

# Networking Success

Anne Jones  
Founder, Piton, Inc.

Chad Storlie  
Author, Combat Leader to  
Corporate Leader



Networking Success for Veterans



## Introductions & Back Ground

### Anne H. Jones, Founder

- Piton, Inc.
- Assistant Dean at Georgetown Business School, Career Management & Alumni. Oversaw job acceptance rate rise to 98% from 63%
- VP Citigroup. Recruiter and Manager of MBA Training

### Chad Storlie, Author,

- Combat Leader to Corporate Leader: 20 Lessons to Advance Your Civilian Career.
- Transition Specialist, Afterburner, Inc.
- Iraq Combat Veteran
- Retired Army SF Lt. Col
- Corporate experience in GE, Comcast



**Employer**

**Veteran**

Networking Success for Veterans



## The Goals For Our Organizations

Engaged Veterans Using All  
of Their Skills, Resources and  
Networks to Succeed



*Networking Success for Veterans*



## Goals for Today

- ✓ Concept of networking
- ✓ Making contacts
- ✓ Informational interviews



*Networking Success for Veterans*



5

## Can I?                      To                      I Can!

- Transition in a Bad Economy
- Use All My Skill Sets
- Demonstrate My Value
- Prove Myself

- Network to Expand my Contacts & Opportunities!
- Understand How to Translate Military Skills to New Organizations!
- Understand & Avoid Common Mistakes!
- Have a Great Attitude





*Networking Success for Veterans*




6

## The Concept of Networking



*Networking Success for Veterans*



7

# What is Networking

It IS	It is NOT
Multi Directional	A one way system
A way to get from where you are to where you want to be through the power of people	Phony or fake
A highway system of information, friendship and support	Only important when you are looking for a job

**PITON INC. CLIMB ON!**

*Networking Success for Veterans*

8

# Networking Steps

**Keep Moving Forward**

**PITON INC. CLIMB ON!**

*Networking Success for Veterans*

## Ten Steps to networking

1. Set your goals
2. Write Your Mission
3. Define Your Value
4. Research Contacts.
5. Control your data
6. Create your pitch
7. Make your Introduction
8. Conduct the Meeting
9. Follow Up
10. Keep Moving Forward



Networking Success for Veterans

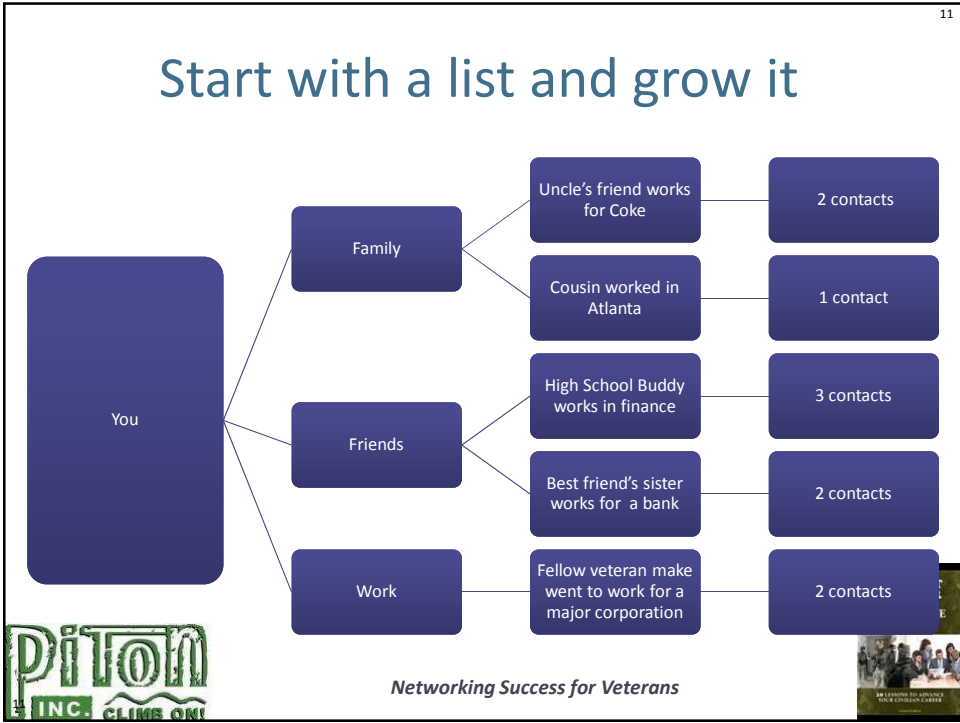


## Making Contacts



Networking Success for Veterans





## Start with a Company List

“Unless you know where you’re going, any road will get you there.”

