



Networking in Covid Times

SELINA MAN KARLSSON



We will cover...

- **Importance of networking**
- **Your beliefs and thoughts**
- **Your why and preferences**
- **Networking then and now**
- **Plan your networking**

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Why network?

Enhance your
career
Find resources

Achieve
business goals
Develop
relationships
Have fun



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Your view on Networking

How do you FEEL about
networking -
what 3 words
come to mind?



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Your Beliefs?

A woman with long dark hair, wearing a light-colored cardigan and pants, is sitting on a grey couch. She is holding a mobile phone to her ear with her left hand and has her right hand on a laptop keyboard. The background is a blurred indoor setting with a blue wall and a white lamp.

“Not Possible now”

> *“What is possible now?”*

“Only for extroverts”

> *“Introverts network their way”*

“No Time”

> *“I will make time”*

“Shallow”

> *“I’ll go deeper”*

“Boys club”

> *“Challenge the status quo”*

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Current Challenges

No in person events

Less work home separation

“Zoom fatigue”

No small talk



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Current Opportunities

A woman with long brown hair, wearing a red button-down shirt, is sitting at a wooden desk. She is smiling and looking at a silver laptop. Her hands are on the keyboard. She is holding a white mug in her left hand. The background is a bright, blurred office or home workspace with a window and some plants.

**Efficient
Availability
Anywhere in the world
Rekindle Relationships**

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Your Why

**Why do you
want to network?**

**What do you
want to achieve?**



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Reflect...

What events have you regularly attended and why?

What do you like and not like about them?



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Your Preferences

- **Introvert vs Extrovert**
- **Small vs Large group**
- **Morning, Lunch, Coffee, Evening meeting**
- **Conferences, workshops**
- **Talk - Learning aspect**
- **Prefer with food, alcohol**
- **Sports**
- **Activities**
- **Offsites or Retreats**
- **Frequency**

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Meet new people

Join club / association events

Volunteer or host events

Ask for warm introductions

Send personalised messages



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Elevator Pitch

Hook...

Typically my clients / partners / employees are _____

that have the challenge of / that would like to _____

and I help them by / so I _____



Work the virtual room



Get basics right
Be present
Interact on chat
Listen and contribute

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After the event

Write notes

Connect on LinkedIn/Xing

Follow up

Set reminders

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Staying in touch

Create your own system

Arrange connection calls

Offer trainings or update sessions

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Existing network

- Identify
- Evaluate
- Create
- Schedule
- Acknowledge
- TAKE ACTION



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Networking Opportunities

- UBS ABN
- Work apéros
- Industry conferences
- Swiss Finance Institute
- CFA Institute
- Meetup groups
- Chambers of Commerce
- Professional Women's Group, PWN Zurich and Zug
- Alumni groups
- Toastmasters



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Plan your networking

Make time

Remember your why and preferences

Decide on events

Schedule in calendar



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Summary

- Importance of networking
 - Your beliefs and thoughts
 - Your why and preferences
 - Networking then and now
 - Plan your networking
-
- What are your next networking steps?

**Share your
Takeaways and
any questions?**



**Download slides at
selina.mankarlsson.ch/network**



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