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HEALTH CARE | GENERAL
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INSTITUTE



Networking for In-house Counsel

Building Key Relationships for
Influence, Leadership and Career
Advancement

Welcome

- Housekeeping
- Today's speakers
- Overview of the Topic
- Discussion
- Questions

Welcome

- Download the slides for today's program by clicking the PDF link in the upper left corner of your screen.
- Download the “Rate Your Relationships” quiz by clicking the link in the upper left corner of your screen. We'll fill this out during the webinar.
- Also on the left is a Q&A box where you may type your questions. We'll look at those questions at the end of the program and answer as many as we can.
- At the end of the program, you'll receive an email with a link to a survey. Please take a moment to fill that out and give us your feedback.

Coming Soon

- Watch your inbox for details on the next Ober|Kaler Health Care General Counsel Institute webinar, which is scheduled for September.

Meet Today's Speakers



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Sarah is co-founder, along with Steven R. Smith, of the Ober|Kaler Health Care General Counsel Institute.

Look for us on LinkedIn: *Ober|Kaler Health Care General Counsel Institute Group*

Meet Today's Speakers



Lynne Waymon

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- CEO of Contacts Count LLC
- Co-author of 5 books
- Keynoter and trainer for Fortune 500 companies, professional services firms, government agencies, associations and universities

Overview

- Explore how networking skills help you gain influence in your organization
- Learn strategies for advancing your career using the tools of networking
- See how to teach people what you're good at, what to come to you for, and what kinds of opportunities to send your way... without bragging!

What's Most Important to You?

- Teaching people when and why to involve you in the decision-making process
- Getting comfortable with the social conversations that build camaraderie & trust
- Gaining more influence with “movers and shakers”
- Advancing your career

Mapping the Territory



The 8 Networking Competencies

1

Capitalize on Style

Appreciating how personality (introversion, extroversion, communication styles, shyness) & mindset (previous learnings, attitudes, misconceptions) affect the ability to build relationships

Be able to:

- Identify personal style
- Clarify attitudes toward networking
- Re-frame networking as teaching & giving
- Adopt leading-edge beliefs about the critical role of networking in the marketplace

2

Take a Strategic Approach

Targeting specific organizational & career outcomes (macro) and agenda-building for specific networking events & encounters (micro)

Be able to:

- Make informed choices about how to focus attention, time, & money
- Adapt and apply the tools of networking to
 - Get on board quickly
 - Get the job done
 - Get behind organizational initiatives
 - Get the business
 - Get the most out of meetings & conferences
 - Get ahead
- Plan agendas to achieve maximum value from events/encounters

3

Envision the Ideal Network

Identifying WorkNet, OrgNet, ProNet, LifeNet contacts & appreciating the benefits, challenges, & leveraging opportunities faced in developing each of them

Be able to:

- Correctly locate any contact in the appropriate Net
- Map WorkNet & OrgNet contacts
- Use criteria to evaluate relationships & sort them into categories, such as Start/Rev Up, Enrich, & Repair
- Plan structured next-step conversations
- Leverage opportunities from one Net to another

4

Develop Relationships

Seeing relationship development in 6 stages & managing the trust-building process by teaching character & competence

Be able to:

- Use criteria to determine the stage of any relationship
- Survey & evaluate options for demonstrating character & competence
- Know how trust is broken & how to re-establish it
- Determine what to teach and learn if you want more of a relationship
- Initiate & manage the 6 follow-through conversations

The 8 Networking Competencies

5

Increase Social Acumen

Becoming more comfortable, confident, and professional by mastering relationship rituals

Be able to:

- Make your name memorable
- Learn names using specific techniques
- Deal with forgotten names in a way that builds the relationship
- Know the best times to exchange business cards & how to use them to create a connection
- Easily join groups of people who are already talking
- Use specific methods to end conversations with the future in mind
- Handle awkward moments

6

Showcase Expertise

Using examples & stories to teach contacts about expertise, experience, talents, & interests

Be able to:

- Answer "What do you do?" in a way that makes expertise visible & memorable
- Call to mind, identify, & research events & successes that teach organizational, team, or individual capabilities
- Use guidelines to construct & edit stories that highlight what you want to teach
- Recognize storytelling opportunities
- Deliver stories in a way that increases personal & organizational visibility

7

Assess Opportunities

Choosing optimum networking opportunities & making participation pay off

Be able to:

- Analyze & select networking arenas to reflect your goals
- Decide if a specific group meets your needs
- Outline participation & plan how to get the most from time & money spent
- Decide when to discontinue involvement in a group
- Create a customized group to generate referrals & find resources
- Seek out & plan how to take advantage of internal networking opportunities

