Networking for introverts

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Why Network?

- ... is an important source of competitive advantage for all organisations Lee (2008:258)

- ... it gives you a personal competitive edge too!

- Vital for aspiring, new and early career researchers and teaching academics who want:
  - Learn about job opportunities
  - Know people on interview panels and promotion boards
  - Be part of joint research projects
What is Networking

- the exchange of information or cultivation of productive relations, among individuals, groups or institutions (Merriam-Webster dictionary, 2019)

- unpleasant tack of trading favours with strangers” (Wickre, HBR 2018)

- keeping in loose touch, weak ties
- formal and informal
- personally and electronically
What is introversion?
The Focus of ENERGY

**Extraversion**

A preference for the outer world of activity, things, events, people

**Introversion**

A preference for the inner world of thoughts, ideas, memories, feelings
Extraversion

Outgoing…
Energised by interaction with the outer world

Introversion

Reflective….
Energised by interaction with the inner world
Extraversion

Act and then reflect

Introversion

Reflect and then act
Extraversion

Expansive…
Energy spread over many interests

Introversion

Focused…
Energy concentrated on things in depth
**Extraversion**

Interact with many people
Energised by interaction
**Sociable:** usually initiate Communication
Easy to get to know

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**Introversion**

Interact with few people
Energised by time alone
**Reserved:** until they get to know you
Take time to get to know
**Extraversion**

**Power** - Provides the initial energy in a group

**Introversion**

**Power** - confidence from thinking things through
Introverts - play to your strengths

- Reflection
- Preparation
- Think things through - considered
- Depth of interest - skip the small talk “Big Talk”
- Small groups
- Retrospection ... collect and connect the dots (Rick Turoczy - TEDx)
- Reading, Writing, Listening more than speaking

- Don’t try to be an extrovert
Visibility Factors

Get yourself a piece of the PIE

- **P**erformance 10%
- **I**mage 30%
- **E**xposure 60%
Getting the balance right

**P** … Your technical skills, performance and competence.

- *After today, you might consider What else can you do to give yourself 10/10?*

**I** … Your image: things you would like others to say about you.

*List three:*

1.
2.
3.

**E** … Increasing your exposure and visibility at and about your work?
Image: Challenge 1

Consider things you would like others to say about you.

1. 

2. 

3. 

What are you doing to live up to this image? What else could you do?
What could you do to increase your exposure?
Exposure - purposeful clusters of groups

- Associations
- Colleagues - from your p/t job
- Fellow students
- Conference contacts
- Gurus you could reach out to
Exposure - Challenge 2

- Over the next month develop a list of 25 people to purposefully include in your network.
  - That number allows you purposefully contact 1 person a week x twice a year to stay in contact

- Find a way to keep yourself accountable, e.g.:
  - Spread sheet - 1 per week x twice a year
  - Scheduled time in Outlook
  - One breakfast/ coffee before work or drink after work each week
  - Peer pressure

- Three strikes and they’re out.
10 top tips Networking for Introverts

1. Introduce yourself - prepare one
   - Say your name, where you work/ expertise/ profession/interests
   - Ask them questions ... look/listen for a commonality
   - Try “Big Talk” not small talk

2. Be the one
   - Don’t try to break into existing group - it’s very difficult unless you know someone in the group
   - Instead find the other single person in the room
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3. ALWAYS follow-up, e.g.
   - Exchange business cards with people you want to stay in contact with and then contact them with a ‘nice to meet you’ message within 1 week.
   - If you’ve made a promise to send/do something then do so! ...
   - Have electronic communication rather than F2F - LinkedIn, Fb, emails etc
   - After you’ve reflected on the discussion then share the reflection with others.. Or join the dots for / with others

4. Work to your strengths, e.g.
   - Research who will be at an event and find out 2 or 3 things they are interested in
   - Be prepared
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5. Have three key questions to ask beyond, “what do you do?” Hate small talk … then find a way to hop into “Big Talk” e.g.

- Did you see that article in the media today …
- How did you get involved in …
- What do you think about …
- What are you working on at the moment …
- What did you think of that presentation …
- How do you know (key person) …

ASK questions you’re interested in the answer to!
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6. Create your own events
   - 2 or 3 is a lovely number for a coffee/wine catch-up
   - Create a group around your research interest
   - Dinner party for 6

7. Work to your bio-rhythms
   - If you find networking difficult then do it when you have most energy. And don’t do it for the next day or two to recuperate (just like an athlete)

8. Be strategic
   - Network with those in your target audience ... leave the others for now
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9. Get a Wing-person, e.g.

- Have someone else introduce you into conversations, or work in pairs to introduce yourselves to a group/ person

10. Have exit strategies.

- ‘Lovely to meet you? But I must get a cup of tea …’
- ‘I’ve just seen someone I’ve promised to catch up with, Would you excuse me’
- Have a colleague on notice to rescue you
Discuss

What three strategies are you most likely to add to your networking tool kit?
Three Key Learning Points ...

Discuss and share three main learning outcomes you have obtained from this session with people at your table.