

NETWORKING 101

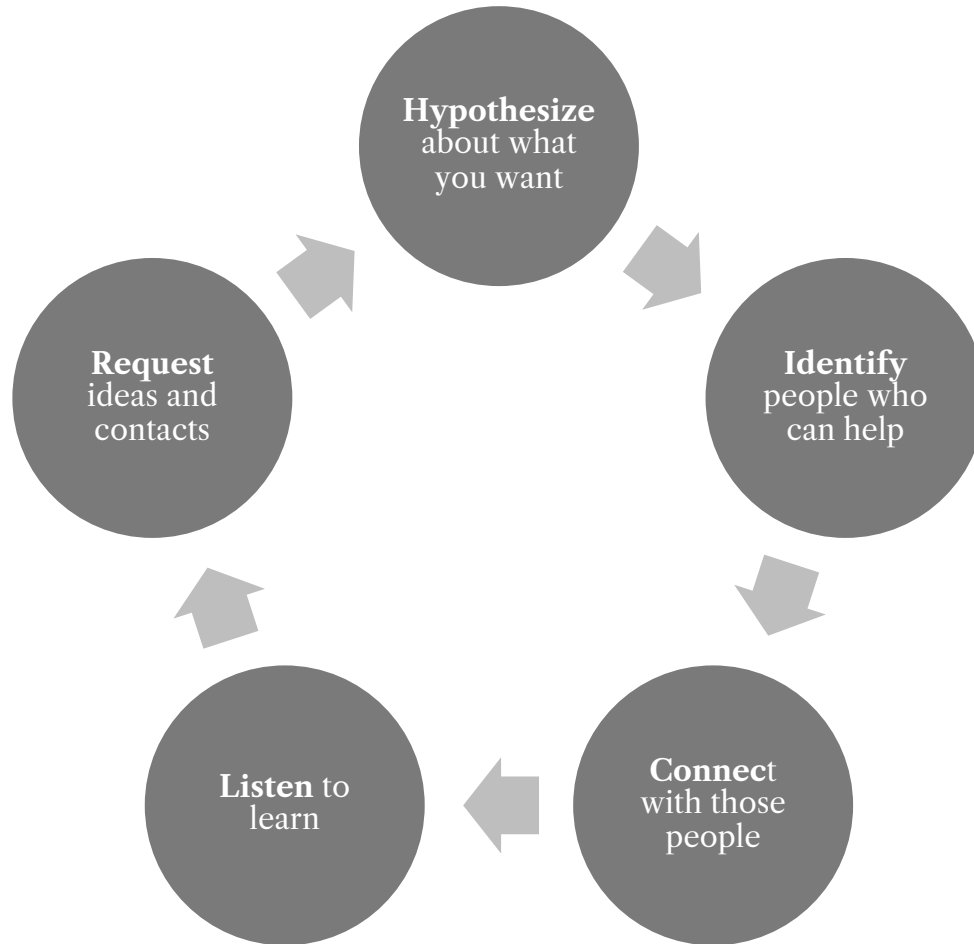
FEBRUARY 21, 2024

PROFESSOR LEONORA ZILKHA WILLIAMSON

INTROS – WHY ARE YOU HERE?

1. Name, class year, major
2. Any specific objectives for networking?
3. Why are you here?

THE NETWORKING CYCLE



General tips

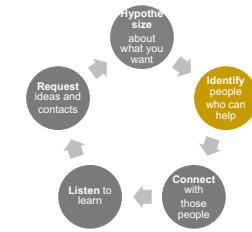
- Assume positive intent – people like to be helpful
- Treat networking as dynamic and generative
- Organize your networking in a spreadsheet
- Track your outreach and schedule reminders to follow up
- Adopt a “beginner’s mind” - every conversation has something to teach you
- If someone makes in introduction, let them know after you meet and thank them
- ALWAYS SAY THANK YOU!

1. HYPOTHESIZE



1. Start with who you are
 1. What kind of work do you enjoy? Team or individual? Competitive or collaborative? Fast-paced or steady? Details or big picture?
 2. When are some times you've been genuinely happy and engaged? What about those times did you love?
2. Find your “elevator pitch”: “I am a people-oriented team player who enjoys the spotlight and the big picture” or “I am a reserved but fiercely competitive person who loves deep analysis” etc – do not try to tie this to any particular job
3. Start researching roles that may fit with who you are
 1. Within traditional industries (e.g. what parts of investment banking or consulting?)
 2. Non-traditional industries

2. IDENTIFY



1. Whom do you know personally?
 1. Family friends
 2. Recent Vandy alums
 3. Colleagues from internships
 4. Professors
2. What online networking resources are available?
 1. Handshake
 2. LinkedIn
 3. High school alumni networks, if available
3. Who are people you don't know but do interesting work?
 1. Can you leverage the above two networks to reach them?

3. CONNECT



Email with a request to meet

1. Introduce yourself briefly
2. Share how you found them
3. Share your elevator pitch
4. Request 25 minutes to hear their story
5. Offer 3-4 time slots that work for you
6. Confirm your meeting within 24 hours of scheduled time
7. Do not send your resume!

Vanderbilt student requesting brief meeting

[Joseph John Rando \(vanderbilt.edu\)](mailto:Joseph.John.Rando@vanderbilt.edu)

Vanderbilt student requesting brief meeting

Dear Professor Rando,

My name is Leonora Williamson and your colleague Gary Kimball suggested we meet for 25 minutes so I can learn about your career.

