

# Professional Networking

It is not what you know, but who you know.

The time is now to build your network!

LTEN Meeting 2023



# Jon William Ruben - Facilitator

- 20+ years industry experience working in biopharmaceuticals, devices, and diagnostics across multiple settings of care
  - Sales representative, sales leadership, learning & development, marketing, global eBusiness and pre-commercial strategy
- Consultant in training & development within the life sciences industry
  - Expertise in results-driven upskilling for commercial cross-functional teams within highly complex disease states
    - Rare/orphan, Hem/ONC, Cardiovascular, Neuro
  - Customized training programs for leaders, sales representatives, matrix teams and trainers
    - POAs, workshops, certifications
      - Live, webinar, eLearning, etc.



# Workshop Objectives

**During this workshop, you will learn how to . . .**

- Understand the value of networking
- Determine who should be in your network
- Leverage the 3 “C”s of effective communication
- Demonstrate Emotional Intelligence with colleagues
- Develop and maintain professional relationships
- Prepare and conduct effective 1-1 networking meetings

## What Is Networking?



# Definition of Networking

*What are the key words in this definition?*

Building productive trusting relationships through good communication skills, relationship management, and emotional intelligence

# Networking Benefits

- Uncovering opportunities
  - Key projects
  - Career advancement
- Building advocacy
- Enhancing innovation
- Cultivating a positive work environment
- Demonstrating an enterprise mindset



## Discussion Question

***What criteria do you use to determine who should be in your network?***



# Selecting Your Network

## Criteria for Inclusion

- Provides resources and/or support
- Highly knowledgeable and/or experienced
- Decision maker or department head
- Collaborator, team player or essential partner
- Trustworthy individual



