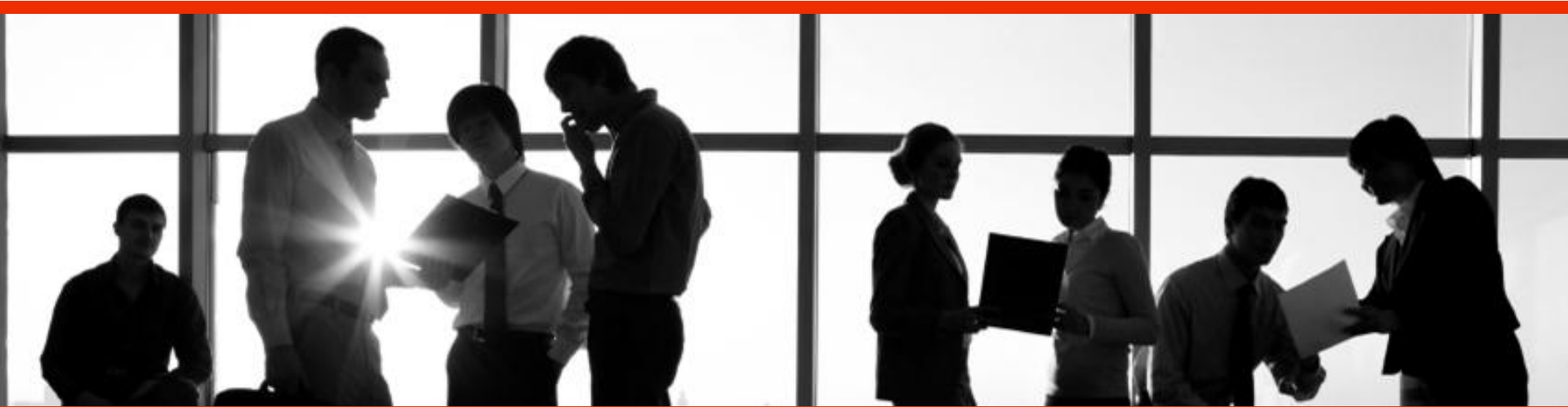


# THE ART AND SCIENCE OF NETWORKING TODAY

**Presented by:**  
Margaret Resce Milkint,  
Managing Partner

**June 13, 2011**  
SOA Health Meeting



JACOBSON

**A CHANGING ENVIRONMENT  
REQUIRES  
FRESH IDEAS, CHANGE  
IN APPROACH**



# AGENDA

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A black silhouette of a person climbing a ladder. The person is positioned on the left side of the ladder, with their back to the viewer. A briefcase is on the ground at the base of the ladder. The ladder is a simple vertical structure with horizontal rungs.

Develop business connections and practice networking skills.

Develop a personal brand that positions you as a high-impact player.

Harness your strengths and build upon them to gain a competitive edge.

# net·work·ing

“Networking is the process of developing and maintaining quality relationships that enrich your life and empower you to achieve your goals.”

- **Andrea Nierenberg**

*Nonstop Networking: How to Improve Your Luck, Life and Career*

# CONCERNS OF TODAY'S EMPLOYERS

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Global and  
emerging markets

Succession planning

Hard-to-find skill sets

Globally diverse workforce

Employee engagement

**What  
makes a  
candidate  
valuable?**

**“In today’s world, where image is paramount and your digital fingerprint is set in cement, it is even more crucial to be your own best publicist, advocate, and cheerleader in the workplace.”**

**-Jessica Kleiman and Meryl Weinsaft**  
*Be Your Own Best Publicist*

# BE YOUR OWN PUBLICIST

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**Employ these career-boosting  
PR tactics:**



# SOCIAL NETWORKING

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It's more than just Facebook, LinkedIn, and Twitter. Opportunities for social networking are found on job boards, industry blogs, message boards, etc.

Join groups on LinkedIn and Facebook. Follow industry groups on Twitter to put your name out there.

Read up! Understand the privacy settings and set up your profile accordingly.

***You are in control of your digital fingerprint!***

**What do you see when you Google yourself?**

# MANAGE YOUR BRAND

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Distinguish you from others.

Make others aware of your character, strengths and personality.

Become the message that is conjured up when someone thinks of you.

Influence the decisions, attitudes and actions of others.

Increase confidence, presence and visibility.



**You are the  
CEO of YOU.**

# EXPAND YOUR NETWORKS

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Professional organizations

Associations

Private businesses

Individuals



# REVEAL YOUR CORE

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## **C**haracter:

What drives you?

