WELCOME!
PROFESSIONAL DEVELOPMENT INSTITUTE 2019

WELCOME
NEW EVENTS FOR 2020 OLYMPICS

Rock Climbing
Karate
Surfing
Networking
I. Rules of the Game
II. Develop Yourself
III. Prepare
IV. Execute
V. Gold Medal & Beyond
NETWORKING OLYMPICS

THE RULES OF THE GAME
WHAT IS NETWORKING?

“Networking is the practice of cultivating productive relationships.”

- Merriam-Webster Dictionary
NETWORKING IN A DoD ENVIRONMENT

New Connections
Peer Networks
New Career Opportunities
Mentorship

Source: Business Insider
WHY IS NETWORKING IMPORTANT?

- Personal Growth
- Develop Broad Industry Knowledge and SME Network
- Future Opportunities

Networking is a team sport...You can’t do it alone!

Source: Business Insider
RUNNING THE NETWORKING RACE

NETWORKING IS A MARATHON, NOT A SPRINT

1. Acquaint
2. Ally
3. Trust
4. Allow

Source: Business Insider
RUNNING THE NETWORKING RACE

STAGE 1: ACQUAINT

- Making introductions and meeting new contacts
- Conversing and “fact finding”
- Mixers and formal networking events
- Purpose is to identify potential network “nodes”
RUNNING THE NETWORKING RACE

STAGE 2: ALLY

- Ask questions
- Understand the complexities of new contacts
- Exchange information and discuss next steps

Source: Business Insider
RUNNING THE NETWORKING RACE

STAGE 3: TRUST

- Communication
- Evaluation of potential opportunities and secondary connections
- Follow-up and development

Source: Business Insider
STAGE 4: ALLOW

- Allow connections and network to advocate on your behalf
- Develop mentor relationships
- Give back to your network

Source: Business Insider
DEVELOP YOURSELF

YOUR TRAINING PLAN
*insert film clip from Creed with diet and fitness regimen*
MAP YOUR CAREER GOALS

Continuing Education

Job Performance

Maintain Peer Relationships

Source: Forbes
IMPORTANCE OF CHARTING YOUR SUCCESS

- Simplify decision-making
- Signposts to measure effectiveness
- Strategic, clear planning
DIGGING DEEP

**Key Questions**
Am I on the right path?
Am I where I want to be professionally at this stage in my career?
What am I doing to take advantage of opportunities?

**Self-Reflection**
Analyze your self, skills, passions, experience from an outsider’s perspective

**Accountability**
Find peers or mentors who can help keep you accountable for your career progression
## TYPES OF GOALS

<table>
<thead>
<tr>
<th>Short Term</th>
<th>Medium</th>
<th>Long Term</th>
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</thead>
<tbody>
<tr>
<td>1 to 3 Years</td>
<td>3 to 5 Years</td>
<td>5 to 10 Years</td>
</tr>
<tr>
<td>Often one-dimensional</td>
<td>Direction-setting</td>
<td>Aspirational</td>
</tr>
<tr>
<td>Related to current career path or role</td>
<td>May require additional skills or proficiencies</td>
<td>Wide-scope</td>
</tr>
<tr>
<td>Develop multiple short-term goals</td>
<td></td>
<td>Significant preliminary steps to achieve</td>
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76 percent of people who set SMART Goals and shared them achieved their goal.

Source: Michigan State University Dept of Psychology
SMART GOALS

Specific Goal 1

“\(I\) plan to manage a FSRM portfolio of at least $100\text{m by 2022}\)”

Specific Goal 2

“\(I\) want to ensure that \(I\) continue to grow my responsibility as a Financial Manager”
SMART GOALS

Measurable Goal 1

“I want to be promoted”

Measurable Goal 2

“I plan to earn a promotion to Director of my organization before the end of this fiscal year”
SMART GOALS

Attainable Goal 1

“I want to include the Secretary of Defense in my network by the end of the year”

Attainable Goal 2

“I plan to attend five different formal networking events this year”
SMART GOALS

Relevant Goal 1

“I will watch at least 8 complete series on Netflix”

Relevant Goal 2

“I plan to complete 75 hours of Professional Military Education this year”
SMART GOALS

Time Bound Goal 1

“I will apply for and complete my Masters Degree before the end of next year”

Time Bound Goal 2

“I will get a postgraduate degree at some point in the future”
BUILD YOUR BRAND

NEW YORK TIMES

WASHINGTON POST

MICHAEL PHELPS

CHICAGO TRIBUNE
Your Personal Brand is:

- Your reputation
- Your experience and skills
- Establishing yourself as a “known quantity”
- The difference between “who are you?” and “good thing you’re here!”
BUILD YOUR BRAND

Build Your Brand

Implement

Solidify Value Offering

3

2

1
PREPARE

PRACTICE MAKES PERFECT
YOUR GAME PLAN

SITUATION

PREPARATION

PEOPLE
IDENTIFYING AN OPPORTUNITY

TARGET SITUATION

HOW TO PREP

KEY PLAYERS

Source: Human Resources, Bureau of Fiscal Services
NETWORKING GROUPS

- FEDs (Federal Employees with Disabilities)
- FAPAC (Federal Asian Pacific American Council)
- FEDQ (Federally Employed Women)
- BIG (Blacks In Government)
- National Image INC
- SAIGE (Society of American Indian Government Employees)
NETWORKING GOALS VS CAREER GOALS

**NETWORKING GOAL**

- Complimentary
- What you achieve directly through networking?
- Measure the strength and amount of existing and new connections

**CAREER GOAL**

- Foundational
- Cover all aspects of career
- Intentionally developed with result in mind

**Ex.** I want to develop connections with comptrollers to better understand that segment of my industry

**Ex.** I want to continue to attend conferences and events to increase my leadership potential
YOUR SIGNATURE PLAY
The Elevator Pitch

1. Analyze your personal brand
2. Write your Elevator Pitch
3. Practice your Elevator Pitch

Source: Forbes
Focus on Three Areas:

- Impact
- Relationship
- Context

Analyze your personal brand

Source: Forbes
Write your Elevator Pitch

- Transpose your job description into a 30-second verbal pitch
- **Impact:** Define where you’re going
- **Relationship:** Portray your values
- **Context:** Show how you will achieve your goals
FLOOR THREE

Practice your Elevator Pitch

- Rehearse by yourself
- Present to family and friends when ready
- Ask for constructive feedback
WHO SHOULD BE IN YOUR NETWORK?

