

Guidelines & Best Practices

For Networking



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During Your Networking Journey, Be Sure to Keep Team Daugherty in the Loop!

Give your team updates on...

- Who you connected with
- What you learned
- How your enterprise support team can help

*If you have any questions or need any additional support, contact **Nikki Chartrand** directly

Preparing: Tips and Tricks

What is an **elevator speech**?

a short, 30-60 second well-crafted business pitch telling someone who you are and what you can offer to the business or industry for collaboration.



Things to review in your elevator speech:

- Identifying your target audience
- Highlighting your skills and experience
- Tailoring your pitch to the situation
- Practicing and refining your pitch

Things to avoid in your speech:

- Being too generic/vague
- Talking too fast or rambling
- Failing to tailor your pitch
- Neglecting to practice your pitch

The 5 key elements in an elevator speech:



Example with
Ron
Daugherty:

"My name is Ron Daugherty..."	"...I'm the CEO & Founder of Daugherty Business Solutions."	"We are the largest technology consulting company in the region with 2,500 consultants in 30 states & 5 countries."	"I've had no investors in the last 40 years."	"I Started Daugherty here in St. Louis"
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Curate a **Personal** Elevator Speech

Need more help crafting an elevator pitch? Check out **Daugherty's video** that steps you through this process in more detail.

Research Potential Contacts

Researching attending parties

Utilize social platforms to see who might be attending the conference/event, such as LinkedIn, Microsoft Teams, or Facebook. You can even leverage team Daugherty support, reach out to your client manager, sales team, and even your partnership teams.

If you have people that you know you want to connect with, having that information in advance is a huge advantage. You can brush up on their work or subject area, and prepare a few tailored questions in advance.

Example LinkedIn Post



Special Daugherty Employee
Post to Anyone

I'm thrilled to be attending **[Conference Name]**, **[Date & Location]**! It's always an incredible opportunity to connect with like-minded professionals, learn from industry leaders and explore the latest trends in **[Industry/Topic]**.

If you'll be there too, I'd love to meet up!
Or let me know if there is someone you know that is going to be there. Looking forward to an amazing experience!

Who's Who... Researching Who Will Be There

Top five Individuals you plan to speak to at the event...

Name:	Title/Role:	Interests:
Example: Jan Daugherty	Executive VP and Co-Founder at Daugherty Solutions	diversity in IT careers, BA in math and economics, Horseback riding, Running

Setting Goals for Yourself

Networking by Numbers

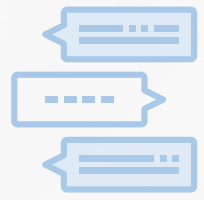
- Create goals before the event.
- Limit conversation times to 10 minutes.
- five meaningful connections at an event.

Ex: "I must hand out all 10 of my business cards and touch all four walls of the building."

Try to **Create** Some of Your **Own Goals**:



During The Event



The Main Goal of an Event

Making friends - Make it an objective to **find out one interesting thing about each person** you speak to. Don't force an agenda on the event or the conversation. Refer to page four for overcoming common networking challenges.

Conversational Tips:

Starting the Conversation	Use easy conversation starters. Ex: "What brings you here today?" "What do you do at your company?"	Introduce yourself first, bring in your elevator speech.	Use visual aspects to start the conversation. Ex: Point out something they are wearing or an accent.
Keeping the Conversation	Get curious. Ex: "Can you tell me more about that?" "What got you into this?" "How do you like it?"	A conversation is a tennis court, continuously pass the ball into the other person's court.	Ask personal questions about the recipient. Ex: "Where are you from?" "What got you started in the industry?"
Exiting the Conversation	Give the individual your business card and reconnect at a later time Ex: "It was so great meeting with you! Here is my card, let's connect on LinkedIn and talk more later."	Simply excuse yourself from the conversation. Ex: "I'm going to be here for another 30 minutes and there's a few other people I want to meet. Great meeting you and have a great time."	Use a refreshment break or restroom visit as a polite way to exit the conversation. Ex: "My drink is getting empty; I'm going to go get a refill at the bar."

Notes:

After the Event

Following Up

Networking doesn't end when the event does. After the event, take 10 minutes to reflect on...

- Who you met
- Who you connected with
- What stood out
- How to contact them

DID YOU KNOW?

A **good rule of thumb** is to reach out within **24/48 hours** of the event. Create a **personalized** message based on the **preferred platform** for you and the recipient.

Email 	<u>Examples of catching subject lines:</u> • Lovely meeting you [Contacts Name], • Loved our chat at [Event Name] • How's [Project Discussed] going?	<u>A proven 'sandwich' on how to write a follow-up email:</u> • Greeting (Ex: Dear [Name]) • Quick reference to where you met/what you discussed • Use the one interesting fact if there is one • Call to action (Ex: brief call/coffee visit or LinkedIn connection) • Thank you for your time + Sign off.
LinkedIn 	Find a way to add value into someone's life within 60 seconds. • Endorse one of their skills on LinkedIn • Connecting them with someone else in the industry	Before sending a connection request on LinkedIn create a personalized authentic message. • Greeting (Ex: Hi [Name]) • Short Introduction ("It was great meeting you at...") • Add one interesting fact if applicable • Call to action to get coffee or attend a brief call.
Phone Call 	If phone number is available and best mode of communication, be sure to call during office hours. If voicemail is reached, it is ideal to leave a message that is under 60 seconds.	Ex: "Hi [Name], this is [Your Name]. We met at [Event Name] on [date], and I really enjoyed our conversation about [specific topic you discussed]. I wanted to follow up and see if you'd be interested in [mention any specific collaboration, opportunity, or next step]. If you have a moment, I'd love to chat further. You can reach me at [your phone number]. I look forward to hearing from you. Have a great day!"
Thank You Notes 	Thank you notes can represent a strong leadership approach, fostering a positive environment.	5 aspects to an effective thank you note. • Take time to reflect - What do you want them to know/feel after reading it? • Thank those who are forgotten - Show gratitude to those who may feel taken for granted. • Be specific - Include the details and express something that influenced you. • Make it matter - Notes can express more than gratitude, offer value, insight and conversation. • It's never too late - Better late than never, apologize for being late, move on and express your feelings.