8

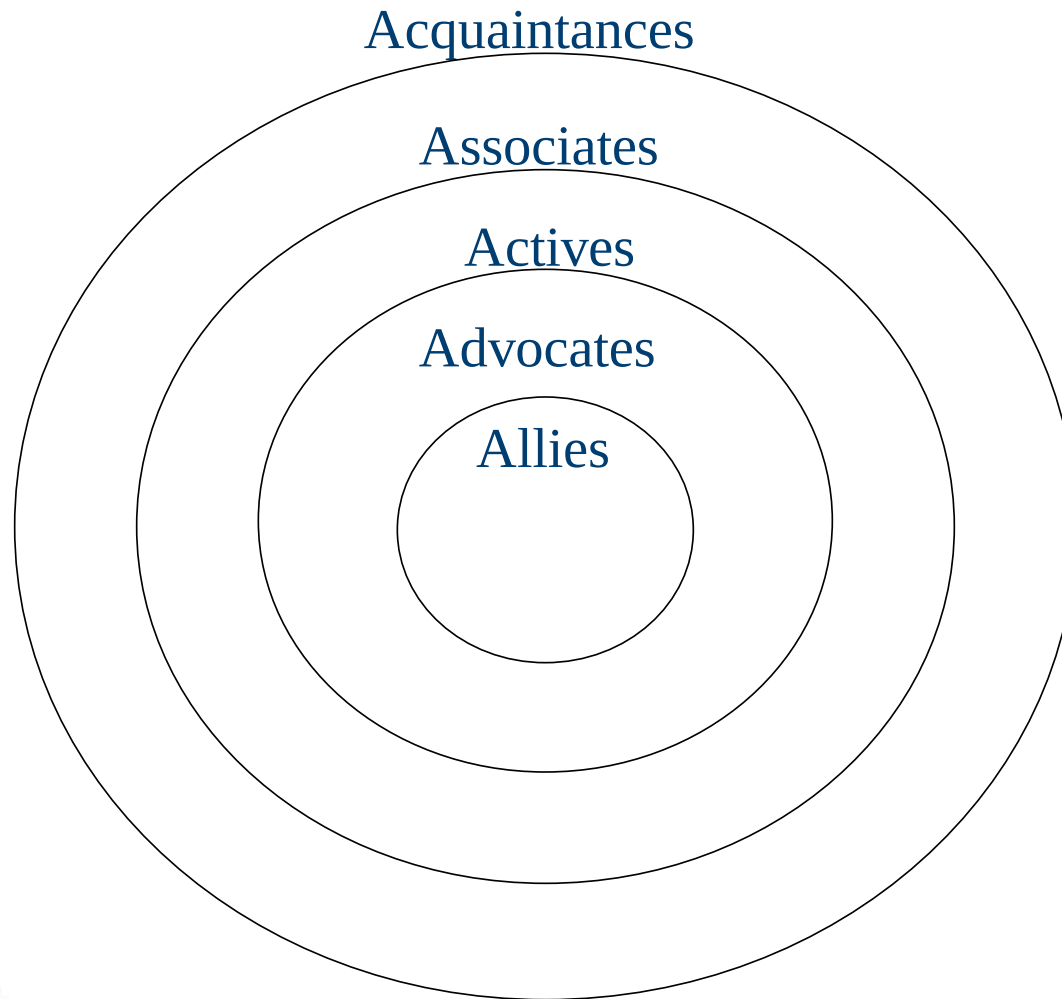
Deliver Value

Contributing to the organization's networking culture & capitalizing on networking to affect the bottom line

Be able to:

- Ask questions designed to learn about others & develop relationships
- Listen generously with a bias toward action
- Be alert for opportunities to connect your contacts & provide access to resources, talent, opportunities
- Up the ROI by bringing back business intelligence from conferences & meetings
- Encourage & support (model and mentor) a networking culture throughout the organization

Stages of Relationship Building

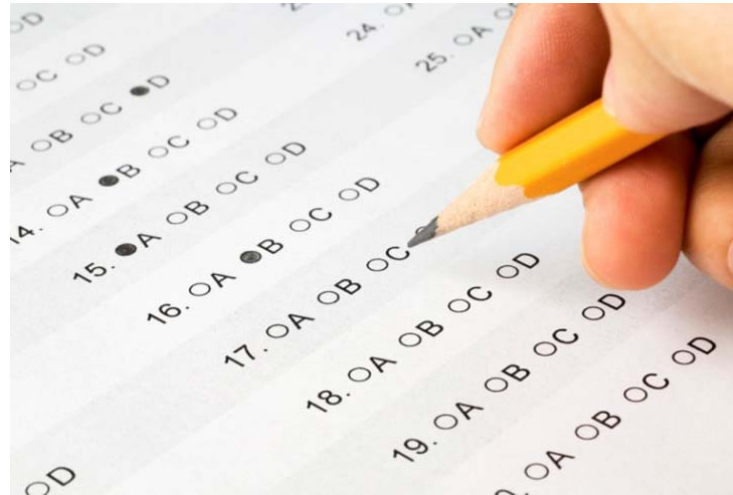


Stages of Trust Building

- Accidents - you bump into randomly
- Acquaintances – you meet once, could find again
- Associates - you have regular contact because you have joined the same group
- Actives - you have been/are in exchange with them so they can test your character and competence
- Advocates - believe in your character and competence and will recommend you
- Allies - are on your “Board of Directors,” going through life with you, high trust and confidentiality

Rate Your Relationship

- Take out the quiz you were emailed earlier.



