

Amplify Your Voice

**52ND ANNUAL
EDUCATION
CONFERENCE**

APRIL 8-11 | Huntington Convention Center

Welcome



Recipes for Successful Networking for Everyone (and Anyone)

Steve Dalton, Penguin Random House
Author & CEO of Contact2Colleague

Bruce Elvin, Associate Dean, Duke Law
Career Center

Mary Maher, Career Development Advisor,
Winston & Strawn LLP



What obstacles prevent new attorneys / law students from networking internally?



How does Gen Z view internal networking?



How do you teach new attorneys / law students to overcome these obstacles?

Recipes for Successful Networking for Everyone (and Anyone)

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Instructions make challenging or unfamiliar tasks easier





Today: Recipes for networking proficiency in three critical contexts (expertise optional)

- 1) TMAY / How's your summer?
- 2) Requesting internal networking meetings
- 3) Conducting internal networking meetings

“Tell me about yourself”



What should be the goal in responding to TMAY?

- Stories are the best way to do this
 - Sub-par TMAY answers feature a list of facts
 - Facts in stories are 6-7x more memorable than facts alone (Bower & Clark)
- Showcase your “whys,” not your “whats”

Here's a recipe: The FIT Model



FIT is a fill-in-the-blank TMAY recipe requiring no practice

- FIT = Favorite part – Insight gained – Transition made
- FIT uses *but*s & *therefore*s (**not** *and* *thens*) to tell a true story full of rich hooks for following up
 - F = My **Favorite** part of <current role> is _____
 - I = But I wanted to learn more about _____ (**Insight**)
 - T = So I _____ (**Transition**)
 - Took a promotion, started a class, reached out to X, etc.

Let's try it again.



How'd that go?

May we have a volunteer?



Teaching others: “How’s your summer going?”

Orienting sentence: “I’m spending most of my time right now on the Johnson Energy wastewater plant facility project.

(Favorite) = My favorite part of that assignment is working with Sandra.

(Insight) = I’d like to become as adept as she is at identifying the key issue and getting the other side to agree with her.

(Transition) = Do you have time at a later moment to share with me how you’ve developed your skills in this area?”

What did the summer associate accomplish here?



Benefits of using FIT

1. Facilitate authentic, interesting conversation with experienced professionals, deepening rapport
2. Demonstrate executive presence, creating good first impression
3. Transition chance conversation into potential informational meeting organically, leading to possible ongoing relationship



Moving on: How to Exit

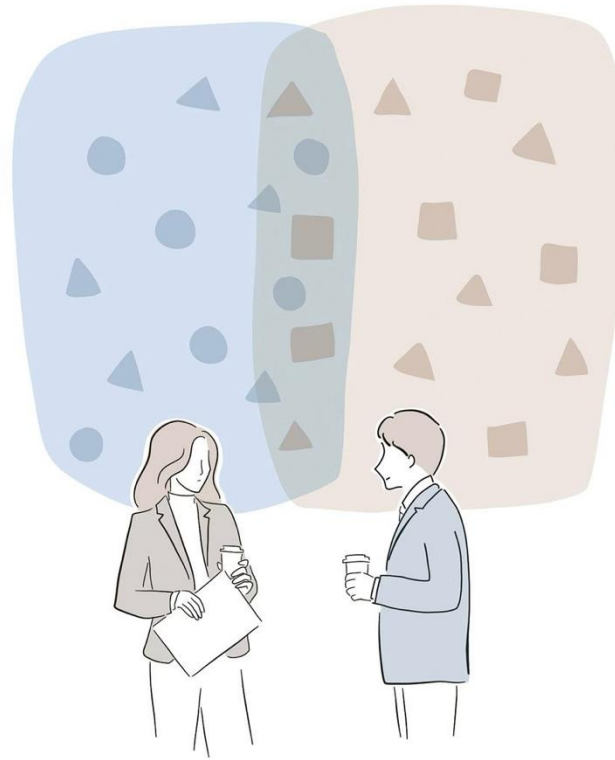
- Avoid the Three Bs = Bathroom, Bar, Better person to talk to
- Instead, compliment the person and commit to following up
 - “It was such a pleasure to meet you and hear about XYZ - can I connect with you on LinkedIn?”
 - “I so enjoyed chatting with you! Do you have a card so I can keep in touch?”
 - “It was great meeting you. I’ll send you that article / the name of that L.A. restaurant when I get back to the office.”



