Making the Most of Your E&C Network

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PRESENTED BY:

Eric Brotten @ebrotten
Director, International & US-Domestic Compliance Programs,
Optum

Jessica A. Tjornehoj
Assistant Vice President,
Manager, Global Ethics Strategy & Framework,
U.S. Bank
Audience Survey Question #1

Which generation are you in or do you identify with most?
A. Boomer
B. Gen-X
C. Millennial
D. Gen-Z

Audience Survey Question #2

Which social media platform are you on most often?
A. Facebook
B. Instagram
C. LinkedIn
D. Twitter
E. Pinterest
F. All of the above
G. None of the above
H. Other
Audience Survey Question #3

Preferred method of thank you notes?
A. Email
B. Post mail
C. Social media
D. Work social/recognition platform
E. I don’t send them
F. Other

Audience Survey Question #4

What is the top reason that you engage in networking?
A. Find a job / new position
B. Meet future employees / managers / colleagues
C. Learn from industry peers
D. Mentoring / reverse mentorship
E. Meet someone who can help you find a job in the future / Considering potential future roles
F. Exchange work-related ideas or info
G. Make a connection/social reasons
H. Develop professional status
I. Improving communication skills
J. “You’re supposed to do it”

Group Discussion: What other reasons did we miss?
## Generational Networking Differences

### Traits:

<table>
<thead>
<tr>
<th>Generations</th>
<th>Boomers</th>
<th>Gen-X</th>
<th>Millennials</th>
<th>Gen-Z</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business lunch / dinner with spouses</strong></td>
<td>Business lunch / dinner with spouses</td>
<td>Casual coffee / quick ‘bite’ / happy hour</td>
<td>Mixed; video/FaceTime; Skype/other chat</td>
<td><strong>Emerging</strong></td>
</tr>
<tr>
<td>Meet through mutual social circles, mutual connections, son/daughter of family friend, membership-based clubs, etc.</td>
<td>Meet through mutual connections, may use technology to “speed” a connection</td>
<td>Email, <strong>scheduled</strong> phone calls; Formal networking events</td>
<td>Meet through personal contacts or technology; may have social-media only contacts (LinkedIn, etc.)</td>
<td><strong>Emerging</strong></td>
</tr>
<tr>
<td>Phone “cold” calls, thank you letters</td>
<td></td>
<td>Phone rare; email and social media common; SMS/text</td>
<td></td>
<td><strong>Discussion:</strong> What have you noticed about this Generation?</td>
</tr>
</tbody>
</table>

*Note: These are assumptions based on personal experiences. No stereotyping intended.*

### Practical Considerations

- Be aware of online presence and/or perceived online presence
- Consider whether you want certain social media outlets to be aimed at personal vs. professional
- Some connections may only be accessible at in-person events and/or personal events
- Use a combined approach, e.g. using online networking as a precursor to in-person an in-person connection to build your online network
- Be mindful of networking follow-up and next steps, but **be authentic – what gives you energy?**
Networking for the non-NetWorker

- Take advantage of “first timer” status
- Use your surroundings and go where people naturally bump into each other
- Find a similar partner and hold each other accountable (tag team networking)
- Sign-up for organized pre-/during-/post- event group activities, tours, etc.
- Go about your own pace; it’s ok to take a break and regain your energy

Networking Authenticity

Table Discussion:
- What are your favorite ways to network?
- How often do you network?
- What makes networking authentic to you?
- What do you do to track what is going on with those in your network?
- What is something memorable someone did to follow up on networking with you?

Group Discussion: What networking best practices or success stories would you like to share?
Networking Wins

Sample Networking Win:

Take a Risk and Build Trust:

Just Show Up:
Groom and Nurture Your Network

Strategic networking means more than just showing up
- Get the list of attendees before you go and use breaks wisely
  - Ask to join a particular table/group or actively seek someone out
  - Use benchmarking as networking door opener
  - Schedule meetings with another person/organization between conference sessions
- Seek a mentor in a role you’d be interested in in the future
- Attend a nontraditional event: Ex: you’re hiring for an entry level role and attend a young professionals event to recruit
- Invite a group of individuals from your network to attend a speaker, continuing ed, community or volunteer event
- Consider who to ask for a new connection; Consider connections to drop – We only have so much time!
- Make it personal – mix in professional and personal topics

**Group Discussion: What other tips do you have?**

**Audience Survey Question #5**

What is the preferred method for benchmarking your program?
A. In-person benchmarking group
B. Virtual benchmarking group
C. Reading publicly available vendor materials
D. Setting up a call or meeting with someone at another organization
E. Seeking advice from a firm
F. Association meetings or materials
G. I do not currently engage in benchmarking
Benchmarking As a Type of Networking

Table discussion:
• Who do you benchmark with?
• Who (individuals or organizations) do you follow for the best and most up-to-date E&C information, in addition to SCCE?
• What successes have you had with benchmarking?
• What program benefits have resulted from it?
• Who were you able to influence by virtue of benchmarking?
• Are there lesser known local or regional benchmarking opportunities you’ve become aware of?

Group Discussion: What ideas or considerations can you share with the group that you learned from your table discussion around benchmarking?

Social Media Influencer Tips

Influencing best practices:
• Define your goals: What do you want to accomplish and how will you get there? Have a plan. Consider changing avenues and platforms in your plan.
• Do your research: Use LinkedIn or another platform to track and research your current and potential networking opportunities
• Mix it up: Take and post photos at networking events. Avoid text only content! Get creative to draw people in.
• Be a thought leader: Create articles, posts, session recaps or speak at an event! Avoid primarily resharing pre-created content from others - (Guilty!)
• Be authentic: Do and post what is authentic to you. Show gratitude and follow up. Consider setting reminders on important dates for key contacts.
• Measure your ROI: Check in every so often on the size and quality of your network and which avenues have resulted in the most fruitful connections.
Be A Social Media Influencer

**Start today!** Add Eric Brotten and Jessica Tjornehoj on LinkedIn. Right now add 2 others at your table, tag them and us, and post your top takeaway + add hashtag #SCCEcei to tie this post to other CEI thread happenings! *(Live tweeting works, too.)*

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| 18 |

| Audience Survey Question #6: Continue the Conversation |

We have reservations for 8 at Grace’s Mandarin at 7:00pm

Who wants to join us?
A. Yes
B. No
Q&A

Thank you!