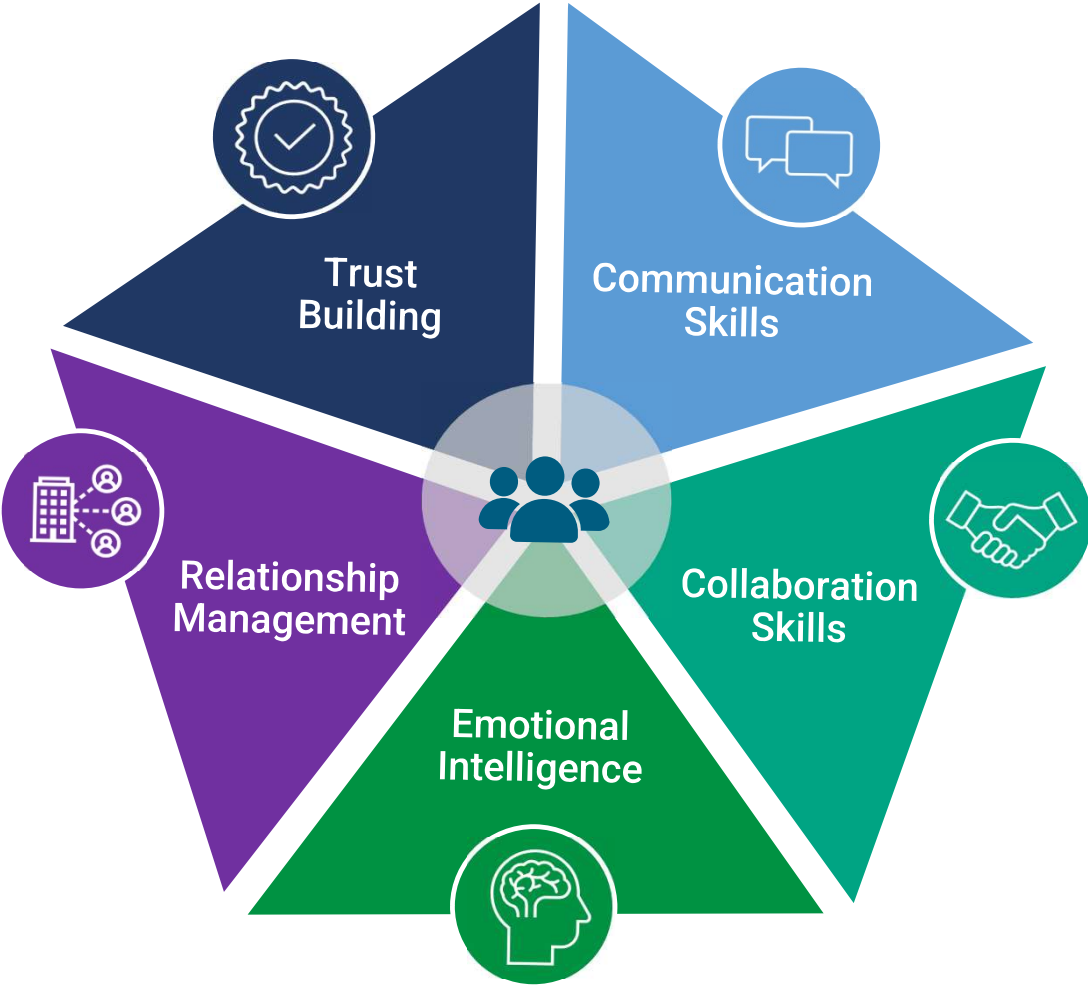
## Criteria for Exclusion

- Primarily focused on self
- Negative or critical attitude
- Time waster or company gossip
- Lacks character

