# A foray into networking
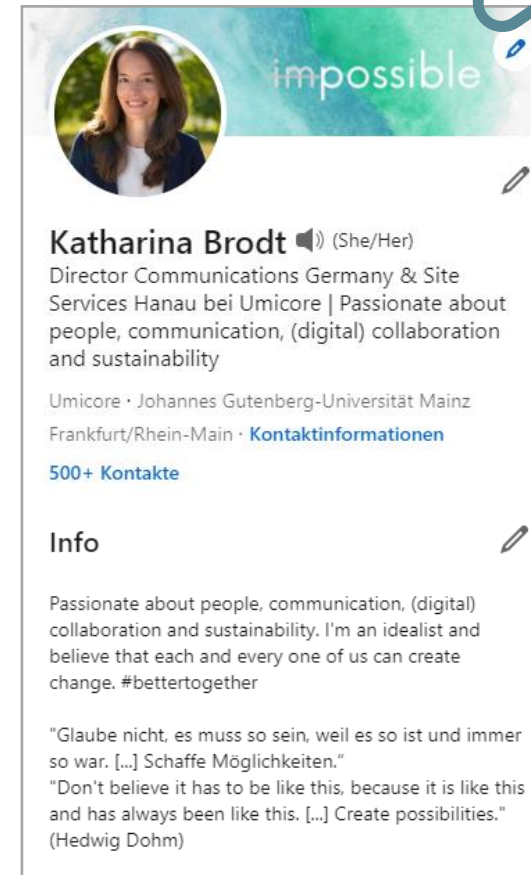
Guest lecture within the
MBA Aviation and Tourism Management

September 18th, 2022

# Some information about me



Communication

Digital Collaboration

Sustainability

People

Hanau

**Let's connect!**

Katharina Brodt (She/Her)
Director Communications Germany & Site Services Hanau bei Umicore | Passionate about people, communication, (digital) collaboration and sustainability

Umicore · Johannes Gutenberg-Universität Mainz

Frankfurt/Rhein-Main · Kontaktinformationen

**500+ Kontakte**

## Info

Passionate about people, communication, (digital) collaboration and sustainability. I'm an idealist and believe that each and every one of us can create change. #bettertogether

"Glaube nicht, es muss so sein, weil es so ist und immer so war. [...] Schaffe Möglichkeiten."
"Don't believe it has to be like this, because it is like this and has always been like this. [...] Create possibilities." (Hedwig Dohm)

- Jury of the "Hanauer Nachhaltigkeitspreis"
- Think Tank Sustainable Production Frankfurt Rhein-Main
- Sustainability Board of VCI and HessenChemie
- Materials technology network Hanau
- Digital guides exchange network
- Focus on women network at Umicore
- Umicore Digital Heroes
- …

Katharina Brodt, University of Applied Sciences, 2022

# Some information about *you*

Please raise your hand if the statement is true for you personally.

| | | |
|---|---|---|
| I would like to take a step forward in my professional development in the next year or two. | I already know what that next development step should be. | I have a well-developed professional network that I use strategically. |
| People know what I stand for, what they can contact me about, and what my skills are. | I feel comfortable with the idea of being/becoming visible – both offline and online. | My professional network has increased since the beginning of the pandemic |

# Learning objectives

- Explore the importance of networking both from a corporate and an individual perspective

- Joint elaboration of practical tips on how to build or expand the own network

- Understanding of a peer-group guided method for developing networks

How would *you* define "networking"?

# Definition of networking

"**Networking** is the sharing of information or services between people, businesses, or groups. It is also a way for individuals to grow their relationships for their job or business. As a result, connections or a network can be built and useful for individuals in their professional or personal lives. Networking helps build meaningful relationships that are beneficial to all involved parties to exchange information and services. Gaining new significant business acquaintances can be obtained by networking meetings, social media, personal networking, and business networking."

Business networking - Wikipedia

Katharina Brodt, University of Applied Sciences, 2022

What's the benefit of networking for corporations?

# Benefits of networking for corporations

Internal relationships between people and their networks shape corporate culture

Networks/communities contribute to a sense of belonging
→ positive effect on employee motivation and retention

Networks/communities are an integral part of today's way of learning and the basis for further development

Networks foster and encourage internal job changes

Networks/communities contribute to more equality – if done correctly!

