



The Power of Networking

Mail Systems Management Association
San Diego Chapter

Webinar
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Networking Basics

- What is networking?
- Why network?
- Who can network?
- Where do you network?
- How do you network?
- Resources

Let's go over what we're going to cover during this class. At the end of this session, you should be able to answer the following questions:

- What is networking?
- Why network?
- Who can network?
- Where do you network?
- When do you network?
- How do you network?

Also, I'll give you the list of resources that I used to build this course.

If at any time you have questions, please just raise your hand. Or, if you have a story to share that relates to what we're covering we want to hear that too.

What Is Networking?

- Dictionary.com
- Harvey Mackay
- Mark Fallon

From Dictionary.com: Something resembling an openwork fabric or structure in form or concept, especially:

- a. A system of lines or channels that cross or interconnect: *a network of railroads*.
- b. A complex, interconnected group or system: *an espionage network*.
- c. An extended group of people with similar interests or concerns who interact and remain in informal contact for mutual assistance or support.

Harvey Mackay – p. 51, Dig Your Well Before You're Thirsty. “For most people, networking is learned behavior, like learning to swim. It is gradual – and often painful, even scary – process of trial and error, small incremental steps, and finally a few breakthroughs.”

Mark Fallon – Networking is the one self-improvement activity that anyone can do, regardless of age, education or talent. And successful networking is about what you can do for others, not about what others can do for you.

Why Network?

1. "Everyone lives by selling something."
2. Education, training & talent will only take you so far.
3. You don't know who knows who.
4. You don't know who's looking for you.
5. People are interesting – as people.

1. "Everyone lives by selling something." Robert Louis Stevenson It may be selling an idea to your boss, it may be interviewing for a job, and it may just be selling for a living. Your network can connect you to the information, the resources and the people you need to be successful.

2. Education training and talent will only take you so far. It's not only what you know, it's who you know.

3. You don't know who knows who. Networking brings you into other networks. (Six degrees of separation. Stanley Milgram, 1967. Several hundred people in Omaha, Nebraska had to get a letter to a stockbroker from Sharon MA).

4. You don't know who's looking for you. Someone out there may be looking for someone with your talent, knowledge or product. If they can't find you, they won't.

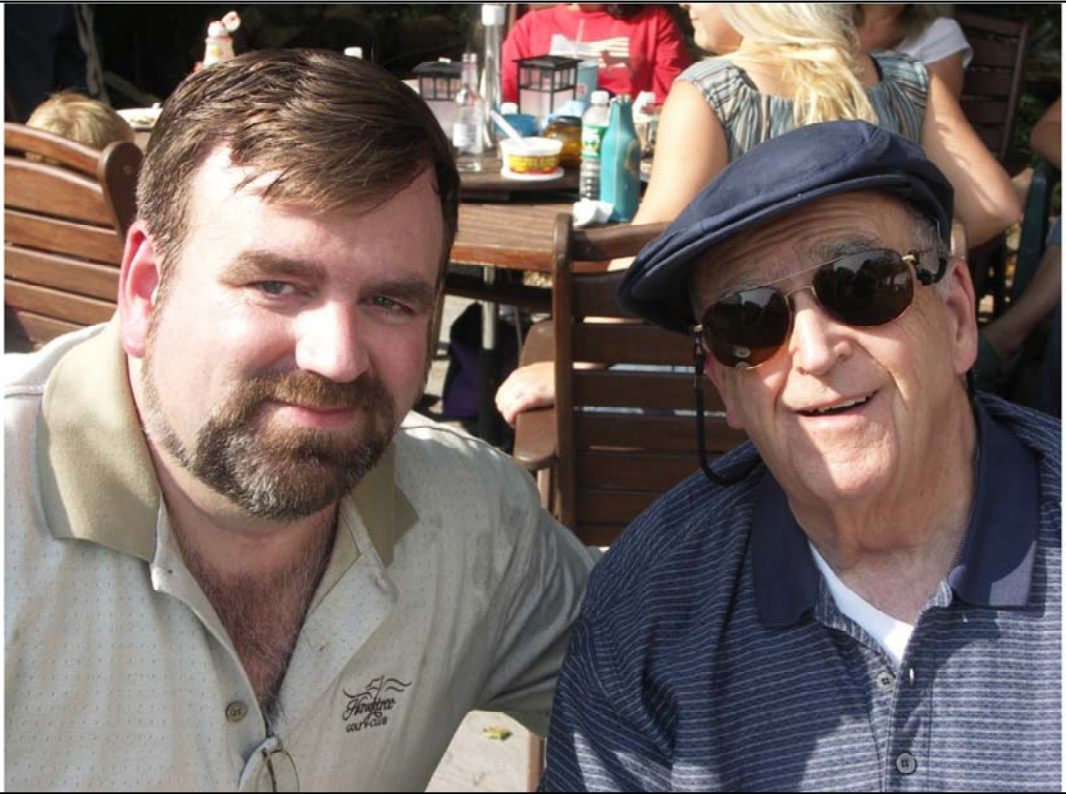
5. People are very interesting – but only if you get to know them! Networking isn't just about business. You may just meet someone you might like – as a human.

