

BerkeleyHaas

Virtual Networking Tips from Haas CMG

- **PREPARE.** With in-person networking events, you can hover on the periphery of a crowd and learn a bit before engaging the host. In virtual events you can't hide- you are there with 3 or 4 others front and center, no lurking, no hovering, so you have to come in prepared.
 - Preparation means understanding what you really want to talk about during this engagement opportunity. Asking questions that you can look up the answer to is not a good use of anyone's time, and the best question is the one where you care about the answer. Preparation means learning enough about the company so you can go one level deeper. Preparation means knowing what matters to you in your next role and what you do and don't want.
 - What can be impactful, refreshing and fun is to talk about the future, near and far. It engages the brain in a different way and pushes you to use your imagination; which can be a refreshing break for everyone in the "room"
- **LISTENING.** Don't be so focused on trying to make an impression, or asking that perfect question. Pay attention to what's being said and how you can add to the conversation. Follow your natural curiosity, be genuinely interested in the person (their journey), their role, their time in the company, the product/service or the strategy of the company (competitors, recent news such as product releases, etc., ...)
 - If you want to switch topics from another person's thread, the easy pivot is to "yes and ..." the conversation. This can be done by commenting/acknowledging briefly the last topic and then moving to the new topic/question.
 - Much of what you learned in your Teams@Haas and stepping up/stepping back in the classroom applies to these group networking settings- especially with Haas only events. Be an ally, invite a fellow student to ask a question or comment. *Leaders in all situations invite others to the table.*
- **POSITIONING STATEMENT.** Three sentences to 20 second intro. Use a slimmed down version of your, From Here To There, Story. For example: "Hello, my name is Hoyt and I am a student of failure who is wondering how we can rethink Learning and Development in corporations, because in the future I'd like to see coaches in the rooms where business is being done. And I am here today wanting to understand ..." Or "Hello My name T'Challa and I am a Collaboration Facilitator with people and technology and am curious how best to apply these skills in a broader playground, because in the future I want to use these skills in Smart Cities space and I am here talking with you hoping to learn ..."
- **HAVE A GOAL - Tangible and Measurable.** Most people go into networking events with too large and fuzzy of a goal such as, "I want a job" or too narrow and specific such as, "I just want to meet the Apple person and be able to get a referral from them". Too fuzzy of a goal and you will feel lost, too specific of a goal and you miss unexpected opportunities and learnings. An example goal, "I want to chat with the 4 largest tech company reps so I can understand how the scale of the company impacts the scope of a Product Manager's control of a product, and if I have time I'll explore that question with the 5 medium sized tech companies."
Your goals will vary based on your career strategy.
- **ENJOY CONNECTING.** You never know who you will meet, what you will learn, or how you will be able to assist each other.