## **O**utlook:

What are your perspectives, approach and style?

## **R**elationships:

What are your current relationships like?  
What is important to you?

## **E**xpectations:

What are your expectations of an employer and of yourself?

# GET YOUR ELEVATOR SPEECH READY

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Script your 30-second introduction.

Tailor it for every audience you may encounter.



**Have you prepared an introduction that leaves your contact with the right message?**



# WORDS OF NETWORKING WISDOM

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## Today's panel:

### **Michael M. Braunstein, ASA, MAAA**

*Assistant Director, Actuarial Science Program*

University of Connecticut Department of Mathematics

### **Fay Donohue**

*President and CEO*

Delta Dental of Massachusetts

### **Cliff Lange, FSA, MMA**

*Vice President, CFO and Chief Actuary*

Boston Mutual Life Insurance Company

# NETWORKING TIPS

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Always have your business cards.

Create a 30-second elevator speech.

Have a few never-fail conversation starters.

Watch your body language.

Ask for a business card when first meeting someone.

Understand that networking is not about what someone can do for you; it is about what you can do for someone else.

Deliver what you promise.

Remember that following up is key.

Block off time to follow up.

***Always be networking!***

# TIPS FOR THE NETWORKING NOVICE

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Use the buddy system.

Ask questions. It's a great way to get to know people without making yourself uncomfortable.

Make eye contact.

Hold something in your hand to keep focused on the conversation.

Set goals for how many people you wish to speak with at events.

Remember that networking is a skill; it improves with practice.



**TIME TO  
— SPEED —  
NETWORK**

**Join an industry  
association/group.**

**Keep in touch.**

**Volunteer.**

**Stand out.**

# **TAKE-AWAYS**

**Show initiative.**

**Get to know your  
organization's leaders**

**Present  
your best.**

**Dress to  
impress.**

**Write your  
commercial.**

**Follow up.**

**NETWORKING = SUCCESS**

# TAKE ACTION NOW!

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“Ask me” name badge

Roundtable discussion groups

Spread the networking buzz



**“ There are two kinds of people in this life. Those who walk into a room and say, 'Well, here I am.' And those who walk in and say, 'Ahh, there you are.' Let us each strive to be an 'Ahh, there you are' person. ”**

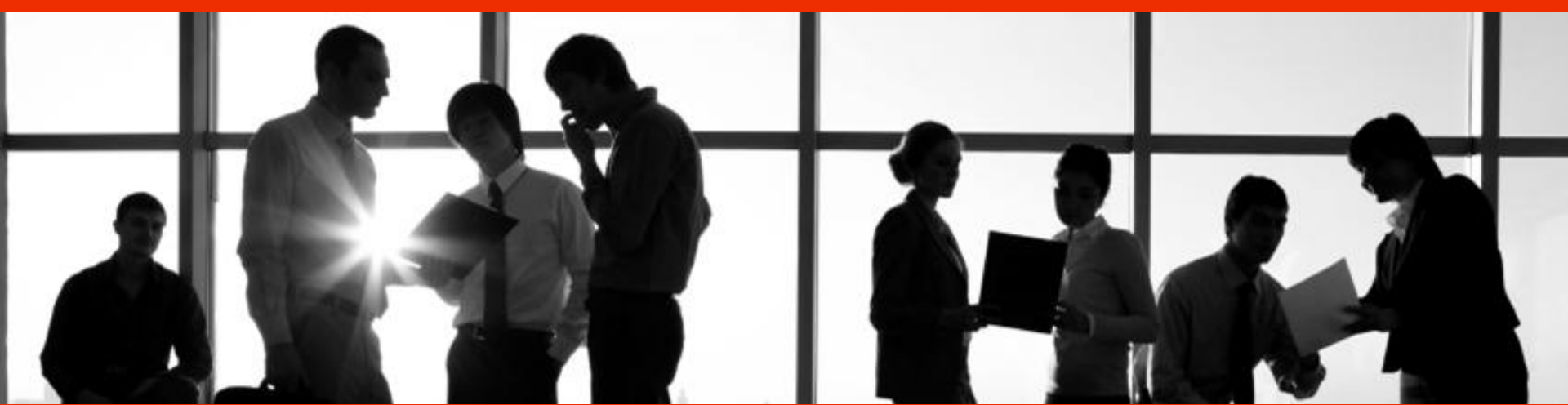
**- Leil Lowndes**  
*Motivational Speaker and Corporate Trainer*

# QUESTIONS?

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**Thank You!**



**JACOBSON**