



***Seeds for Success: Cultivating and Growing  
Professional Relationships***

***Jamie Martinez & Sara Eschels***



# Agenda

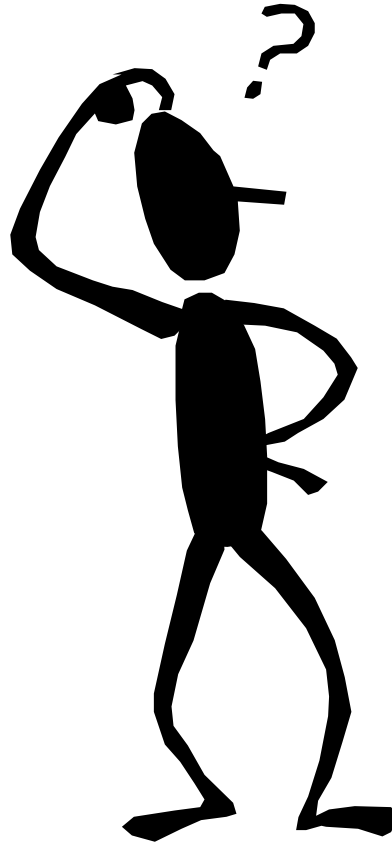
- Welcome- *Maxine Gray*
- John Bultema- Affiliate President
- Networking- *Sara and Jamie*
  - Networking
  - Listening
  - Current/New Relationships
  - The Little Things
  - Retaining Ideas
- Social Media Do's/Don't's- *Tom*
- Relationship Building- *Jamie*
- Tips
- Questions/Close- *Marnie*

# My Personal Networking Story



John H. Bultema III, President  
Fifth Third Bank- Western Michigan

# What does Networking Mean to You?



# What is Networking?

- : the exchange of information or services among individuals, groups, or institutions; *specifically* : **the cultivation of productive relationships for employment or business**
- an association of individuals **having a common interest, formed to provide mutual assistance**, helpful information, or the like: a network of recent college graduates.
- to **cultivate people who can be helpful to one professionally**, especially in finding employment or moving to a higher position:
- the process of **establishing a mutually beneficial relationship** with other business people and potential clients and/or customers.

# Networking is About...

- Nurturing relationships
- Win-Win
- Long-term orientation
- Starting now
- Continuing indefinitely
- Remembering the little things

## The Most Important Skill You Can Have

- The most important skill for effective networking/relationship building is:

# Listening

- Focus on how you can help the person you are listening to rather than on how he or she can help you is the first step to establishing a mutually beneficial relationship.

# Listening Activity

We Need 2 Volunteers!



# Listening Tips

- Nonverbals- eye-contact, tune-in, non, lean in
- Focus on the person in front of you
- Paraphrase
- Ask Open-ended questions
- Connect by listening to verbs they use



## Relationships with BLEND- Activity

Write down  
3 Connections or Opportunities

You have made via:



# Connections

- When you hear Connection— what does that mean to you?
- What do you actually know about that person?
- How can you help them, how can they help you?
- Connection Spectrum
  - From Name To Life, Passion, Interests, Career, etc.
  - Do you know someone who knows everything about you and you only know their name? Why is that?

# Building Networks

Take a minute to write down 3 names and/or connections you would like to make and why.



# Remembering the Little Things- Activity

Name	One	Two	Three

# Share 3 things about 3 people

# Memory Tricks

What are some of your Memory  
“Tricks”?

# Memory Retention Ideas

- **Pay attention**
- **Visualize the Name**
- **Repetition**
- **Cheat a little.**
  - Business card Notes
- **Create memorable associations**
  - the wilder the asso., the better

# Networking Ideas

- Serve on Committees (like BLEND)
- Special Projects
- Mentors
- Company Events
- Community Events
- Ask for Info/Advice
- Prof. Asso./Conferences/Seminars
- Lunches
- Volunteering



# **Social Media Do's and Dont's from a Recruiters Perspective**



**Tom Brown**  
**Team Lead for Sourcing**

# Success With Social Networks

A social network service essentially consists of a representation of each user (often a profile), his/her social links, and a variety of additional services.



## Get the most from your professional network

### Re-connect



Find past and present colleagues and classmates quickly. LinkedIn makes [staying in touch](#) simple.

### Power your career



Discover inside connections when you're [looking for a job](#) or new business opportunity.