Who Can Network?

- **Anyone** can network.
- **Absolutely** anyone can network.
- Networking is something that **anyone** and **everyone** can learn.
- Networking is something that anyone and everyone **must learn**.

There's no good excuse for not networking.

If you aren't comfortable talking to people you don't know, then you must get outside your comfort zone. To be honest, I am actually a shy person who'd rather spend a day reading a book more than anything else. But books will only bring me so far, I need people to be successful in my business and in my life. And so I need to meet people, talk to people, get up in front of people. You may think that it's easy for me. It's only easy because I work at it.



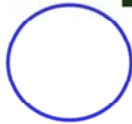
You're never too old, and you're never too young to start networking. My dad is one of the greatest networkers I know. Growing up, it seemed that everyone knew my father and my family. Of course, the fact that my father had 10 kids, did kind of set him apart from everyone else. But he also joined groups and clubs. He was active in the America Legion, the Veterans of Foreign Wars, and a local men's club. As a postal clerk, he was in the union. But not just his union. He got to know all the letter carriers so much, he was the one non-union member that was invited to their annual Christmas party. Not even the postmaster was invited.

When he was about 60, he joined the local Knights of Columbus. Something that was normally for guys in their 20's and 30's. When I asked him why, he said he always thought about joining, and now that we were grown up, he'd have the time to do so. Besides, his current friends were all getting older, and he wanted to make sure that he'd still have some friends around to attend his funeral. He didn't want an empty church. These are things an Irishman thinks about. And twenty years later, he's still meeting new people and creating new networks.

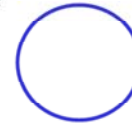
Who Can Network?



I



R



Now you may be thinking what does a 80-year old, retired postal clerk have to offer people. Or, you may be wondering what do you have to offer people. Why would someone want to network with you?

So I'd like you to take this little exercise with me. It's important that you be completely honest. Don't worry, you won't be asked to share your answers. In your handout is the following picture of an island. You have given me permission to take you to this island for 15 minutes. The island has perfect temperature, about 75 degrees, a gentle ocean breeze, and even some trees for shade. Very helpful if your sensitive to sunlight like me. I'm going to leave you all alone on this island for 15 minutes. Don't worry, I'm going to come back for you. But for the next 15 minutes, you will leave your roles behind. You're not a father or a mother, son or daughter, sister or brother. You're not a manager, a worker, a clerk, a messenger, a salesperson. You're not a golfer, a bowler, a fisherman or a cook. You're just you. Don't worry, you'll get them back in 15 minutes. And, for those fifteen minutes, I'd like you to even leave your religious beliefs behind. This is not to say those beliefs are not important, they are. But for the next 15 minutes, you are going to be with just yourself. Everyone got it?

Okay, now take a moment, and in the lower left corner, you have a circle with an "I" above it. Now, you've left all your roles behind, and I want you to rate what's left. In that circle, I'd like you to rate yourself on a scale of 0 to 10, 0 below low, and 10 being high. Zero is saying that without your roles in life, you're completely worthless. A 10 is without your roles in life, what is left has great value. Or anywhere in between. Don't worry, you won't be asked to share you're answer out loud. This is just for you. You have sixty seconds. Okay, write it down.

I'll give you the answer first, and then we'll work backwards. Everyone in the room is a 10. What you wrote down is your self-concept and self-esteem. If you put down anything less than a 10, it's because someone told you that you were, and you bought it. And you must recognize that you are a "10" to be successful. Successful in your roles – that's the "R" on the right side – and successful in your life.

Trust me – you're a 10, because you are the only you, and the only one who can be you. And because you are you, you are different from anyone else, and people want to meet you and network with you. And if you have any doubt about that, let me promise you something, I want to meet you. I want to hear about your story. I want to know that "10" that is you.

Where Do You Network?

- Work
- Conferences and trade shows
- Training
- Career fairs and job fairs
- Social situations – community events, recreational events, parties
- **Everywhere!**

Let's remember that networking is proactive behavior. It doesn't happen by accident. Now let's look at some great places to network.

Work – one of the most overlooked places to network. Going to meetings, and I'm sure you have a lot of meetings, is not enough. Take the time to get to know the people you work with. Even more importantly, take the time to get to know the people outside your normal circle. Reach out to your peers in other areas – maybe start with purchasing, finance and HR. Then get to know the people in the business units. If you work for a smaller company – what about your customers and suppliers? Even if you're not directly in sales, you should get to know these people.