Reliable external networks often lead to new impulses and the quick establishment of new connections (customers, suppliers, other stakeholders)
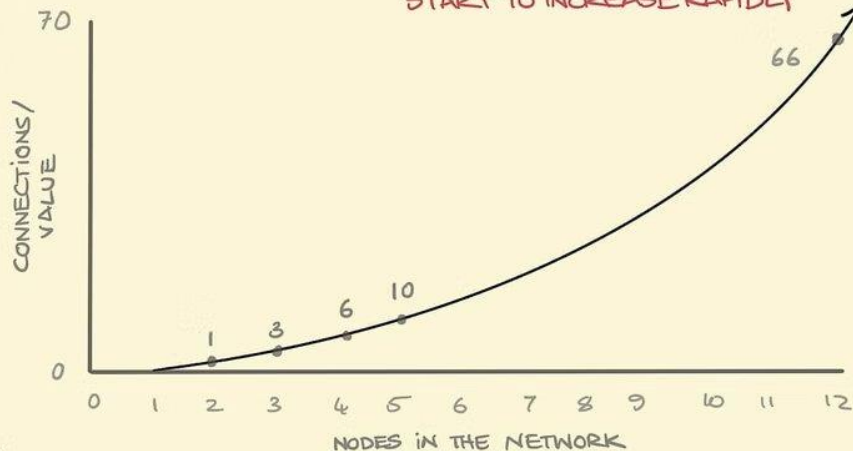
