

# Tips For Effective Networking

*Personal relationships are a vital component of all internal and external collaborative efforts. The establishment of these relationships often occurs at conferences, before and after on-campus seminars, and other networking events. The following tips are provided to help make the most of your networking opportunities.*

## What is Networking?

- Networking is the process of developing and building personal relationships for the specific purpose of exchanging information.
- Networking builds trust, creates friendships, and provides important and credible anecdotal information.
- Networking is NOT a sales transaction.

## Why Network?

- Interoffice memo's, email messages, and other formal means of communication aren't always the best way to communicate. Networking provides an informal channel of communication — GOSSIP! Believe it or not, many companies/institutions intentionally use the "gossip network" to inform people about what is happening.
- Networking is a low-risk opportunity. Communication is above-board, honest, and informal. No one is "held accountable" for what is being said.

## How To Network Effectively?

- Remember, networking is give-and-take. You need to provide information as well as gather it. Make sure you don't lean too far to one side.
- Use your interpersonal skills to make the meeting enjoyable as well as informative.
- Listen actively and paraphrase.
- Respect other people's time. Don't ask for too much or too little— and watch the clock!
- Follow-up on referrals. Never use your contact's name without his/her permission.
- Maintain confidentiality. Don't attribute information to a contact or other source without carefully considering how it might affect your contact.
- Understand the value of gratitude. Tell your contact how much you appreciate his/her time and information, and remember to provide information he/she might find useful.
- Enjoy yourself! If you are uncomfortable, it will likely show in your body language, signaling the other party that "something is wrong", and communications may suffer.

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**Acknowledgement:** Much of the information from this tip sheet was provided by Douglas Richardson, Columnist and Management Consultant, via Pearl Kelly, InNOVA corp.

Office of the  
Vice Provost  
for Research  
and Advanced  
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Office of  
Biotechnology

November 2001