Conferences and trade shows – Okay, you showed up today. Good first step. Have you met anyone new yet? Have you reestablished ties with someone you know but don't see that often? Have you given out your business card? Have you gotten some one else's card? Have you actively networked? If you haven't yet, don't worry, as it's still early. Plus, in just a little while, I'll be giving you some hints on how to network.

Training – Any training. Inside the company, outside the company, professional training, adult education classes, whatever. What the instructor teaches you is very important. What may be just as important is the knowledge of the person sitting next to you in class. Take the time to introduce yourself. Talk with people during breaks.

Career fairs and job fairs – The time to network for a new job is while you still have one. Once a year, attend a job fair or career fair in your area. Find out what companies are looking for and how your resume holds up. Get to know the recruiters, even if you may not want to work for that company. Recruiters move to new companies too. Do you think they forget everyone they met before?

Social situations – remember, networking is not just about business. Do you know who's the best plumber or electrician in your town? Who the local politicians are? Where the best coffee is in town? The best pizza? The best Chinese food? I mean you have to network to get the answers to life's important questions. But also, you may not know who's who in your neighborhood. The person down the street may work for a company you want to sell to or go to work for. The person in front of you at the post office counter may be someone who can help you. You'll never know if you don't network.

There are no bad places to network. Anywhere you may meet people is a good place to network. And since there's almost nowhere where there's no people, then everywhere is a good place to network.

Professional Associations

- Joining isn't networking – **participation** is networking.
- Communicate often, through multiple channels (mail, email, website, telephone).
- Pair up veterans with new members.
- People like to be **asked**, so ask them!

Most often, I present this talk to professional associations. And no matter what association, no matter what industry, the association always wants to improve networking among its members, including have more people attend events.

In fact, I consider the Twin Cities area one of the most active mailing industry areas. You always have great turnouts and well-organized events. But I even hear from your members asking how can you get more members and more attendees at functions. With that in mind, a few points about networking and professional associations.

Joining isn't networking – **participation** is networking. Whether you are a general member, or a board member, to get the most out of your association, you must participate! That includes more than just showing up at meetings, it means being involved. I know that we're all busy, but we all have something to give. It could be as simple as working the front door at events like this. Or, it could be more, like hosting a tour at your facility, or speaking on a topic your knowledgeable about. Trust me, it's easier for me to network as a speaker than it is as an attendee. I'm naturally shy, and sitting at a table, it's hard for me to open up to strangers. Now, I feel connected to you, and it'll be easier to network with you after this talk.

Communicate often, through multiple channels (mail, email, website, telephone). Sending out a single notice won't work. Reach out to your members early and often. Use as many methods as possible to make sure you capture their attention.

Pair up veterans with new members. When you receive the responses, make note of the people that don't come as often, or who are attending an event for the first time. Assign a veteran member to reach out to them before the event, during the event and after the event.

People like to be **asked**, so ask them!

Online Networking

- Multiple channels – LinkedIn, Twitter, Facebook.
- Groups, topic-specific sites (LinkedIn groups, Blogs, Goodreads.com, RunnersWorld).
- Joining isn't networking – **participation** is networking.
- Think before you post – the Internet is forever!

Multiple channels – LinkedIn, MySpace, Facebook. These are “the Big 3”, but there are others as well. Some people have profiles on all 3, some only one. Today, I only have one, LinkedIn, but I know that in the near future I'll add one of the other two, if not both.

Groups, topic-specific sites (LinkedIn groups, Blogs, RunnersWorld). In addition to having profiles, you can join discussion groups. For example, there are several on linked in for our profession.” Through that site, you can post questions, join in discussions, etc. Also, many blogs have an area for comments, allowing you to join in the discussion of the topic. Or, if you follow a particular hobby or area of interest, there's probably an online forum for you. For me, one is the Runner's World Online Forum. They have different section, including one for Marathoners. We post our workouts, questions, etc. If you're ever on that site, I'm “The Bearded Man”. I know, real original.

Joining isn't networking – **participation** is networking.

Remember, just like in the physical world, joining isn't enough, you have to participate. You need to post questions, answers, comments, etc. At the beginning of this talk, I said that networking is about giving, not getting. If you aren't participating, your just taking. That's not networking.

Think before you post – the Internet is forever!

Remember that whatever you post can be viewed by anyone, at anytime. That includes current employers, customers and prospects. Online isn't completely anonymous, it only takes a few clicks for someone to figure out who you are. So, THINK before you post.