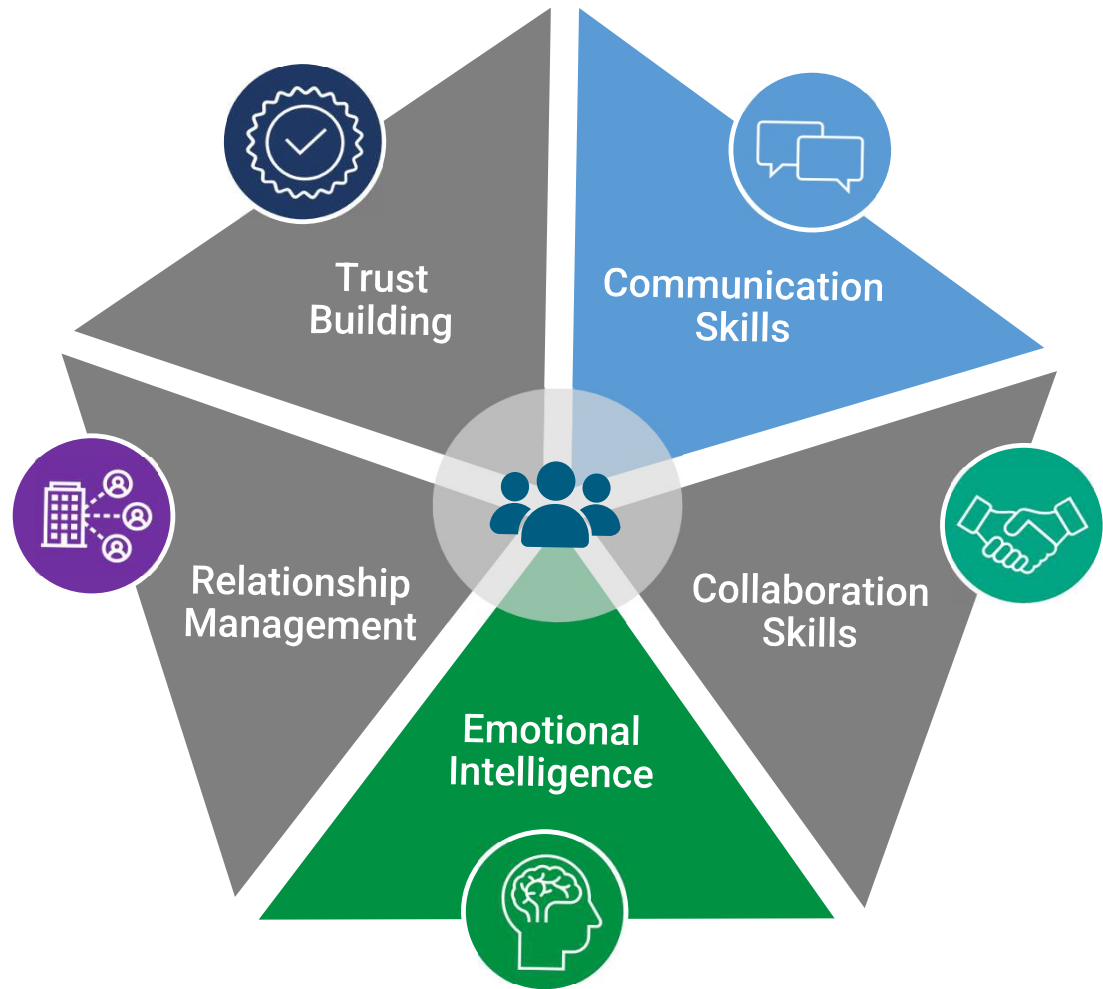


# How Do You Effectively Network?

# Networking Model



# Networking Model

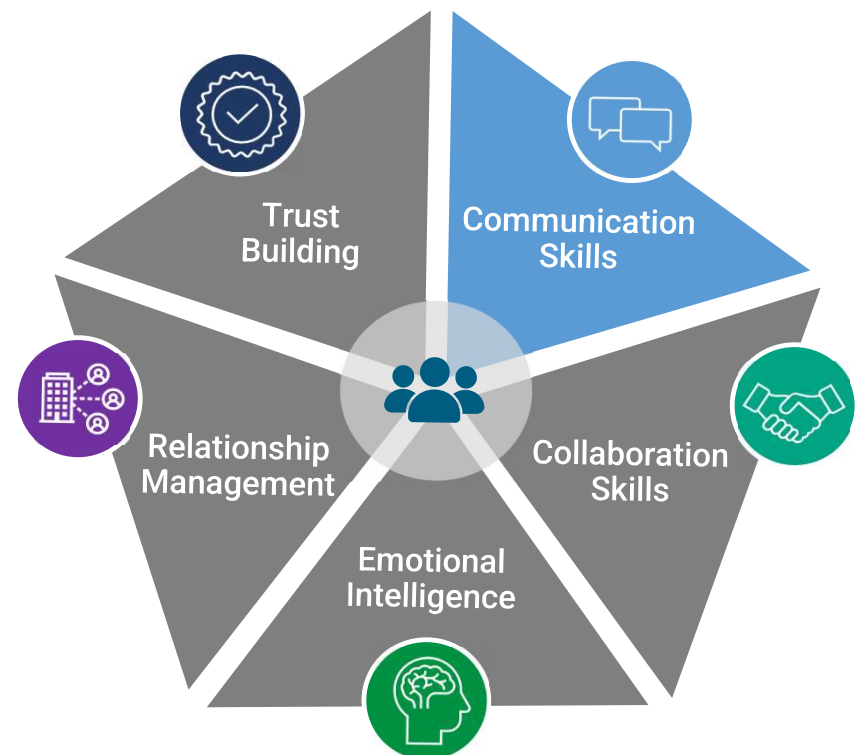


# Communication Skills

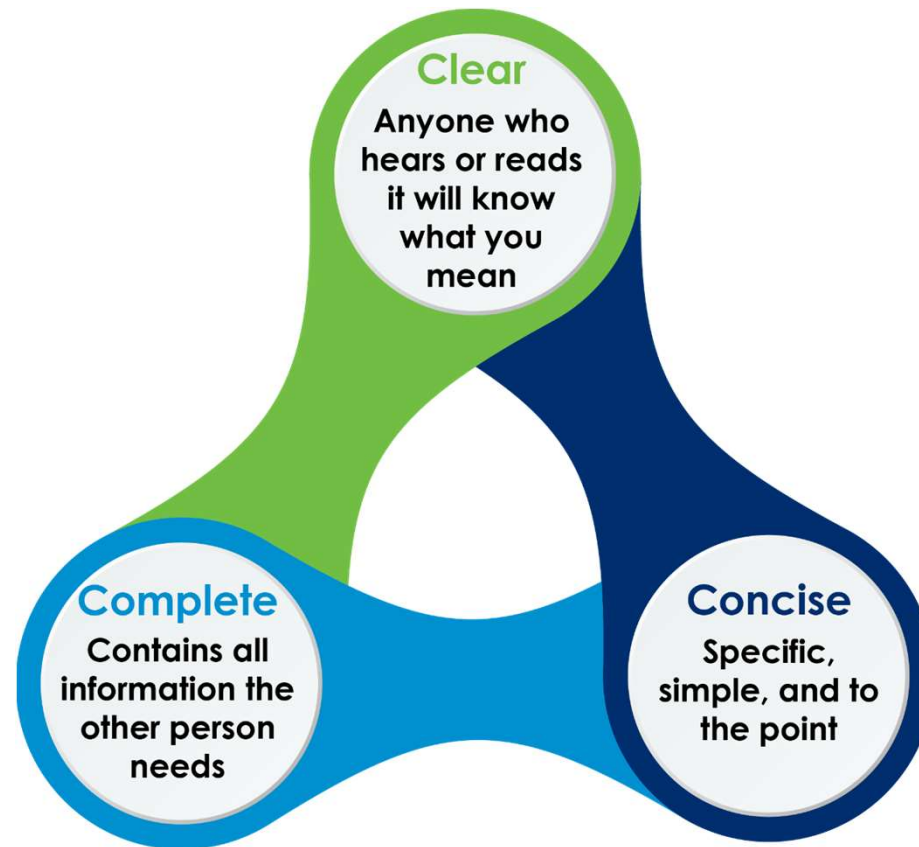


**Seek to understand the other person's perspective and then share your thoughts and beliefs**

- **Listen intently**
- **Utilize balance of conciseness and thoroughness based on their communications style**