- Thinking about one person with whom you'd like to build your relationship, answer the 15 questions.
- Then type in the Q & A box on the left a word or phrase that describes what you learned.

The 3 Million Dollar Moments

- The Name Exchange
- Answering
 - “What do you do?”
- Being ready to answer:
 - “How are you?” and
 - “What’s new?”



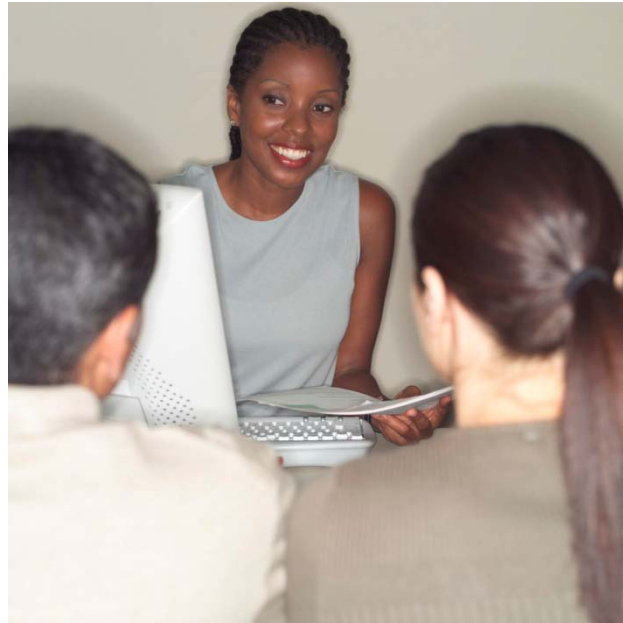
How to Learn a Name

- Say it back!
- Look at the name tag!
- Comment or ask about it!
- Introduce the person to someone else!



How to Teach YOUR Name

- Use the Forrest Gump rule!
- Point to your name tag!
- Give a tip for remembering your name!



When You Forget a Name

- Go back to the topic you and he talked about before
- Or give your name
- Or ask her name with lots of energy and hang on to it long enough to introduce her to someone else



Q & A

- Please type your questions into the Q & A box.
- We'll also take questions at the end of the webinar.



“What do you do?”

- Give one talent or skill
- Tell about a time you
 - saved the day
 - solved the problem
 - served the “client”



Example

- Old Answer
 - “I’m a CPA.”
- New Answer
 - “I negotiate with the IRS.”
 - “I just convinced the IRS that my client’s horse farm is a business, not a hobby.”

Example

- Old Answer

- “I’m a lawyer.”

- New Answer

- “I keep senior management and the Board of Trustees up to date on health care reform.”
- “I just got back from the Annual Board Retreat in Boca Raton where I briefed them on the latest Supreme Court Ruling.”

Example

- Old Answer
 - “I’m a survey methodologist.”
- New Answer
 - “I design surveys and questionnaires.”
 - “I just worked on one for soldiers returning from Iraq and we found out if we put it on line, the response rate went up by 18%!”

Will Rogers, American Humorist

“If you done it -
it ain’t braggin’!”

“How are you? What’s new?”

- GIVES
 - Info on the conference hosted by AHLA
 - How to work in 5 time zones
 - The best vegetarian restaurants in Boston
- GETS
 - A vacation spot in New Mexico
 - Companies that specialize in data retrieval
 - Tips on interviewing for jobs

Reciprocity Rules!

So give first and give generously
... *and remember the Trout Fishing
Rule of Networking*

Finding Good Questions

What do you think is the ideal percentage of time to listen in a conversation?

- 20%
- 40%
- 60%
- 75%

Ask good questions - and listen generously.

“What have you been working on lately?”



Ask good questions - and listen generously.

“How did you first get interested in ____?”



Ask good questions - and listen generously.

“What’s the next step for you?”



Ask good questions - and listen generously.

“What do you like most about _____?”

“What are you excited about these days?”



Ending Conversations

- Give or get a connection.
- Refer to your agenda.
- Invite him/her to do something with you.
- Appreciate what you got in the conversation.



Say Thank You!

- Be specific.
- Be timely.
- Be creative.
- Listen for how you can help them.



Next Steps

- Order *Make Your Contacts Count* (2nd Ed.) and sign up for free newsletter at www.ContactsCount.com.
- Take the Networking Competency Assessment at the website.
- Find a role model and/or a mentor.
- Make networking a way of life, not something else on your “to-do” list!

Questions?



Please type them in the Q & A box.

Thank you to our guest speaker



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More questions? Contact us.



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