- List all companies that interest you.
- Notice where you stick.
- Segment by kind.
- Search for competitors to add.
- List anyone you know there.



Networking Success for Veterans



## P-A-C-E Plan for Networking

#	Name / Position	Contact Info	Meeting Dates	Follow Up	Primary		Alternate		Contingency		Emergency	
					Company / Org	Company / Org	Company / Org	Company / Org	Company / Org	Company / Org	Company / Org	Company / Org
1	Person A	Address, Phone, e-mail	1/31/2011 (call); 2/2/2011 (company)	Send Resume to Steve	Company A							
2	Person B	Address, Phone, e-mail			Company A							
3	Person C	Address, Phone, e-mail				Company B						
4	Person D	Address, Phone, e-mail				Company B						
5	Person E	Address, Phone, e-mail					Company C					
6	Person G	Address, Phone, e-mail					Company C					
7	Person H	Address, Phone, e-mail					Company C					
8	Person I	Address, Phone, e-mail						Company D				
9	Person J	Address, Phone, e-mail							Company E			
10	Person K	Address, Phone, e-mail							Company E			
11	Person L	Address, Phone, e-mail							Company E			
12	Person M	Address, Phone, e-mail							Company E			

# Informational Interviews

## A Peer-Peer Information Exchange

15



Networking Success for Veterans



# Informational Interviews

16

- An informational interview is a *short* conversation between professionals, with common interests, where information is exchanged.
- It is an opportunity for introduction.
- It is not a job interview.

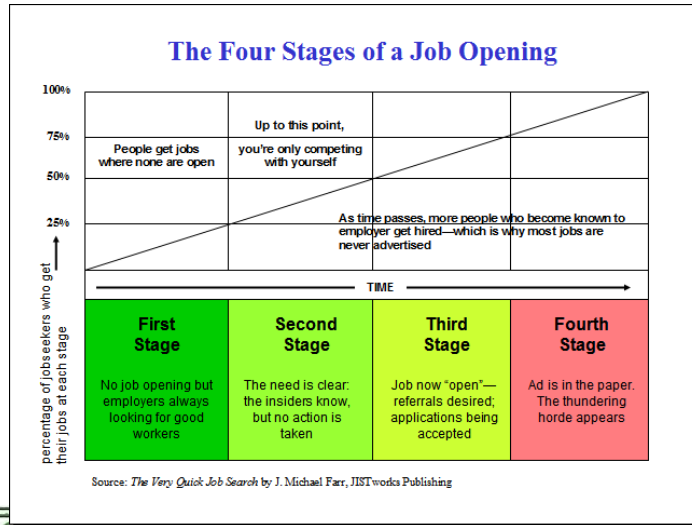


Networking Success for Veterans





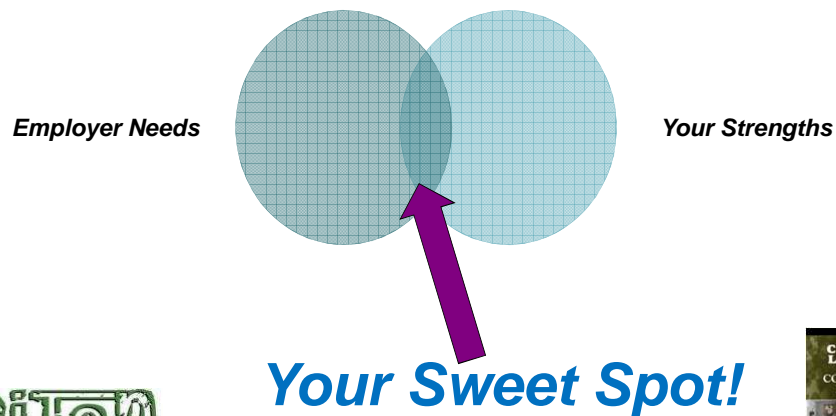
# Emphasis on Referral



Networking Success for Veterans



# Your Value to an Employer



Networking Success for Veterans




19

## Networking for long term success


Decision  
Makers

Influencers

Informers



*Networking Success for Veterans*




## Buchek's 355+ Strategy ©

**Statement of Mutual Interest**  
 Why do you want to work for the company and how will your motivation benefit the employer?


