

Authentic Networking



GROW
THE GOOD
IN BUSINESS™

Networking



Networking is not corporate small talk- It's structured conversation with intent.

Today we will offer practical advice and practice to elevate your social and professional connections.

Why this Matters Now

"Networking is the No. 1 unwritten rule of success in business. Who you know really impacts what you know." - [Sallie Krawcheck](#)

Peer Support

Your master's cohort is your immediate support system for an intense academic year and your future alumni network.

Career Transition

Rapidly bridging the gap from student identity to job-ready professional

Authentic Pitching

Moving away from awkward elevator pitches toward genuine, high-value human connections.

Let's Get Started

We are going to pair up and practice. Try to find someone you don't know well, or new, or outside your program.

FACTS

- Share where you went to undergrad
- What major you completed

Facts vs. Personal

FACTS

- Share where you went to undergrad
- What major you completed

PERSONAL

- Explain why you chose your undergrad major
- What inspired you to join this program

Debrief



Which prompt felt easier to start?

At what point did the conversation feel engaging?

Facts vs Personal

FACTS BUILD COMMON GROUND

Sharing your institution or major is low-risk and creates an immediate anchor. It allows participants to scan for surface overlap without emotional vulnerability

MOTIVES BUILD CONNECTION

Explaining *why* unlocks true rapport. People remember stories and underlying passions much longer than degrees and dates.
Transition quickly from facts to motives!

Practice & Switch it Up

We are going to pair up and practice. Try to find someone you don't know well, or new, or outside your program.

OTHERS

Describe a friend, peer or mentor you admire, what is their top quality and what are they currently doing?

Praising Others vs. Self

OTHERS

Describe a friend, peer or mentor you admire, what is their top quality and what are they currently doing?

SELF

State one of your own major strengths and how you intend to apply it this year.

Debrief



What question was easier to answer?

Why is it natural to champion others, yet uncomfortable to pitch ourselves?

Get Comfortable Talking About YOURSELF



REFRAMING Self-Promotion

Stating your strengths is not bragging—it is providing **accurate context** so others know how to support, refer, and collaborate with you.

Treat your personal pitch with the same enthusiasm and honesty you use when advocating for a respected friend.

One More Time ... Switch it up Again

We are going to pair up and practice. Try to find someone you don't know well, or new, or outside your program.

Short- Term

- What is your single biggest priority for this coming weekend?

Short vs. Long Term

Short Term

- What is your single biggest priority for this coming weekend?

Long Term

- What do you hope to accomplish by this exact time next year?

Short vs Long

Short -Term

Establishes warmth, builds comfort and rapport.

Low stakes to get the conversation started.

Long Term

Goals unlock value. When you can articulate clearly peers and contacts can actively make connections and support you.

So What Does this all mean



Practice transitioning from casual (facts,others, short term) into meaningful conversation (personal, self, long term.

Not all topics will be or can be covered in one conversation. Follow the natural flow of conversation.

Practice makes progress, it does get easier!

Practical Tips

Group Entry Strategies

- Open Triads
 - V Shapes, U Shapes vs. Closed tight circles
 - Open Feet (V) vs. Toe to Toe
 - Groups vs 1 on 1
- Listen Before Speaking
 - Step up, eye contact, smile
 - Pause and find an opening by contributing to the existing conversation



Practical Tips



Graceful Exit

- Intent and Gratitude
 - I promised myself I would talk to three new people, I really enjoyed learning about X
 - I am grabbing another drink but thank you for telling me about Y
- Close out Action Items
 - I really enjoyed our conversation can we connect on LinkedIn, can I get your email
- Warm Hand-Off
 - Connect them with someone else, allow the conversation to hit a natural rhythm in group situations.

Strategic LinkedIn Follow-ups

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24 Hour Rule

Send a personalized connection request within 24 to 48 hours while the event conversation is still fresh in both minds.

Anchor Your Note

Always customize the invite!
Reference a specific detail, shared insight, or joke from your conversation to build context.

Nurture Long Term

Follow up weeks later by sharing an article or congratulations. Build ongoing rapport before asking for referrals.

Final Note



Network Inward First

Your master's cohort is your lifelong professional network. Start building authentic, high-value connections right in this room.