### Get answers



Your network is full of industry experts willing to share advice. Have a question? [Just ask.](#)

## LinkedIn helps you...

- Establish your professional profile online
- Stay in touch with colleagues and friends
- Find experts, ideas and opportunities

## Worldwide Membership

100m+ professionals around the world as of March 2011

**More than one million companies have LinkedIn Company Pages**  
(formerly known as company profiles)

Sobre o LinkedIn

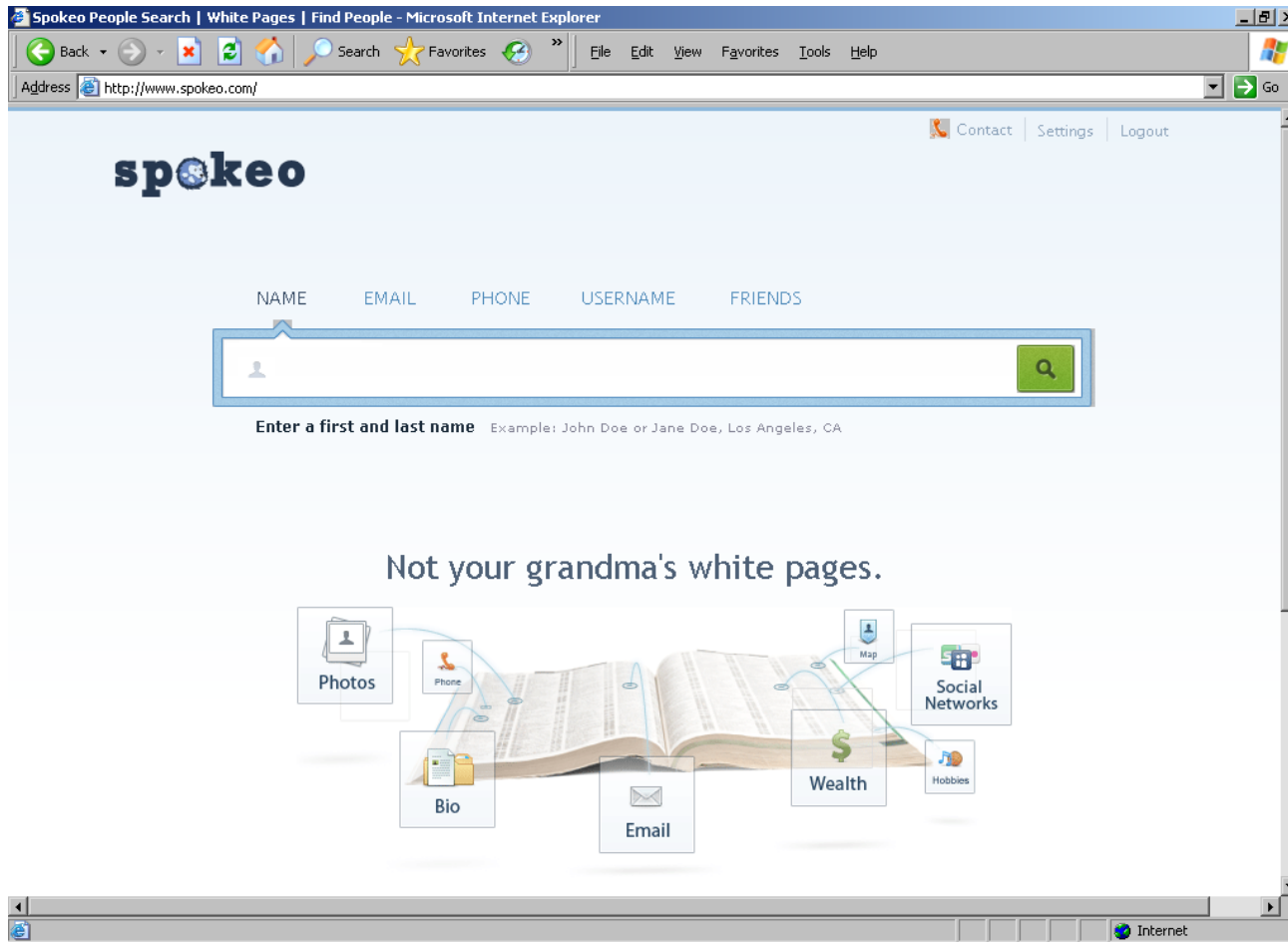
À propos de LinkedIn

Über LinkedIn

Acerca de LinkedIn

Informazioni su LinkedIn





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spokeo

George Heartwell

USA 440 FULTON ST E, APT 1

Basic Info Property Family Social Neighborhood Wealth

**George K Heartwell**  
 440 Fulton St E, Apt 1 | Grand Rapids, MI 49503  
 (616) 742-0693  
 Claudia V Heartwell, George Heartwell, Susan A Heart...

Male 61 Years Married Apartment \$111k Reading Sports  
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George Heartwell



Table of Contents

Summary

Basic Information

Property

Family

Wealth

Lifestyle & Interests

Photos & Videos

Social Networks

Neighborhood

USA 440 FULTON ST E, APT 1 PREMIUM PROFILE

## Lifestyle & Interests


Data is not guaranteed for accuracy and should not be used for employment, insurance, credit eligibility, or for any other purpose covered under the FCRA.



