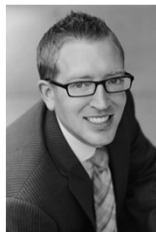




# Making the Most of Your E&C Network

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## 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



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## 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

?



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### 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



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### 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?

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## Generational Networking Differences\*

	Boomers	Gen-X	Millennials	Gen-Z
<i>Traits:</i>	<p>Business lunch / dinner with spouses</p> <p>Meet through mutual social circles, mutual connections, son/daughter of family friend, membership-based clubs, etc.</p> <p>Phone “cold” calls, thank you letters</p>	<p>Casual coffee / quick ‘bite’ / happy hour</p> <p>Meet through mutual connections, may use technology to “speed” a connection</p> <p>Email, <i>scheduled</i> phone calls; Formal networking events</p>	<p>Mixed; video/FaceTime; Skype/other chat</p> <p>Meet through personal contacts or technology; may have social-media only contacts (LinkedIn, etc.)</p> <p>Phone rare; email and social media common; SMS/text</p>	<p><i>Emerging</i></p> <p><i>Discussion:</i> <i>What have you noticed about this Generation?</i></p> <p><small>*Note: These are assumptions based on personal experiences. No stereotyping intended.</small></p>

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## Generational Networking Differences: 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?***

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## 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

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## Networking Authenticity

Table Discussion:

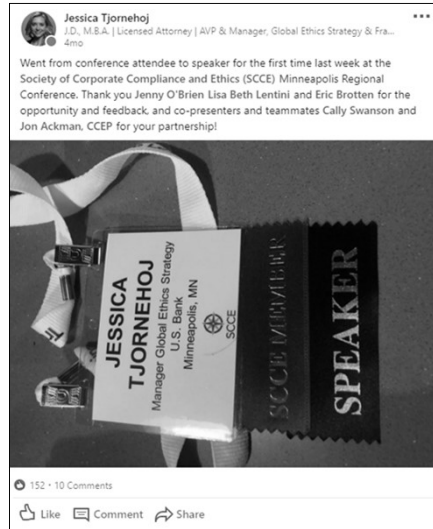
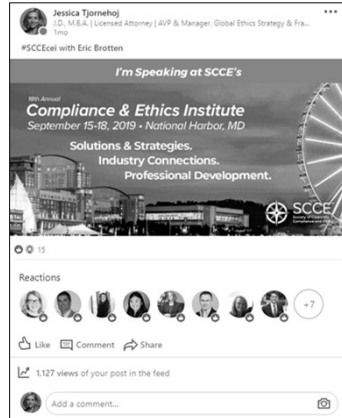
- What are your favorite ways to network?
- How often do you network?
- What makes networking authentic to you?
- What do you do to track what is going on with those in your network?
- What is something memorable someone did to follow up on networking with you?

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

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## Networking Wins

### Sample Networking Win:



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## Networking Wins

### Take a Risk and Build Trust:



### Just Show Up:



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## 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

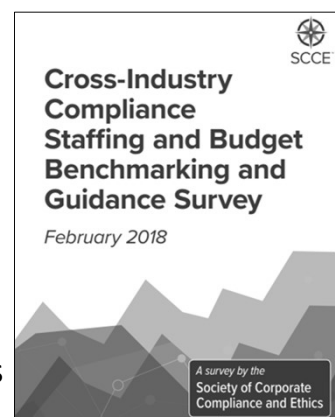
Group Discussion: What other tips do you have?

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## 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



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## 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?

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## 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.

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## 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 #SCCEci to tie this post to other CEI thread happenings!



*(Live tweeting works, too.)*

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## 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

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Q&A

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Thank you!

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