- **Find common ground**
- **Be open to different approaches**
- **Use the 3 "C"s**



# Three "C"s of Communication



## Discussion Question

***Why is demonstrating  
Emotional Intelligence essential  
to building your network?***



# Emotional Intelligence



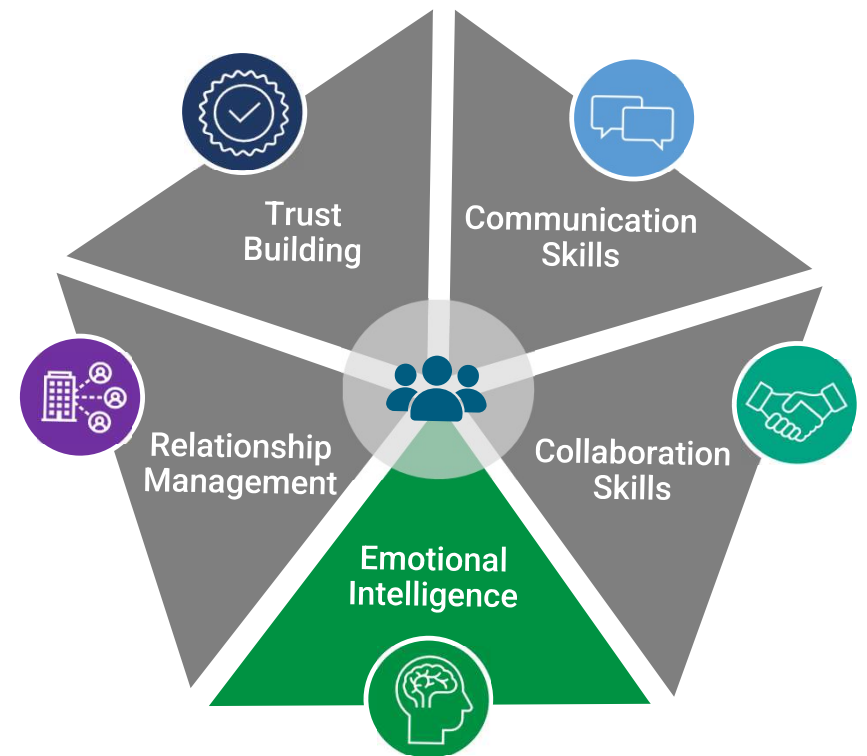
**Be self-aware, control the expression of your emotions, and then build interpersonal relationships**

