



ANITA BORG INSTITUTE
FOR WOMEN AND TECHNOLOGY

Networking

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RECRUIT

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RETAIN

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ADVANCE

Agenda

- The Anita Borg Institute
- Networking
- Q&A



The Anita Borg Institute for Women and Technology

What We Do:

- Increase the impact of women on all aspects of technology, and
- Work with organizations to change their cultures to be more welcoming to women



Our Programs



TECHWOMEN

TechWomen is an Initiative of the U.S. Department of State's Bureau of Educational and Cultural Affairs



What should you do everywhere you go?

Simple answer:

NETWORK!



Networking Is...

Making connections and using them wisely.



Networking...

- Makes you known
- Makes your work known
- Way to get
 - New Ideas
 - A different slant on old ideas
 - Feedback on your work
 - New collaborators



Networking can get you...

- Job interviews
- Invitations to be on talks, be on panels, serve on committees, etc.
- Better letters of recommendation
- A slight edge on getting papers accepted and proposals funded
- A richer professional life



Networking is not...

a substitute for quality work

“Using people”

A one-way street



Who should you network with?

EVERYONE, cast your net widely

- People in your extended network
 - Professors, visitors to your office/department
 - Your peers
 - Current and former bosses
 - Family and friends

- People currently outside of your network
 - Alumni
 - Fellow attendees at conferences and events



Before an event

Prepare (write it down, practice)

“Elevator talk” (30 seconds)

Longer talk (3 minute)



Before the event (cont.)

Set goals

- Who will be there that you want to meet?
 - What do they look like?
 - What do you want to talk to them about?
- What do you want to walk away with?



At the event: Do

- Wear your badge visibly
- Speak! Smile! (Don't just stand there)
- Have discussions with presenters after their presentation
- Talk to the person sitting next to you
- Bring business cards
- Make lunch/dinner plans
- Participate in hall talk
- Attend social activities
- Get your friends/co-workers and people you have just met to introduce you to others



But I'm horrible at small talk!

It's not genetic, it's a skill.
Practice.



At the event: Don'ts

- Don't hide out
- Don't hang around with your friends
- Don't hide behind your computer or smartphone
- Don't put too much stock in a single, short conversation
- Don't hang onto a conversation for too long
- Don't interrupt private or heavy technical conversations
- Don't be overly negative/critical
- Don't get discouraged!



After the event

- Plan follow up
 - Send an email
 - Schedule a lunch
 - Meet for coffee
 - Send a LinkedIn invitation
 - Send a Facebook friend request
 - Follow them on Twitter
 - Read their blog and make comments on it



4 Steps to a Fabulous Network

Step 1 Continue to build your network savvy

Step 2 Create a Strategic Networking Plan

Step 3 Introduce Yourself with a Memorable Personal Brand

Step 4 Make a Difference with Life Long Relationships



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Thank You

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