Today's agenda

- 1) TMAY / How's your summer?
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What happens when Gen Z attorneys don't reach out?



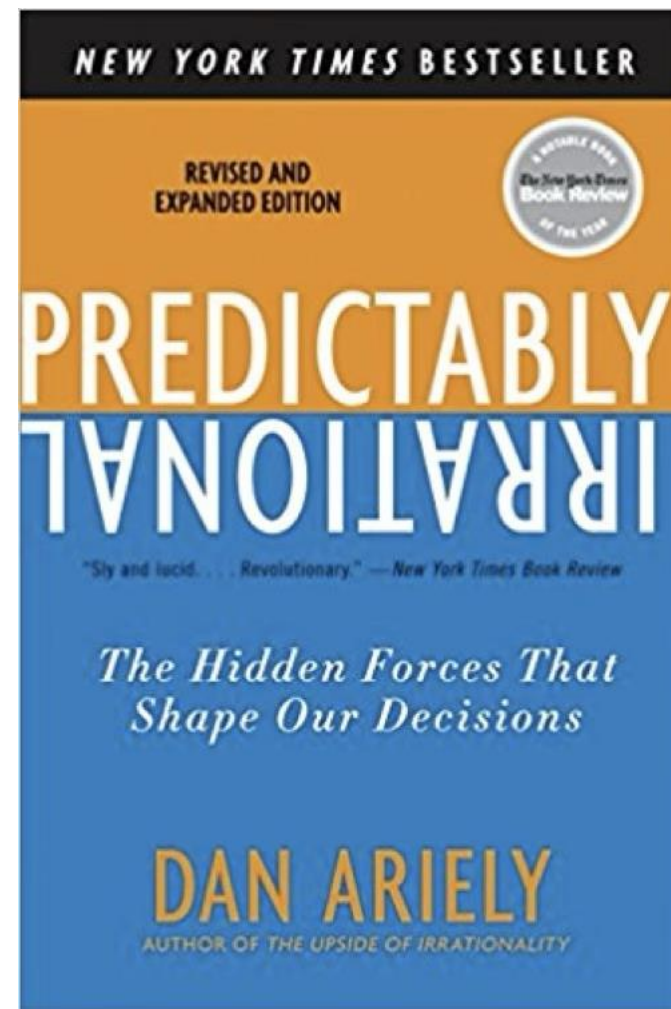
We must *all* be comfortable requesting meetings with senior attorneys, internal and external

What stops Gen Z from reaching out?

A recipe helps new attorneys overcome these barriers

Dan Ariely's work suggests using social rather than market norms

Here's a recipe: The 6-Point Email





The 6-Point Email for internal networking

Subject Your project finance experience at the firm

Hi Nishant,

I'm a summer associate here at Milbank We haven't had a chance to meet yet, but may I chat with you briefly about your project finance practice and experience?

I am trying to learn more about different types of banking and what it means to work on large-scale projects, so your insights would be greatly appreciated.

Best regards, Becca

Does this ring true?



