



Tips Sheet

Presenters:

Donald G. Coffey, Ph.D., Executive Vice President of Research, Development & Innovation, MGP Ingredients
Judith Lindsey, V.P. & General Manager, Product Dynamics, RQA, Inc.
Mohamed Z. Badaoui Najjar, Ph.D., Senior Scientist, Energy Innovation, PepsiCo

Set Yourself Up for Success – Prepare to Network

- Know how you will introduce yourself you are confident when approaching someone, or a group
- Have business cards and a pen with you to take notes of who you've met
- Have an easy e-mail address to give out such as firstandlastname@xxxx.com rather than a lengthy, complicated e-mail with a lot of numbers and characters
- Dress for the setting – There is a difference between professional attire vs. business casual; when in doubt, dress up!
- Have your name tag visible and in an appropriate place on your person
- Set up one tool to track your contacts so you can locate all information in one place

Build Your Network

- Greet people with a firm handshake and make eye contact
- Be aware of the and the setting you are in and the people around you
- Listen, Ask, Listen, Ask
 - Listen to what people have to say to ask additional questions and keep the conversation going
 - Do not talk over people or interrupt
- Look for the connection – You're at the same event so you already have something in common; use this as a means to engage with that person or group
- Be interested in the person you're talking to

Nurture Your Network

- Keep in touch with your contacts – this requires time and attention
- Assure follow up once you've met someone, particularly if there's benefit to you in establishing this contact
- Keep notes in your organization tool to track your contacts
 - Include where you met, what you talked about, and update with notes on each follow up communication whether via phone, e-mail, in-person
- Keep nurturing - Relevant "pass-ons"

Resources

- Connections can be found through:
 - Company – new product, employees, in the news
 - School – programs, professors
 - Speakers – previously seen or coming up
 - Interests – professional, personal
- 6 Tips for a Perfect Handshake (CareerBuilder.com): <http://www.careerbuilder.com/Article/CB-431-Getting-Hired-Six-Tips-for-a-Perfect-Handshake/>
- 10 Tips for Successful Business Networking (Business Know-How): <http://www.businessknowhow.com/tips/networking.htm>
- Connect with Don Coffey! Search Don Coffey on linkedIn or send e-mail to dgcoffey@gmail.com with the subject live, Networking 101, to connect