- Plays sports
- Reads about sports
- Subscribes to magazines
- Enjoys family activities
- Donates to causes
- Enjoys shopping
- Browses mail catalogs
- Loves reading
- Reads about world news & politics
- Has children
- Cares about healthy living
- Donates to health causes
- Enjoys retail shopping
- Buys from mail catalogs

## Photos & Videos

http://google.com/... Updated 1 hour ago



[Name](#) [Email](#) [Username](#) [Phone](#) BETA [Business](#)

First Name

Last Name

City

State

Country

[Clear](#)

**George Heartwell, Grand Rapids, Michigan, United States**

**Quick Facts**

49 sec, -, Dec 23, 2010, -, Uploaded by WOODTV8, Grand Rapids Mayor George Heartwell will lead the invocation and prayer when Rick Snyder is inaugurated as Michigan's 48th... [www.youtube.com](http://www.youtube.com)

1 min, -, Dec 7, 2010, -, Uploaded by WOODTV8, Grand Rapids Mayor George Heartwell will run again... [www.youtube.com](http://www.youtube.com)

George Heartwell is coming out swinging now that he knows that there is a viable... [www.michiganliberal.com](http://www.michiganliberal.com)


**Contact Details**


**George K Heartwell**, Age 61, 440 Fulton St E, Apt 1, Grand Rapids, MI. (616) 742-0...  
[Search Phone](#) [Map Address](#) Sponsored Result - [www.spokeo.com](http://www.spokeo.com)

**George K Heartwell**. 440 Fulton St E #1, Grand Rapids, MI 49503 (616) 742-0...  
[Search Phone](#) [Map Address](#) [whitepages.addresses.com](http://whitepages.addresses.com)

Sponsored Tip: [Locate Your George Heartwell Right Now...](#) [BeenVerified.com](http://BeenVerified.com)


**Background Reports**

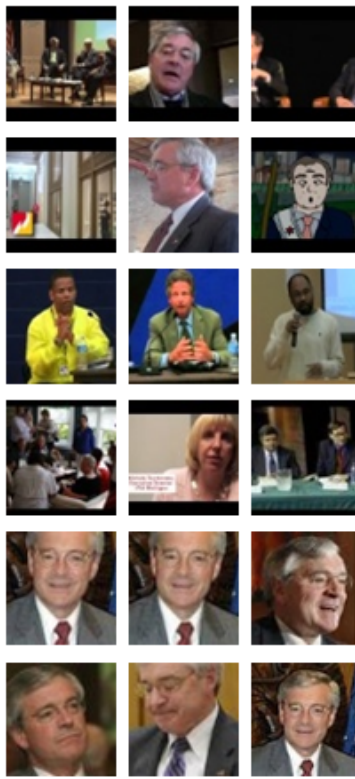
 **George jr Kennedy Heartwell, Grand rapids, MI & George iii Heartwell & George sr...** \$\$\$  
 Public Records & Background Checks - Intelius - Sponsored Result [www.intelius.com](http://www.intelius.com) - Deep Web

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**Premium Address Reports**

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Done
Internet 95%

# Get Connected



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FIND US ELSE WHERE



SUBSCRIBE BY EMAIL

Follow us on:



Follow us On



a place for friends



facebook  
YouTube

# Stay Connected



Your message was sent

Connect With Us In Other Ways



Close Window

The screenshot shows a web browser window displaying the Perrigo website. The address bar shows 'http://perrigo.com/careers'. The page features a navigation menu with links for 'PERRIGO COMPANY', 'PERRIGO CONSUMER HEALTHCARE', 'PERRIGO RX', 'CHEMAGIS', 'CONTRACT MANUFACTURING', 'FOR INVESTORS', 'CAREERS', and 'NEWS'. A search bar is located in the top right corner.

The main content area is titled 'Named West Michigan's BEST OF THE BEST By 101's Best & Brightest Companies to Work For'. It includes a 'CAREERS' sidebar with links for 'US CAREERS', 'US MANUFACTURING OPPORTUNITIES', 'CAREERS OUTSIDE THE US', 'STORIES FROM A GREAT PLACE TO WORK', and 'EQUAL OPPORTUNITY STATEMENT'. The article text states: 'At Perrigo, we're committed to providing the very best environment for our employees. We realize that motivated employees are the key to our success. That's why we focus on the individual and his/her needs. We offer compensation and benefit packages that are competitive with the health-care industry. We work hard to attract the right people to the right positions and provide incentives that can turn employment into opportunities for a lifetime.'

