



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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