





Professional Development Series
“Putting Your Best Foot Forward”
Achieving Victory
with Virtual Networking



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NANCY MYRLAND
President
Myrland Marketing & Social



ANN GORR
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Co-Chair | WIIM Leadership Council

A Professional Development Webinar Series



*“Putting Your Best Foot Forward”
Achieving Victory
with Virtual Networking*

Date: **Thursday, March 11, 2021**
Time: **1:00pm – 2:00pm Eastern**

Thanks to our sponsors for supporting the efforts of the WIIM Community!



KONICA MINOLTA



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Ann Gorr, IGP

- Legal Technology Consultant | Information Governance Strategist
- Focused on Technologies for the Mid-Market / Regional Law Office and Corporate Legal Department
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Nancy Myrland

- President | Myrland Marketing & Social Media
- Focused on Content, Social & Digital Media Marketing for Lawyers, Corporate Legal Departments, and Corporate Staff
- Frequent LinkedIn and Zoom Presentation Trainer
- Podcast Strategy and Consulting
- Known for making the complex simple
- Marketing partner who cares about helping clients reach the right people at the right time with the right messages



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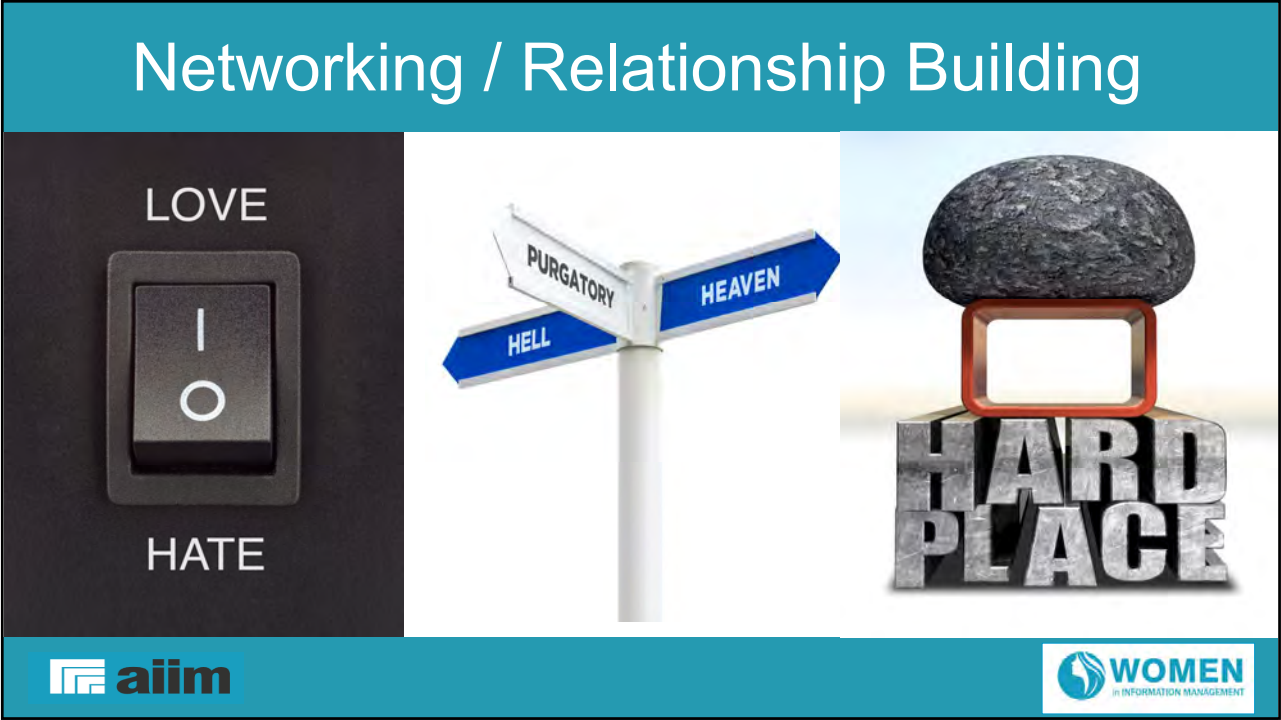
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Research by Carnegie Mellon University's Carnegie Institute of Technology indicates:

15% of one's success is based on technical skill,

while 85% is due to the ability of an individual to connect with others.

Source: "A Study of Engineering Education"
C.R. Mann | Carnegie Foundation for the Advancement of Teaching | 1918





Unique Opportunities in Virtual Networking

Adam Pembrey

Ari Kaplan

Jaimie B. Field, Esq

Maureen Perry

Nancy, Myrland Marketing & S...

Rahul Chhabra

Dennis Garcia

Holly Riccio

Jay Stromberg

Sherine Clarke

Gail Ruopp


Suzanne Schwartz

Monica Sandler, she/her recov...