6-Point Email Criteria

- **BRIEF**: Short (<75 words)
- **HUMAN**: Connection goes first
- **SUBTLE**: Request advice & insight, not advocacy
- **DIRECT**: Make your ask in the form of a question (ending in “?”)
- **EGOLESS**: Over half of word count is about contact, not you
- **SINCERE**: Define interest narrowly and broadly



Benefits of using 6-Point Email

1. Makes authentically engaging in an intimidating social task easier and science-based
2. Demonstrates reader-focused business writing
3. Provides critical perspective that not all colleagues will be champions / sponsors

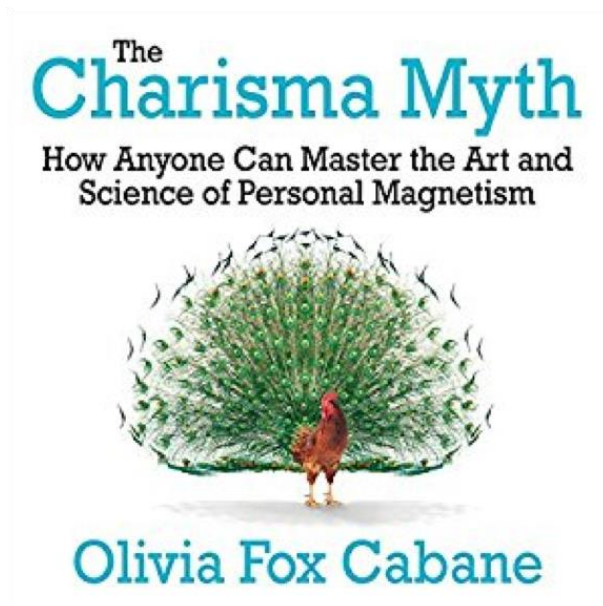


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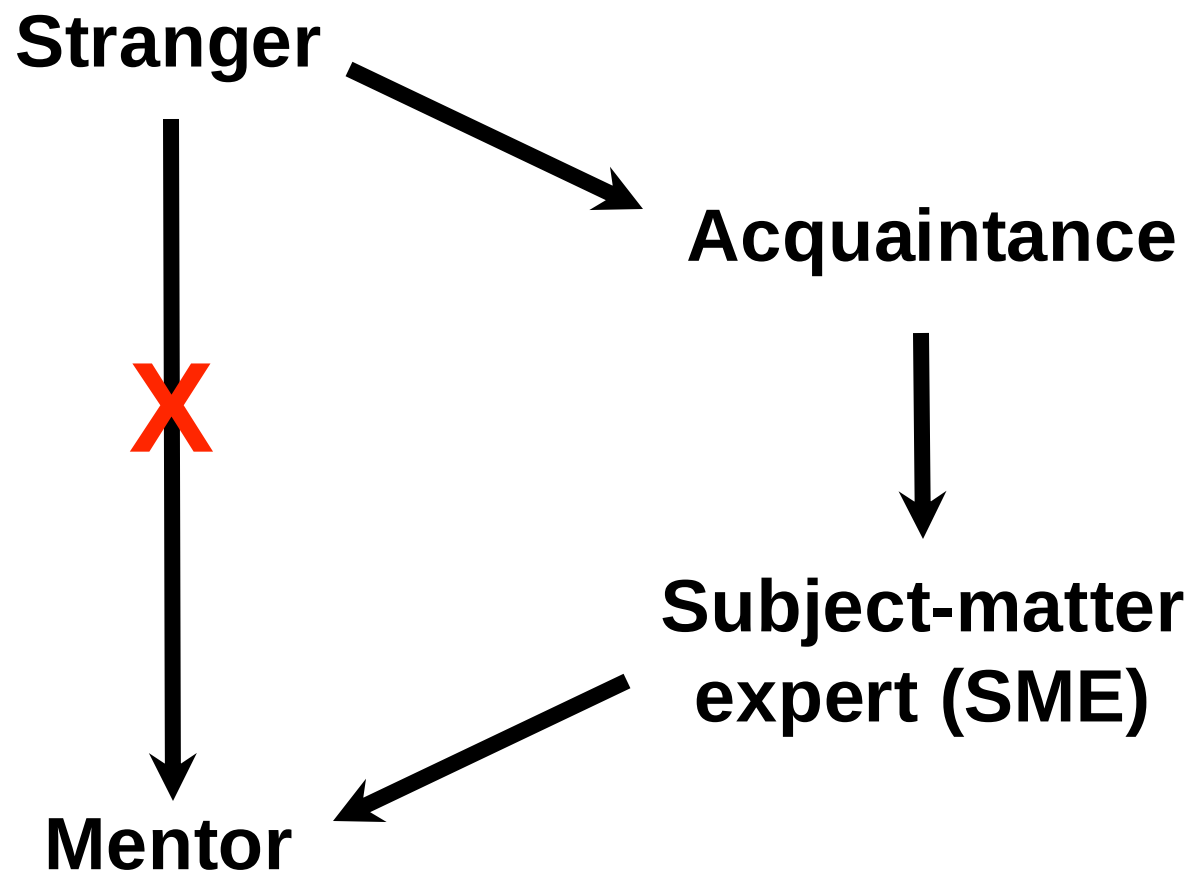
How does Gen Z do with internal networking meetings?