# The potential of networks for companies
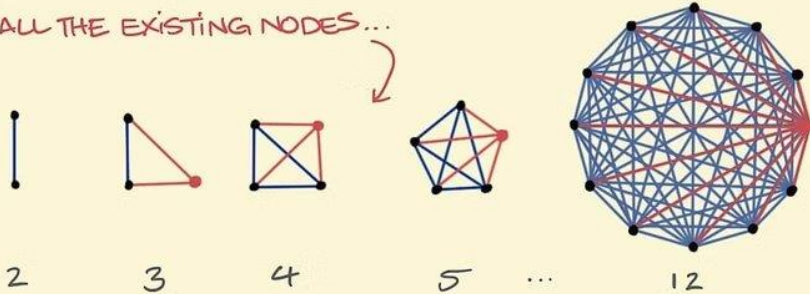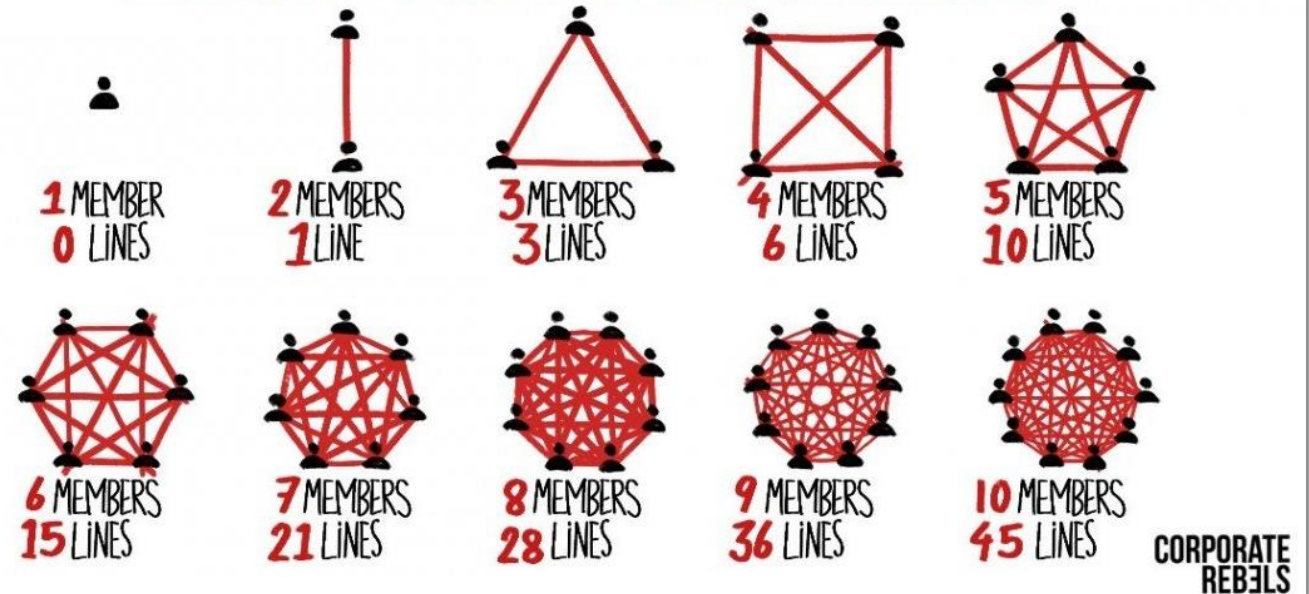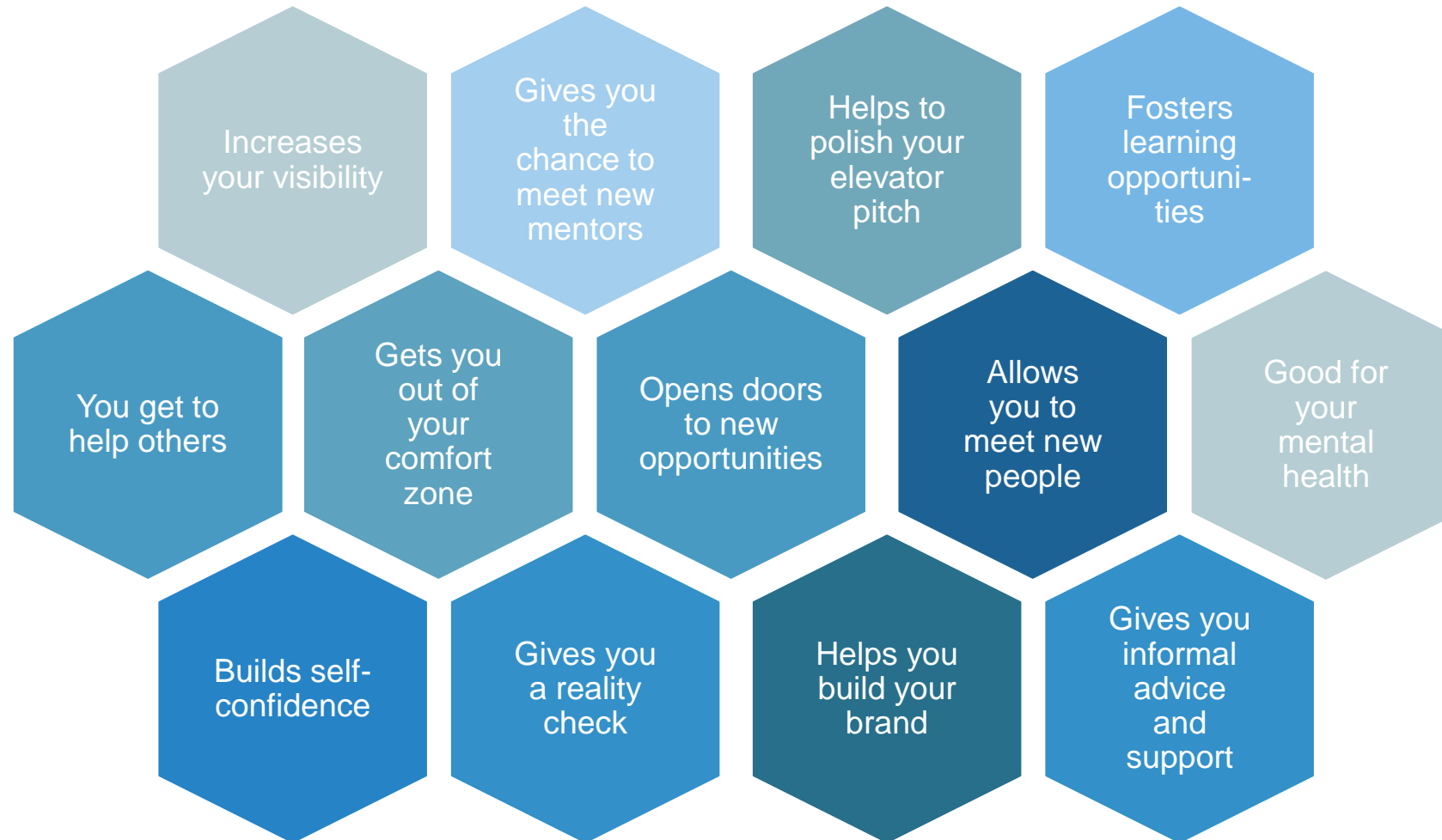
Eighty-percent of professionals consider networking important to career success.*