Ann Gorr


Robin Moselle - FL Attorney


Carol Jackson-Doerge



ARI KAPLAN
ADVISORS
VIRTUAL LUNCH

- Novel Approach
- Daily Commitment by Ari Kaplan
- Building the Legal Vertical Community
- Virtual Networking at its finest!
- Relationships that would most likely have never been established in an “in-person” environment





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WIIM March 2021 Program - Presented by Ann Gorr, IGP & Nancy Myrland

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LEARNING METHODOLOGIES


- ✓ Visual
- ✓ Aural / Auditory/Hearing
- ✓ Verbal
- ✓ Physical / Tactile/Touch
- ✓ Logical
- ✓ Social vs. Solitary








KNOW YOUR STRENGTHS






Visual



Auditory


Verbal

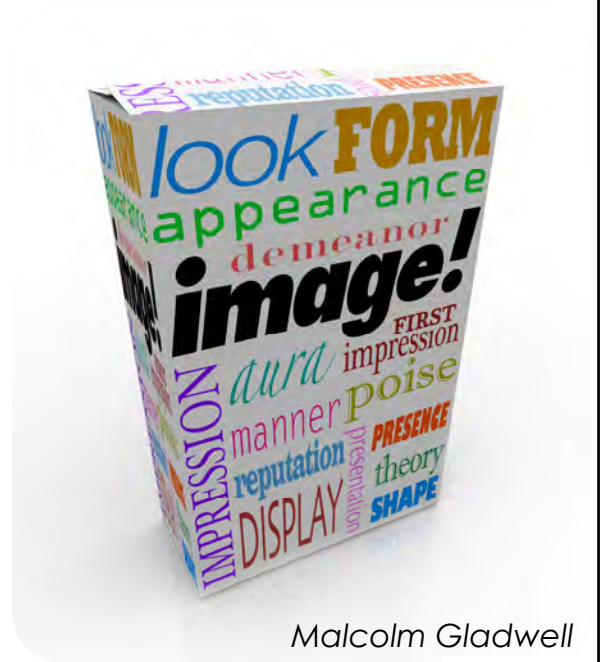

Touch


Social


Solo



*We don't know
where our first
impressions come
from or precisely
what they mean,
so we don't
always
appreciate their
fragility.*



Malcolm Gladwell

Being An Informed Networker

- Do Your Research
- Know the Venue
- Dress Code is Key
- Understand the Meeting Format
- Review the Leadership Team
- What's on the Agenda that Day/Evening?
- Know an interesting fact about the scheduled presenter!
- Review your notes/contacts from last meeting.





- Have an “elevator pitch” prepared!
- Come with your Smile
- Be ready to participate, ask questions & LISTEN!
- Find that “Method” that works for you.
- Have business cards and/or app ready
- Do that “freshen up” thing before entering the virtual environment / physical room!

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Strategic Networking vs. Collecting Cards



People




Strategic Alignment



Programs





NOT READY FOR PRIME-TIME NETWORKING?

- Join A Smaller Committee/Virtual Environment
- Baby Steps to Connecting
- Attend a "CE" program in your wheelhouse
- Volunteer to help with welcome/setup committees
- Get involved with their charitable missions





The Power of the Thank You
and/or Follow Up Note

AKA – You're Mother Was Right, Again!



MAKING A POSITIVE DIGITAL FIRST IMPRESSION

"Identity will be the most valuable commodity for citizens in the future, and it will exist primarily online."

- Eric Schmidt

(Chairman of the US Department of Defense's Defense Innovation Advisory Board | Former CEO of Google)



FIRST IMPRESSIONS....



- Name
- Develop a Catchy Headline
- Professional Photo
- Work History
- No Typos!!!
- Post relevant Contact Info
- Update Your Professional Experiences
- Update your Projects, Publications, & Experiences



GET & STAY CONNECTED....



- Extend Invitations to Connect
- Be Discriminating when Connecting
- Use Your Manners - Personal Notes when Sending Connection Requests
- Congratulate & Thank You's with Connections
- Comment On / Like Posts



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AN ONGOING COMMITMENT





☒ Goals

☒ Schedule

☒ Proactive

☒ Participate



Linked



INVESTMENT OF TIME



- Set & Meet Your LinkedIn Goals
- Schedule Time to Participate
- Stay Connected
- Set your Privacy, Notification and General Preferences



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Relationship Building: GIVING vs. GETTING



- It isn't always about you!
- Mentoring
- Empathy
- Just Being Nice
- "The Boomerang Effect"





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BUILDING TRUSTED RELATIONSHIPS



"People would rather do business with a person they like and trust rather than someone they don't, even if the likeable person is offering a lower quality product or service at a higher price."


*Daniel Kahneman -
Nobel Prize winning Israeli-American Psychologist*





“Not everything that can be counted counts, and not everything that counts can be counted.”

– Albert Einstein [1879 – 1955]



SUCCESS = BEING THE BEST YOU

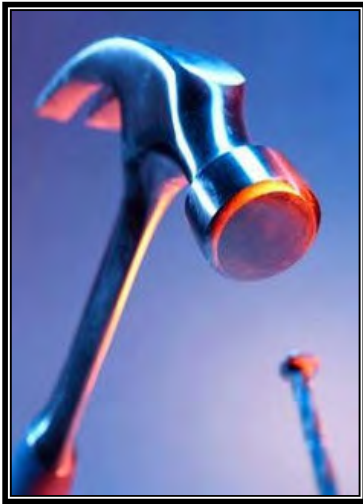


“Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit.”

- *Conrad Hilton*



SUCCESS = BEING THE BEST YOU



"You cannot dream
yourself into a character;
you must hammer and
forge yourself one."

-- *Henry David Thoreau*





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IG Program Manager &
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LAURA DOWNEY, Ph.D. , CIP
*Immediate Past Chair 2018-2020
Applied Architecture – B.S.A.*



Happy International Women’s Day

Celebrating Amazing Women Everywhere!!!
March 8, 2021







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