Existing Personal Connections

Family + Close Friends

New Social + In-Person Connection

Referral

Cold Call
Family/Close Friends

- Easiest to Network With
- Someone who you feel completely comfortable with

Venus Williams
Sister

Success Rate: 90%
STRATEGY

- Low barriers to entry
- Use as accomplices (can accompany you to networking opportunities)
- Use to obtain referrals
- Minimal preparation
Examples
- Manager
- Coworker
- Peer
- Friend-of-a-friend you’ve met

Might be someone you haven’t spoken to in a while
EXISTING PERSONAL CONNECTION

STRATEGY

- Reconnect before your “Ask”
- Does not have to be in person
  - Phone, email, or text if you may not see them regularly
- Refresh on your strengths/weaknesses
- Ask, don’t demand
REFERRAL

- Name of someone you get from an existing connection
- More difficult than someone you already know

THOMAS BACH

Success Rate: 65%
STRATEGY

- Ask connection to introduce you
- Establish who you are
- Ensure you thank referrer and referee
- Use referral strategically
NEW SOCIAL / IN-PERSON CONNECTION

VICTORIA AZARENKA

Success Rate: 40%

- Someone you meet at an event
- New peer or colleague
- Mutual connection via LinkedIn
NEW SOCIAL / IN-PERSON CONNECTION

STRATEGY

- Develop relationship after introduction
- Ask for business card or information (in-person)
- Follow-up right after the event with the following:
  - Reference how you met
  - Comment on something that grabbed your attention
  - Ask for a follow-up meeting
COLD CALL

MARK PARKER

NIKE CEO

- No existing connection
- Difficult to contact
- Often very senior

Success Rate: 15%

Source: LinkedIn
COLD CALL

In Person
- Show gratuity and sincerity
- Introduce self and give short background
  - Pitch should be natural
- Ask to connect further

Online or By Phone
- Reach out to connect
- Brief introduction
- Show interest in their organization
- Do not be discouraged if unsuccessful
PRACTICE IS OVER...TIME FOR GAME DAY
EXECUTE

GAME DAY
GAME DAY ROSTER

LEBRON JAMES
Networking Goal:
Network with an agent to star in a Hollywood movie
SUCCESS LOADING...

MICHAEL PHELPS
Networking Goal:
Network with an individual to launch his new swimsuit line
SUCCESS LOADING...

ALEX MORGAN
Networking Goal:
Network with Procter & Gamble to feature in a commercial
SUCCESS LOADING...
LOCKER ROOM PREP

- Nametag
- Arrive early
- Review your goals
- Final refresher of career accomplishments
- Bring your business cards

Source: Business Insider
First Impressions

- Attire
- Body language
- Facial expressions
- The handshake
- Eye contact
- Being present
EVERY POINT COUNTS

Lasting Impressions

- Be selective and maximize your time
- Use your prepared questions
- Market your value
- Authenticity
The Elevator Pitch

- Relax and be yourself
- Sprinkle details into conversation
- Ask about others
- Remember your training!
DEPLOY YOUR PITCH

TIME OUT

3rd QUARTER

TEAM USA 3 TIME OUT 0 TEAM JAPAN
Finish Strong

- Exchange business cards and information
- Connect on LinkedIn
PERFORMANCE REVIEW

LEBRON JAMES
Had an hour long talk with the head of a talent agency, exchanged business cards, and agreed to follow up
Success Rate: 90%

MICHAEL PHELPS
Spent most of his time at the networking event talking to an old teammate.
Success Rate: 15%

ALEX MORGAN
Talked to the Chief Marketing Officer at Procter & Gamble, unable to secure future connection
Success Rate: 50%
GOLD MEDAL AND BEYOND

MAINTAIN NETWORK
Insert Video Clips of Michael Phelps on the podium accepting a ton of gold medals back to back.

Insert Video Clips of Michael Phelps' endorsements (Under Armour, Dairy Farmers of America, Louis Vuitton, Visa, Omega, Subway, etc.), media appearances (GMA, Today Show, etc.)
GOLD MEDAL AND BEYOND

Give Back

Following Up

Mentoring
FOLLOWING UP

FIRST 24 HOURS
- Send LinkedIn request, email, or message
- Jot down brief notes about conversation

FIRST WEEK
- Send follow-up messaging with elements to develop relationship (common ground, ask for referral, request for information)

FIRST MONTH
- Continue to develop, as necessary

Source: Yale Law
MENTORS

Who should be my mentor?

Help with professional goals

Someone you admire/respect

Any age/any level of experience

Working relationship
HOW TO START A MENTOR RELATIONSHIP

Ask Directly

Offer to Volunteer

Explain Rationale Behind Asking Them

Source: Business Insider
GIVE BACK

- Pay forward
- Pay back
- Mentor others
- Be known as a “Connector”
PASSING ON THE TORCH

THANK YOU