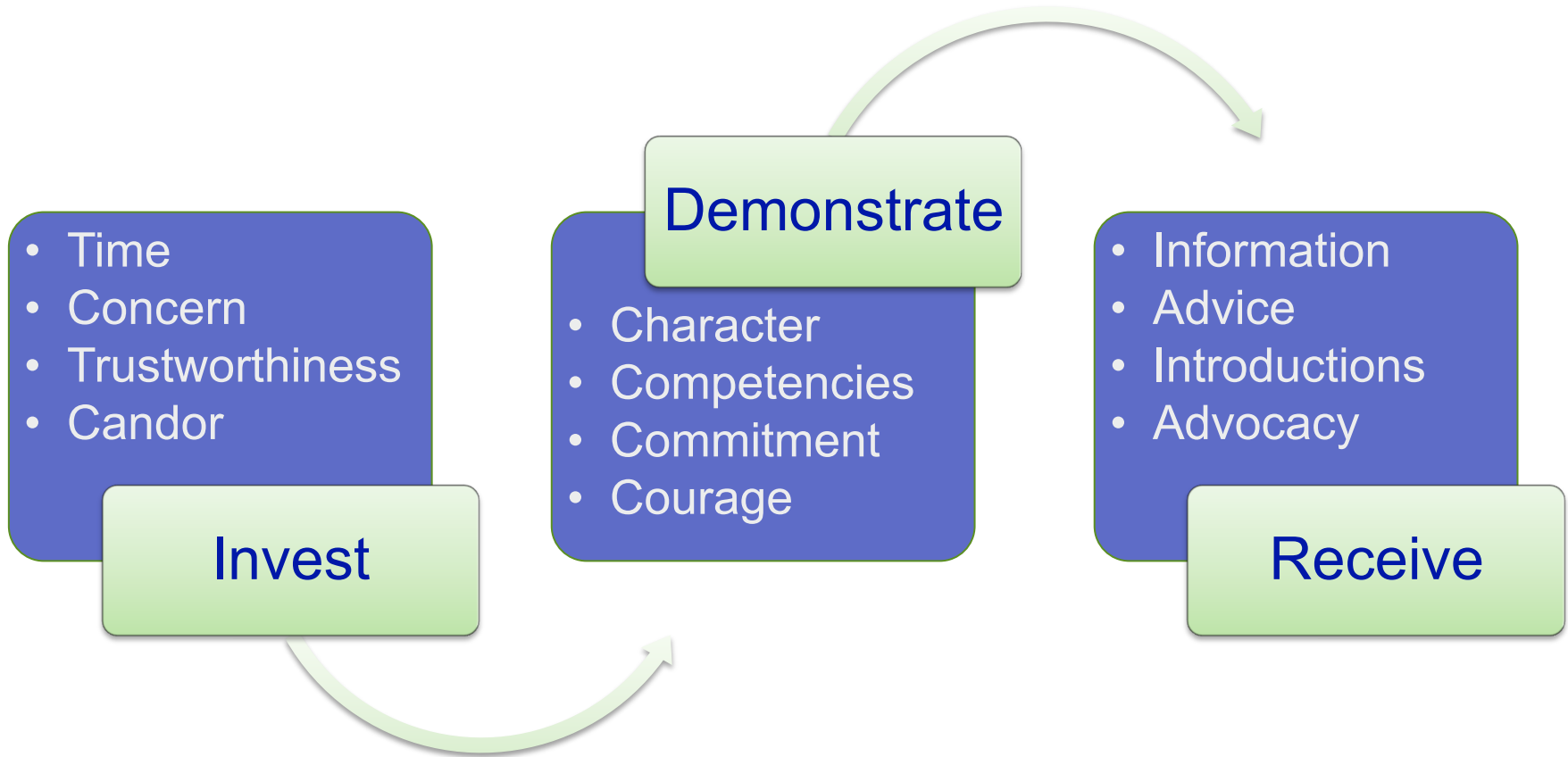
Below the article, there is a 'Join a talented team - see Perrigo's new YouTube video at this link:' followed by a YouTube icon. Social media links for Facebook, Twitter, and LinkedIn are provided. A vertical strip of images on the right side of the page shows various employees and laboratory equipment.

At the bottom of the page, there is a footer with '© 2011 Perrigo All Rights Reserved' and links for 'Privacy', 'Legal', 'Contact Us', 'Employees', and 'Print'.



# Relationship Building Taking the Next Step

# Nurturing Relationships



# Your Networking/Relationship Building Strategy

- Identify 3 connections you want to make and why
- Set your goal for what you want to accomplish
- Create a plan- Do research to have conversation starters
- Seek out those people and introduce yourself
- Make an effort to focus on 3 unique things
- Follow-up with an email
- Set a time for coffee or lunch
- Remember Give and Take
- Always Thank them for their time



## Take Away Cards

### *Seeds for Success: Cultivating and Growing Professional Relationships*

- Identify 3 Connections and Why
- Set a Goal
- Create a Plan/ Do Research
- Listen- Focus on 3 unique things
- Always Thank and Follow-up
- Remember Win-Win
- Give and Take



# Questions