PREMIUM

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Advanced

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40 groups
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Document Handling and Mail Processing Professionals	Document Imaging & Printing Technology Solutions	DOCUMENT Media Community	Executive Athletes	Going Postal	Lexington Area Postal Customer Council
Mail, Parcel and Postal Distribution	Mail Geeks	Mail Systems Management Association	Mail Systems Management Association - Ohio Valley Ch...	Mailing Systems Technology	Mailroom Operations Forum
Malden Catholic	Marathon Finisher	Marathoners	Minnesota Mailing Professionals	MSMA New England	NaVOBA [National Veteran-Owned Business Association]



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13 Photos and videos



TWEETS

174

PHOTOS/VIDEOS

13

FOLLOWING

102

FOLLOWERS

52

FAVORITES

33

More

Tweets

Tweets and replies


 Mark Fallon @MarkMFallon · Aug 3
 Sun came out just in time for the hills to make it an excellent
 18! connect.garmin.com/activity/55614...




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Popular accounts Find friends

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Trends in Print and Mail

The Berkshire Company Blog

Managing Multiple Sites

Posted by [Mark Fallon](#) on Jul 30, 2014 9:43:47 AM



"Congratulations! Since you've done such a good job with the Boston operation, we're now putting you in charge of the New York and New Jersey operations as well."



Despite the positive tone in my boss's voice, I wasn't sure that was good news. Yes, we'd been able to make some positive changes in the Boston mail and distribution center. But could I effectively manage three operations in three different

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Little Lessons

On the Other Hand

Posted by Mark Fallon
Aug 21, 2015 5:30:00 AM

"Don't ever become a pessimist... a pessimist is correct oftener than an optimist, but an optimist has more fun, and neither can stop the march of events." - Robert Heinlein

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Topics: [success](#), [optimism](#)

Values Aren't Geographical

Posted by Mark Fallon

About this blog

Our blog helps the reader focus on the little lessons - taking place every day - that will lead to sustainable, long-term success.

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9:42 AM 8/24/2015

How Do You Network?

- Positive Attitude
- Visual Contact
- Seek Common Ground
- Be Interested, Not Interesting
- Be Polite
- Follow-up

People like to meet upbeat people. If you display an attitude of confidence and resolve, people will be drawn to that. Again confidence and resolve, not egotism and stubbornness.

Look people in the eye when you're speaking to them, and more importantly, when **they're** speaking to you. Give them visual signals that you're listening to what they're saying.

When talking with someone, look for the ways you're similar, not different. For example, everyone here has something in common, we all work in mail! Pick up on what the person says that relates directly or indirectly to you.

Years ago, I met Rod Walz, of Walz Mailing Solutions. Rod invented one of the first automated certified mailers, and you may have seen him at National Postal Forum or MailCom. Rod told me, that to be remembered, be **interested**, not **interesting**. Don't try and impress people with stories of your own achievements. Let them have the spotlight, and show an interest in what they're talking about.

Your mother was right, politeness counts. Show respect to the people you're talking to. Don't use off-color language or tell risqué jokes. Never put down anyone else, any person, any race, any religion, or any nationality. You don't know who you may offend. And if you hear gossip, don't repeat it.

Meeting people is only the first step in networking. You must cultivate the garden that is your network in order for it to grow. Follow-up with emails or (gasp) a letter after meeting someone. Go through your contact list on a regular basis and make phone calls or send emails to people you may not have heard from lately. Send birthday cards or notes for no particular reason. Become the reason why someone might just have a better day.

This is great, but I'm still too much an introvert...

1. Don't go it alone.
2. Practice.
3. Listening is good.
4. This is a survival skill – you have to network!
5. _____

Five ways to overcome shyness:

1. **Don't go alone.** Attach yourself to someone that is already a good networker. Hang with them as they work the room. They'll help you meet new people. When I first started attending conferences, I kept to myself, sat in the back of the room, and was in my room by 9:00. Then I met Paul Balbastro. Some of you may know Paul. In the world of mail, Paul is the absolute best networker. Through him, I met more people, and developed the confidence and the skills to network on my own. Find a Paul.
2. **Practice.** Remember, this is a skill. Before going to an event, remind your self that you're going to network. Prepare yourself for going up to people and introducing your self.
3. **Listening is good.** If you're by nature a quiet person, that's okay. As I said earlier, be interested, not interesting. People love to hear the sound of their own voice. And if you can be their audience, they'll thank you for it.
4. **This is a survival skill. You have to do it.** There are no guarantees in life. You are going to come up against problems and difficulties where you will need help. If it's 3 o'clock in the morning, and the water pipes have burst, now is not a good time to start looking for a reliable plumber. Build your network **now**.
5. **Remember, you are the only you and the best you in the world. And I want to meet you.**

Resources

- ***Dig Your Well Before You're Thirsty***
by Harvey Mackay
- ***The First Five Minutes***
by Norman King
- ***The Networking Survival Guide***
by Diane Darling

As we've been saying, networking is learned behavior. Like any skill, to become better, you need to continue your education. Whether through seminars, articles, and yes, even books. These are three books that I've found very helpful in my education.

One of Harvey's Mackay's mantras is "Give away information – it doesn't cost you anything."



Questions?

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