1. Industry
2. Company
3. Role

Employer Needs	Your Strengths
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

+Why wouldn't the company hire you?



*Networking Success for Veterans*



## The Informational interview “Agenda”

- Your responsibility
- 20-30 minutes, no more
- 3-7 exhilarating questions
- Create space for TMAY
- Concludes with thanks and contacts
- Follow up! follow up! follow up!



Networking Success for Veterans



## The Informational interview “Agenda”

- 9:55 Arrive at office 5 minutes early to check in. It is nice to have a copy of your resume with you in case they would like to see it. Dress as if it were a job interview.
- 10:00– 10:07 Greet and set tone for meeting. TMAY
- 10:00– 10:20 Specific questions you have prepared.
- 10:20 (you are keeping an eye on the time) Thank you, is there anyone else you could recommend that I speak with?
- That afternoon mail or email your thank you note. Be specific on how they helped you and your next steps.



Networking Success for Veterans



## T MAY = "Tell Me About Yourself" in 5 Easy Pieces

23

- ① Introduction
- ② Key skill, experience I need to know about you
- ③ A second skill, experience I need to know about you.
- ④ A third thing I need to know about you
- ⑤ Where you would like to take these skills and experiences



Networking Success for Veterans



## T MAY Example

24

1. "I was an Air Force Staff Sergeant managing Life Support Operations Section of a F-16 Fighter Aircraft Squadron."
- 2-4. I have safety and risk management expertise. This role also provided me with excellent communication and motivation experience with co-workers and I have top secret security clearance.
5. I am planning to transfer these skills and experiences to a health and safety role in manufacturing"



Networking Success for Veterans



## Reciprocate

25

### Brainstorm

- Articles
- Events
- Introductions
- Keep people in the loop



*Networking Success for Veterans*



## Serious Etiquette for Networking

26

- Be clear about what you're asking
- Be over prepared
- Be mindful of people's time
- Say Thank You
- Respect people's reputation
- Be aware of TMI (too much info)



*Networking Success for Veterans*



## Summary

- Good Networking Requires Strong Planning and Multiple Options
- Seek to Contact People in Ways That Make You Stand Out – Letters & Postcards
- Networking Leads You to Multiple Offers, Better Knowledge, and Shows You What to Do to Improve
- Networking Can Lead to Finding a Mentor (s) That Work With You Long Term
- Networking Can Take Months
- Move from Can I? to I Will! – Take Action



*Networking Success for Veterans*



## Upcoming Webinars

- Title: "Networking Success"  
Date: Friday, February 4, 2011  
Time: 12:30 PM – 1:30 PM EST  
**Register now by clicking the link below:**  
<https://www3.gotomeeting.com/register/898351654>
- Title: "Networking Success"  
Date: Tuesday, February 8, 2011  
Time: 12:30 PM – 1:30 PM EST  
**Register now by clicking the link below:**  
<https://www3.gotomeeting.com/register/446805254>
- Title: "Networking Success"  
Date: Friday, February 18, 2011  
Time: 12:30 PM – 1:30 PM EST  
**Register now by clicking the link below:**  
<https://www3.gotomeeting.com/register/585107990>
- Title: "Networking Success"  
Date: Tuesday, February 22, 2011  
Time: 12:30 PM – 1:30 PM EST  
**Register now by clicking the link below:**  
<https://www3.gotomeeting.com/register/740575662>



*Networking Success for Veterans*



# Contact Information

**Anne H. Jones**  
**Cell: 347 782 1715**

**Chad Storlie**  
**Cell: 402-960-1350**

[Anne@pitoninc.org](mailto:Anne@pitoninc.org)  
[www.pitoninc.org](http://www.pitoninc.org)

[chad.storlie@CombatToCorporate.com](mailto:chad.storlie@CombatToCorporate.com)  
[www.CombatToCorporate.com](http://www.CombatToCorporate.com)



**Follow Us on Twitter, Linked In, Facebook**



*Networking Success for Veterans*