## Self-Management Skills

- **Self-awareness**
- **Self-regulation**
- **Motivation**

## Ability to Relate to Others

- **Empathy**
- **Social skills**



# Networking in Action



# Networking 1-1 Template

Professional Networking 1

## NETWORKING 1-1S

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Title: \_\_\_\_\_

During your meeting, please be prepared to succinctly share:


- Your background and experience
- Your career aspirations
- 1-2 projects you are working on in your current role

Prior to your meeting, do research on the person you will be meeting:

- LinkedIn profile.
- Company organizational chart
- Check the company career website for a job description.
- Ask peers about projects they may have had the opportunity to interact with the person you are meeting.


Below are suggested questions you can ask during your 1-1 networking meetings. If schedules/availability permit, plan for a 30-45-minute interview. Please select a maximum of 4-5 questions as your focus for the meeting.

- What is your vision for your department and how does that fit into the organization's goals?  
 \_\_\_\_\_  
 \_\_\_\_\_
- What are 1-2 key projects that you are focused on this quarter and what obstacles or challenges are you and your team facing?  
 \_\_\_\_\_  
 \_\_\_\_\_
- How do you see our marketplace changing, or what challenges do you think we will face in the next few years? How will that alter your strategy?  
 \_\_\_\_\_  
 \_\_\_\_\_



Professional Networking 2

- What skills and experiences should I acquire to further develop within my current role and to achieve my career goals?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- Do you have any recommendations on other colleagues with whom I should develop a deeper professional relationship?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- What advice do you have for me in my current role and to reach my career aspirations?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- How can I support you or your team to reach your objectives?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_




Professional Networking 3

- I would like to stay connected with you. What is your preferred method to communicate? (email, telephone, in person) And, what is a good interval for us to meet?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Other notes**

\_\_\_\_\_  
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# Activity: Networking 1-1s

## Individually

- **Identify a colleague** to build a professional relationship with that can take an active role in your development & career path
  - What is their influence within the organization?
  - Why is it mutually beneficial to establish a relationship with this person?
  - What is important to them? (key projects, enterprise mindset, bench strength, building advocacy, etc.)
  - What is it important for this person to learn about you professionally?
- **Prioritize 4-5 questions** from the provided handout that you will utilize in a 1-1 meeting

## Group Discussion

- Share findings and insights with the large group

# Post Workshop Next Steps – Preparation for 1-1

- Research your colleague
  - Review LinkedIn profile
  - Study any available internal information (org chart, job description, etc.)
  - Ask colleagues for insights on the person
  - Plan your 1-1 meeting and prioritize questions
- Develop a brief overview of yourself
  - Go over your background and experience
  - Talk about career aspirations
  - Provide 1–2 projects you are working on in your current role
  - Describe your desired career path



**Be prepared as  
you would for a  
job interview!**

# Questions



# Summary

**With this workshop, you now have a better grasp of . . .**

- Understanding the value of networking
- Determining who should be in your network
- Leveraging the 3 “C”s of effective communication
- Demonstrating Emotional Intelligence with colleagues
- Developing and maintaining professional relationships
- Preparing and conducting effective 1-1 networking meetings

# Tell Us How We Did

- Take One Minute to Share Your Feedback
- **From the app:**
  1. Select this Workshop
  2. Click on Survey to Complete
- Every Workshop Survey you submit enters you into a daily drawing for one of three \$25 Amazon gift cards!

A screenshot of a mobile app survey form for the LTEN Annual Conference 2023. The form has a blue header with the text "LTEN Annual Conference 2023" and a home icon. Below the header, there is a "Session Name" label. The first question is "How valuable did you find the information presented at this session?" with a rating scale from "Poor" to "Excellent" and five stars. The second question is "What information in this session was most useful to you?" with a text input field. The third question is "What would have made this session better?" with a text input field. At the bottom, there is an orange "Done" button and a "Privacy Policy" link.

# Learning Log



*What* is one thing you learned today that you will implement?

*Why* will it help you be more effective?

*How* will you implement this key learning?

*When* will you apply it in your daily work?