What are the benefits of networking for *you*?

# Benefits of networking for individuals



Increases your visibility

Gives you the chance to meet new mentors

Helps to polish your elevator pitch

Fosters learning opportuni-ties

You get to help others

Gets you out of your comfort zone

Opens doors to new opportunities

Allows you to meet new people

Good for your mental health

Builds self-confidence

Gives you a reality check

Helps you build your brand

Gives you informal advice and support

# How to set up your networking strategy

Katharina Brodt, University of Applied Sciences, 2022

# What kind of person are you?

# Where are you headed?

What do you want to invest?

Where is networking most effective?

# What do you want to be visible with?

Stay human.

# How a peer-group method can support you

Katharina Brodt, University of Applied Sciences, 2022

# Working out loud (WOL)

- WOL is a method which supports the paradigm shift for knowledge workers away from being a **knowledge collector** to a **knowledge sharer**: Relevant people are those who readily share their knowledge and help others.

- WOL is often used to internalize **self-organized learning** and **networking**.

- Core of the method is a program in a peer group (4-5 people) over several months ("WOL circle") instructed by a workbook.

- The method was developed by John Stepper and is meanwhile licensed. Alternatively, interested people can use the so-called LernOS guide.

# 10 facts about me – Group exercise

- Write down 10 facts about yourself. These can be professional or private (but you need to feel comfortable to share them in a group). – 2 min

- Get together in groups of 4 people. The first person introduces themselves with their 10 facts. The second person needs to find at least one common connection. And so on. – 10 min

- Reflect in the group: What does this exercise teach you about networking? – 2 min

- Every group shares one insight with the class – 5 min

# Summing up: Key take aways when returning to work

- Networking is most effective when you have a strategy that is adjusted from time to time (as your objectives change)

- Observe good networkers and learn from them. Talk to them about how they do it. Everyone likes to be asked for advice!

- Think about what fits to you. It's good to leave your comfort zone sometimes, but everyone can and should have their own networking style. Remember: Perfection is boring!

- If you want to structurally learn how to build up a network with a peer group, join a WOL or LernOS circle – either within or outside your company.

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you." — Dale Carnegie

"Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities." – Michele Jennae

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"Courage starts with showing up and letting ourselves be seen." – Brene Brown

"My Golden Rule of Networking is simple: Don't keep score." — Harvey Mackay

"Being a giver is not good for a 100-yard dash, but it's valuable in a marathon." – Adam Grant

"The currency of real networking is not greed but generosity." - Keith Ferrazzi

"Networking is an enrichment program, not an entitlement program." — Susan RoAne

"Networking is more quality, and less quantity. It's better to form a solid connection with one new person, than a liquid connection with ten. You don't want people to think you drink too much." – Jarod Kintz

"You can have everything in life you want if you will just help enough other people get what they want." – Zig Ziglar

"Know where you want to go and make sure the right people know about it." – Meredith Mahoney

"Success isn't about how much money you make; it's about the difference you make in people's lives." - Michelle Obama

"Pulling a good network together takes effort, sincerity and time." - Alan Collins

# People & Links

- "16 personalities": Free Personality Test | 16Personalities
- LinkedIn Online Survey, 2018: Eighty-percent of professionals consider networking important to career success (linkedin.com)
- People to follow in the network of your choice (or meet in person): Isabel De Clercq, Katharina Krentz, Simon Dückert, Harald Schirmer
- TED talk by John Stepper about Working Out Loud: Working Out Loud: The making of a movement | John Stepper | TEDxNavesink – YouTube
- "Working Out Loud: For a better career and life", by John Stepper, Ikigai Press (2015)
- https://www.workingoutloud.com
- WOL in Germany (e.g. "Frauen Stärken"): WOL Circle Methode (connecting-humans.net)
- Katharina Krentz about WOL at Bosch: https://youtu.be/c9TPQPZ0Q9c
- LernOS guides: lernOS - Keep Calm & Learn On (cogneon.github.io)
- Image sources: https://www.pexels.com/ and https://pixabay.com