NETWORKING
THE OTHER INFORMATION SUPER HIGHWAY

The views and opinions expressed in this presentation are those of the authors and do not necessarily reflect those of CASBO.
If you want to go fast, go alone...

...If you want to go far, go with others.

– African Proverb

Image courtesy of Zoviti Blog
What is Networking?

Definitions:

- “a supportive system of sharing information and services among individuals and groups having a common interest”
- “the cultivation of productive relationships for employment or business”
- “creating a group of acquaintances and associates and keeping it active through regular communication for mutual benefit”
Goals of Networking

Networking is based on the question, "How can I help?" and not, "What can I get?"

• Focus on helping others, not helping yourself
• Help others to achieve mutual goals
• Expand your network of purchasing professionals
• Meet new people and have fun
“It's great to spend time at a networking event with someone you know and like. But that's not what you're there for. Your goal is to expand your network by meeting new people.”

-Beth Ramsay
The Unknown

- The Fear
- Personality Types
- Unfamiliar Territory
- Getting Started

Image Courtesy of Pexels.com
Why is Networking Important?

Visibility
Staying current
Problem solving

- Relationships may lead to opportunities
- Being smart, or a good professional, will only get you halfway to success
- Be a good investment to your district — it may lead to career growth
Excuses, Excuses, Excuses

• I’m too busy
• Business development is too overwhelming and impossible
• I’m too shy
• I don’t want to bother people

“Pulling a good Network together takes effort, sincerity and time.”
– Alan Collins
Types of Networking

- Social Media and on-line networking
- Networking at events/Deliberate networking
- Natural networking
Social Media Options

- LinkedIn
- Twitter
- Facebook
- Google+
- Blogging
- Fcmat.org
- New options will continue to arise
Intentional Networking - Live Events

• Approach new people
• Ask questions about what people do
• Don’t just talk about yourself
• Offer to help contact others

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”
– Dale Carnegie
Memorable Monologue: People Talk Too Much
Networking Tips

“Everyone should build their network before they need it.”
– Dave Delaney

• Join professional organizations
• Attend conferences
• Attend section workshops
• Join PDC’s
• Identify mentors
• Send a thank you note
Networking Do’s

• Be genuine and authentic, build trust and relationships
• What are your goals
• Visit groups that spark your interest
• Ask Open-Ended questions
• Become known as a resource to others
• Understand the needs of the people you are networking with and offer some value to them
• Go beyond your professional arena
Networking Don’ts

• Don’t fear the upper administration
• Don’t corner someone with your personal life story at a social event
• Don’t hand out business cards to everyone
• Don’t only talk to people you know
• Don’t drink too much at evening events!!!
• Don’t expect anything
• Don’t dismiss anyone as irrelevant
Choose the Right Live Events

• Which organizations to choose
• Be interested in your groups
• Obtain leadership roles in these groups
• Why be active in your organization like CASBO
Follow Up

• Send a thank you email
• Connect on LinkedIn
• Follow through with offers to help and/or remind of a request for introductions
• Continue liking/commenting/sharing for contacts

“Network continually – 85 percent of all jobs are filled through contacts and personal references.”
– Brian Tracy
Natural Networking

• Talk to people everywhere
• Be approachable
• Know what your friends and contacts do; ask questions
• Make sure people know what you do (hopefully in a non-annoying way)
• This does not come naturally to everyone - it takes practice for some people

“Networking is more about farming than it is about hunting.”
– Ivan Misner
Recap on Networking

• You’re in charge of your own informational search

• Start networking now, here or from your computer

• Use social media frequently and often, but be professional

• Get to know all of your purchasing cohorts—you can help each other out later in your careers

• Learn how to be a “natural networker”
THANK YOU

Quotes:

“Networking is more about listening to what people say than saying the right things”

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THANK YOU

Quotes:

“The currency of real networking is not greed but generosity.”

– Keith Ferrazzi

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Quotes:

“Networking is not about just connecting people. It’s about connecting people with people, people with ideas, and people with opportunities.”

– Michele Jennae

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Quotes:

“If you want to go somewhere, it is best to find someone what has already been there.”
– Robert Kiyosaki

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Quotes:

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

– Maya Angelou

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