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## Relationships

- **People** do business with **people**
- Build your network soon
  - It is an investment with compounding interest
- “Stop worrying about your career and get on with it”
  - Multiple careers in our generation
  - Each career will have multiple jobs
  - Your Network can bridge you between jobs/careers

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## Relationship building - Don't -

- When you need help, that is not the time to reach out after 15 years of silence
  - “Hi, I haven’t been in touch in 15 years, but now I need a job, can you help me?”
- Be honest. Don't pretend. If you don't like someone, don't pretend. It is better to be honest.

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## Relationship building - Do -

- Email 3 people each day in your network
  - Start with people you have interacted with
    - Cold-calling or cold-emailing is a little harder
  - Don't think you have a large network?
    - Is there a school teacher you inspired you? Thank them.
    - Is there a school teacher who wrote a letter of recommendation. Thank them. Tell them where you are now.
- People love to talk about themselves
  - Contact them to compliment them when you see their successes
  - Compliment people when they are on the rise
  - Support people when they are on the decline

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## Relationship building - Do -

- Are you **net-positive** or **net-negative** in your network?
  - Do people see your emails and think "oh this person is just going to complain again?"
  - Do people see your email and think "oh I love to see what this person has to say?"
- The grass is only greener if you water it. Water your network. Feed your network.
  - See a job opportunity that is suitable to someone you know?
    - send it to them
  - See a funding opportunity that might help someone?
    - send it to them
  - You know two people/groups that would work with each other?
    - connect them

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## Relationship building - Do -



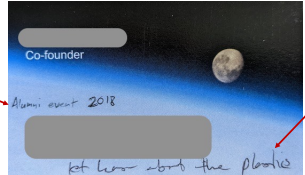
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## Contacts - Business cards -

- Your cards
  - You need them
  - Share them appropriately
  - Use them as a Quick Closer
  - Cultural norms such as "gifting"
- Your colleagues cards
  - Save the cards you get
  - Write a reminder note
  - It is never too late to reach out
  - Remember, relationships take time



Alumni event      Co-founder      Plastics

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**In Person Networking**



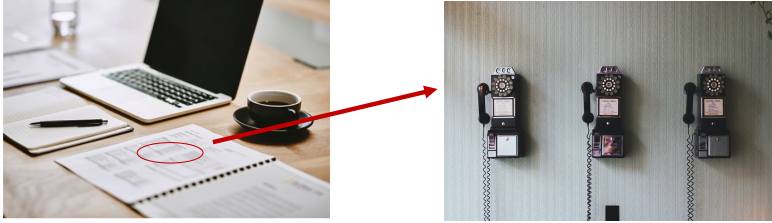
- **One** key contact is worth Gold
- Who do you want to meet?
- Who are you looking for?

- Cold starts
- Quick closers
- Invite people to the conversation

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**Online / WFH Networking**



- **One** key contact is worth Gold
- Who do you want to meet?
- Who are you looking for?

- Phone call
- Social Media
  - LinkedIn etc
- Email

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**Email**

- Three kinds of emails
  - 1) Inquiry Emails
    - § 1-1 email asking someone for something
  - 2) Transactional / Informational Emails
    - § Quick updates like "here's the info you asked for"
    - § Thank you for the reference letter/support/advice
  - 3) Marketing / Sales Emails
    - § You are selling something
- Subject line
  - Identifies the kind of email you are sending
  - Keywords to **find later**
    - "Alumni Event, Plastics"


- Ten C's
  - Clear
  - Concise
  - Concrete
  - Correct
  - Complete
  - Coherent
  - Courteous
  - Credible
  - Creative
  - Curiosity

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**Closing remarks**

- You are the average of the five people you interact with
- Networking is unavoidable, it is part of life, it can lead to growth
- Relationship building takes time, be patient
- Be sincere
  - Personal and Professional
- Invest time/energy into your network
  - Growth compounds with time and effort
  - Action Item for you: **3 emails per day to your network**



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