What is Networking?

What Networking Is:

- Connecting with others
- Contributing knowledge with others
- Contributing to the professional image of your organization and your industry and further afield
- The foundation of business development and knowing your stakeholders

What Networking Is Not:

- Promoting/selling goods or services
- Landing a job
- Ingratiating oneself to gain an advantage
- Turning up to every event and being the life of the party

Most Common Networking Challenges and How to Overcome Them:

1. Unfamiliarity

Obstacle: For introverts, networking with strangers can feel daunting.

Solution: Remember, every friend was once a stranger. Approach people as potential new friends, introduce yourself, and ask simple questions like, "What do you know about the speaker?" or "Have you been to these events before?" Start with the first person you see to break the ice and ease your nerves.

2. Fear of Embarrassment

Obstacle: The fear of embarrassment often comes from knowing someone you respect, leading to anxiety about making a bad impression.

Solution: Before reaching out, do some research to understand how you could mutually benefit from working together. Start with a compliment, then explain why you'd like to connect. Accept that fear is a natural feeling that everyone feels and challenge your beliefs about embarrassment.

3. Entering Groups

Obstacle: Group dynamics can make joining in feel uninviting.

Solution: Gauge the group's openness before approaching. If they seem receptive, acknowledge those who make eye contact, wait for a pause, then introduce yourself and contribute to the conversation as a whole.

4. Closed Books

Obstacle: The question "What do you do?" often feels transactional and reduces people to just their job title.

Solution: Ask creative questions like "What brought you here?" or "How do you see this event helping your project?" to naturally learn about their role.

5. Retaining Information

Obstacle: It's easy to forget key contacts at large events.

Solution: After each conversation, take a moment to quietly record important details using a phone app to keep track of valuable connections.

Daugherty Essentials Cliff Notes

Facts you can say about Daugherty

We **Gain and Retain** the best talent

1500 consultants – A destination company in the consultancy space



Who We Are:

- Help customers use technology to better achieve their business objectives through the better use of data, analytics, machine learning and AI
- Help with next generation product management and development of applications
- **We bridge the gap between tech and business sides – speak both languages like no one else**
- We use proprietary processes, to get things done better and faster than others
- **One of the largest privately owned companies in the region, and Largest IT consulting / Software development firm in the region**
- We're on the leading edge of technology and have been for ~40 years
- We strive to be significant, to have a shared sense of purpose that provides a benefit to the not only the business, but the world as well

Giving Back to Our Communities:

- **Access Point**
 - We are removing barriers and driving life-changing opportunities for young people and underrepresented groups by providing access to education, mentorship, financial support and long-term careers in technology.
- **Cancer Support Community**
 - Provide support for their walk event every year and host lunch and learns for our employees.
- **United Way**
 - As part of the yearly corporate campaign for the St. Louis region, we host a chili cook-off fundraiser and participate in the Corporate Battle of the Bands.



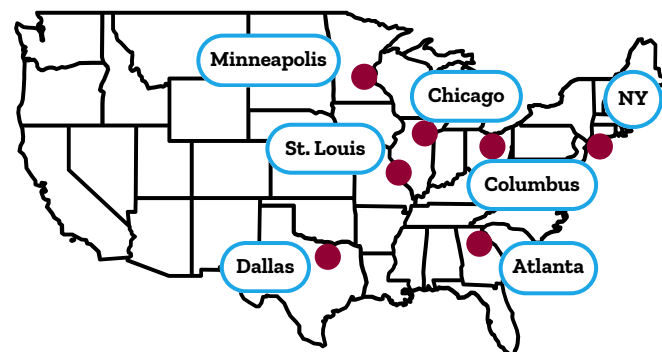
We work with some of the biggest companies in the world:

- 75 Fortune 500 Companies
- 200+ Fortune 1000 Companies
- Employed across 30 states and three countries

Capabilities:

- AI and Data/Analytics
 - Data Strategy and Governance
 - Data Migration / Data Engineering
 - Rapid POC
- Software Architecture Engineering
 - System integration
 - Cloud Migration
 - Observability, Reliability Engineering
- Business Advisory
 - Enterprise Architecture
 - Business Strategy Planning

Top workplaces in all of our major regions:



References:

[6 Tips on How to Network at an Event - Got My JOB This Way!](#)

[10 Simple Ways To Improve Your Networking Skills - How To Network With People](#)

[Best Practices in Networking: A Quick Guide](#)

[EIGHT COMMON OBSTACLES ENCOUNTERED WHEN NETWORKING \(AND HOW TO OVERCOME THEM\)](#)

[8 Templates for Follow Up Emails After a Meeting, Conference, and More](#)

[How to Give a Great Elevator Pitch \(With Examples\)](#)

[How Top Leaders Overcome 6 Common Business Networking Challenges-Learn How](#)

[5 Tips for Writing Meaningful Thank-You Notes](#)