- Goals are 1) build rapport and 2) learn useful information
- Likability is driven by how well you *listen*, not speak



TIARA Framework is more instructive than “Prepare a list of questions”

- **T** rends
- **I** nsights
- **A** dvice
- **R** esources
- **A** ssignments





Junior attorney example

Associate: “If you’re free at all in the next few days, I’d love to talk more about your experience in M&A.”

Partner: “How about now?”

Trends: “What trend is most impacting M&A right now in your opinion?”

Insights: “What surprises you most about your M&A work?”

Advice: “What do you know now that you wish you knew at my stage?”

Resources: “What resources do you recommend for learning more?”

Assignments: “I’ll do that and report back. Thank you, and I’d love to work on future projects with you!”

What did the associate accomplish here?



Benefits of using TIARA Framework

1. Build relationships with potential sponsors
2. Learn useful information
3. Demonstrate interest in learning about the role
4. Establish sources of future work



Your Next Steps

- Do you agree instructions may be better than tips for this?
- Thoughts on implementing at your organization?
- Ideas (career centers): small-group practice (FIT), feature as assignments in career class, send mid-summer reminders...
- Ideas (firms): Teach at cohort onboarding, share with ERGs, teach to assigned sponsors, set new attorney target of finding an informal sponsor, feature in newsletters...
- Please ask if you have any questions!

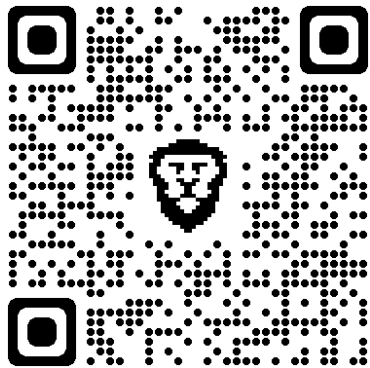


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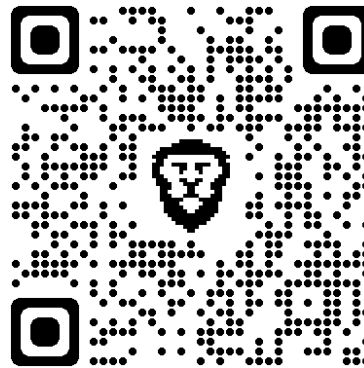
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THANK YOU

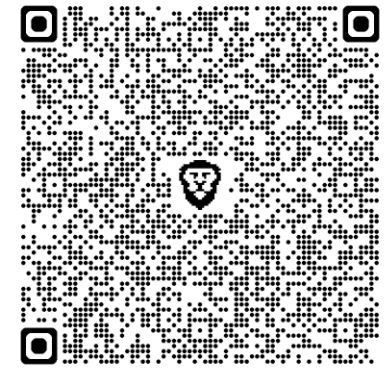
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