

Professional Networking and Building Relationships

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Goals for the next hour.....

- Tools in developing effective communication skills
- Tips that might help you to engage others in purposeful conversations and build a network of mentors and supporters
- Practice networking with each other and provide feedback on what works well and what doesn't
- Identify strategies to maintain a network of useful contacts, and how to activate that network to make it work for you

Communication Essentials

- **Effective communication requires you describe your training and knowledge (competencies for a wildlife professional)**
 - Wildlife Biologist, TWS Certification
 - Canadian National Occupational Standards (Environmental Careers Organization www.eco.ca)
 - <http://www.eco.ca/wp-content/uploads/Fisheries-and-Wildlife-Profile.pdf>
- **Consider how you market yourself**
 - Resume/CV
 - more on this later today; resume critique also available throughout the conference
 - Business cards
 - Social Media (e.g., LinkedIn)
 - Informational Interviews
 - Conference Networking

Communication and Networking Tips

- **What are your individual goals?**
 - Meet 5 new contacts and at establish one mentor
 - Learn more about career opportunities, training requirements/opportunities etc.
 - Remember to research attendees and know a little bit about who they are, their accomplishments, current research interests etc.

- **Design leading questions that will engage in conversation – it is a two way conversation**
 - the how, what, where, and why
 - Remember yes/no answers can shut down a conversation before it starts

Networking Tips

- **PRACTICE your introduction – you only have at 30 seconds to advertise your abilities**

- **Leave a positive impression**
 - Eye contact, what you wear, hand shake and body language are important
 - You want to be remembered for your profession and your personal attributes.....
 - Success in finding mentors is often associated with enthusiasm and leaving the impression of being a “go-getter”

Networking Tips

- **Business cards are a terrific marketing tool and you should have these available to exchange**
 - scribble a note on the business cards you obtain to provide cues to jog your memory
 - Don't be too quick to pull out your card....there's a time and a place

- **Follow up is essential**
 - send an email to thank individuals
 - request the opportunity to explore topics further
 - Don't let potential contacts and mentors go dormant!

Practice Makes Perfect – Self Introduction (Elevator Pitch)

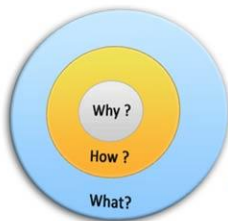
- <https://www.youtube.com/watch?v=LDpe9StfGTA>



Building Long-term Relationships



The Golden Circle



- Why** = The Purpose
What is your cause? What do you believe?
- How** = The Process
Specific actions taken to realize the Why.
- What** = The Result
What do you do? The result of Why. Proof.

Know Your Audience



1. What is their Profession?

- Farmer/Rancher
- University Professor
- State Fish and Game Agency Biologist
- Non-Governmental Organization

2. What is their Personality-Thinking Attributes

- Analytical-Clear Thinker, Rational, Listener
- Structural-Practical Thinker, Guidelines, Cautious
- Social-Intuitive Thinker, Sympathetic, Empathetic
- Conceptual-Imaginative Thinker, Intuitive, Visionary

What Do You Want to Accomplish?



1. A Network of people on a particular subject?

2. Work with wildlife species or land they inhabit?

3. Access to private/public lands for a research project?

4. Landscape level planning effort?

5. Get a job?

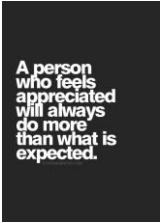
Getting Started!



1. Bill's Way on private lands habitat programs

- Obtain good understanding of project/program
- Initial contact to landowner is Eye to Eye
- Listen and chat about their ranching operation
- Discuss project/program and what trying to accomplish
- Seek permission to progress forward
- Perform project/program
- Provide feedback to landowner in person or via email

Making it Last!



- 1. Concerted effort to keep in touch via visit, phone, email, text, etc.**
- 2. Provide results of research, project, or program undertaken**
- 3. Send token of appreciation**
- 4. Say Thank You!**