I am a senior majoring in Economics with a Business Minor, and trying to define my career aspirations. I am a people-oriented team player who thinks in big picture terms, and am exploring what parts of finance would suit me best. My research suggests I would enjoy an investment role with a private equity firm, and I am hoping you will meet with me to tell me about your career.

I am available next week Monday 12-4, Tuesday 10-12 and Wednesday 8-4. All times are in Pacific Time, which I assume is your time zone as you're in San Francisco. If none of those times work for you, I will gladly adjust my schedule for a time convenient to you.

Thank you in advance for considering the request and I look forward to speaking with you.

Sincerely,
Leonora

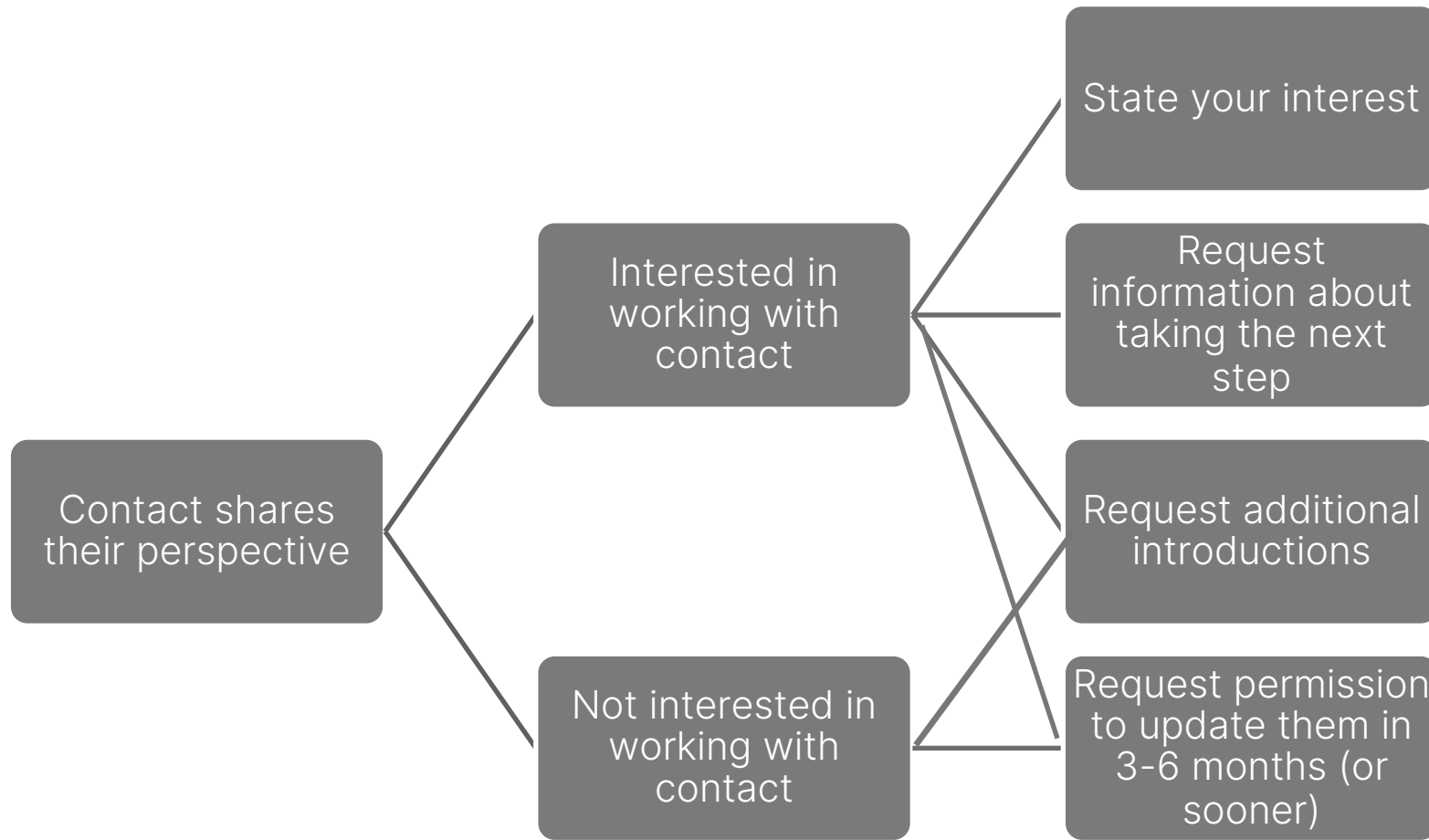
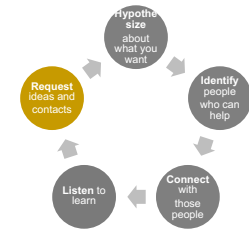
4. LISTEN TO LEARN



You're in the meeting....

1. Restate your hope for the meeting succinctly, and check that the agenda works for your contact
2. Ask 2-3 open-ended questions
 1. Please tell me about how you got to where you are today.
 2. What do you actually do?
 3. What advice would you have for me?
3. Take notes while they speak and restate your key takeaways
4. Plan for a 20/80 ratio of you/your contact speaking
5. You have 2 ears and one mouth for a reason!

5. MAKE REQUESTS



Always, always:

1. Say thank you (digital ok for promptness, hand-written a nice addition)
2. If someone introduces you to someone else, keep the introducer informed

QUESTIONS?

THANK YOU FOR COMING!