)
- ▶ [What to Do with All the Business Cards from Your Last Conference](#)

Want more?

**Always Be Networking:
How to Create, Maintain and Sustain
Professional Relationships**

Tracy Z. Maleeff
September 10, 2015
SJSU iSchool SLA Student Chapter

Always Be Networking



Source: <https://thescript.thetake.com/alec-baldwin-glengarry-glen-ross-speech/>