



**PERKINS & CO**

*Let's get there*

# Building Your Network

**AICPA Accounting Scholars Leadership Workshop**

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**Business Valuation Sr. Mgr.**

# Why network?



- › New clients/business
- › Identify people to solve problems
- › Job search

# Why network?



## Source of new job

	2010	2009	2008
Networking	41%	45%	41%
Internet Job Board	25%	19%	19%
Agency/Search firm	11%	9%	11%
Direct Approach	8%	8%	8%
Online Network (2010)	4%	na	na
Advertisement	2%	7%	7%
Other	10%	12%	14%

Source: <http://www.forbes.com/sites/susanadams/2011/06/07/networking-is-still-the-best-way-to-find-a-job-survey-says/>

# Who are you?



## › Elevator speech for professionals

- Who am I?
- Who do I help?
- What problem is solved?
- What they get?
- Call for action (if applicable) – e.g. referral, interview for job, etc.

# Who are you?



## › Elevator speech for students

- Who am I?
- What college, major, and year in school?
- What relevant experience do I have?
- What skills & strengths can I highlight?
- What are my career goals?
- What do I know about their company? (if applicable)
- Call for action/opportunities sought

# Elevator speech



## › Sample student pitch:

*“Hi, my name is Paris Powell. I am currently a junior attending Washington State University in Vancouver, WA. I’m currently majoring in business administration, with an emphasis in finance and accounting. Over the past three years I’ve worked in a CPA firm expanding my skillset in tax and financial statement preparation. Ever since I can remember I have had an interest in numbers and people. I’m passionate about assisting others with their finances and I had a blast this year working with OSCPA presenting to high school students about budgeting, debt, and planning. Next summer I’m hoping to get another internship to learn more about how family businesses operate.”*

# Elevator speech



- › Let's build yours now!

5 minutes

then share!

# Elevator speech



- › Keep improving, editing, and honing to as few words as possible (under 30 seconds)
- › Make sure your audience understands it
- › Practice until it becomes easy and natural to say and crystal clear to audience.



# Social networking



- › Create or update your LinkedIn profile
- › Adapt your elevator pitch and integrate into LinkedIn profile



# Networking events - Preparation



- › Format
- › Start with the end in mind. Know the purpose of your networking event.
- › Select the right kind of event:
  - Your network
  - Your interests
  - Industry
  - Service Area

# Networking events - Preparation



- › Be intentional
  - Do you know who will attend?
  - Focus on who you want to meet (3-4)
- › Buddy up
- › Bring something to the table
  - Be up to date about current events in the business arena.
  - Scan the newspaper for news about clients/prospects/industry/firms

# Networking events - At the event



## › First impressions

- Important! Made quickly
- Posture, gestures, handshakes
- Test the temperature
- Names
- Eating/drinking



## Question:

Generally speaking, during most conversations people like to talk more about:

- a) Themselves, or
- b) Other people



## Question:

Generally speaking, during most conversations people like to talk more about:

**ANSWER:** a) **Themselves**, or  
b) Other people



## Question:

Generally speaking, during most conversations people:

- a) Tend to talk more than they listen, or
- b) Tend to listen more than they talk



## Question:

Generally speaking, during most conversations people:

- a) **ANSWER: a) Tend to talk more than they listen,**
- b) Tend to listen more than they talk



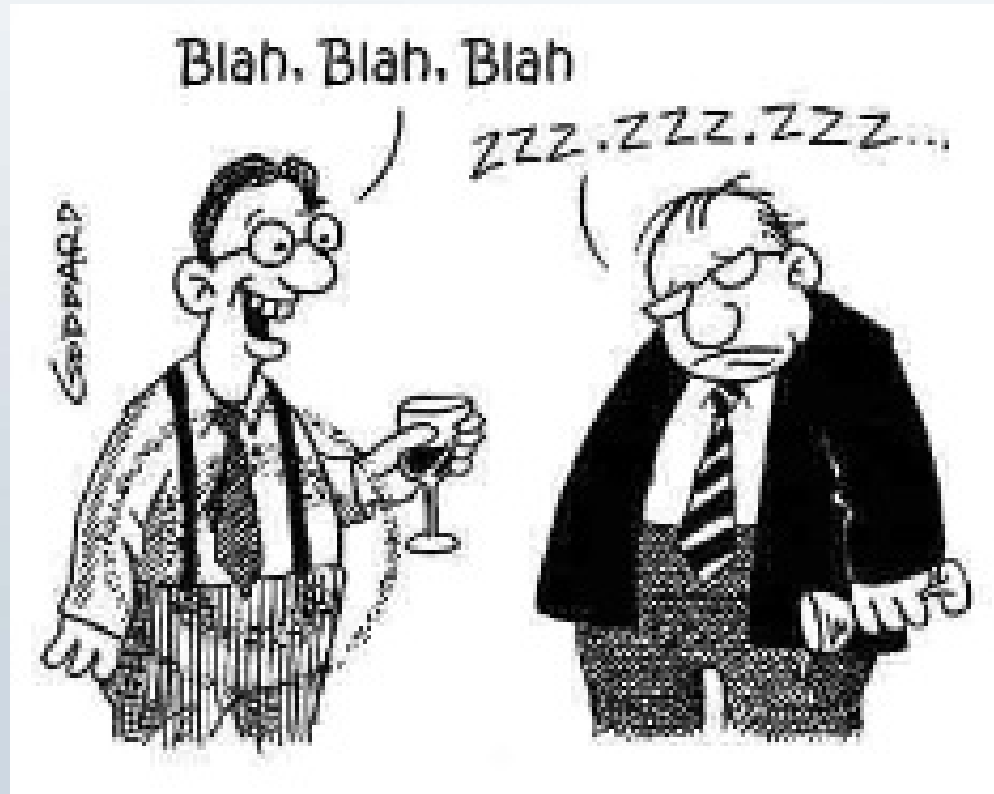
# Networking events - At the event



## › Listening/attention

- “allow the other person to do a great deal of the talking.” ~ Dale Carnegie. Asking good questions is the key to really getting to know someone.
- Don't be in too much of a hurry to give your pitch, but share it when invited.
- Use their name within conversation & questions to help remember it.

# Networking events - At the event



# Networking events - At the event



- Be genuine. If you're not interested, they'll know it and all of your questions will sound like interrogation. Help people to feel heard and understood.
- Cell phones
  - Tweeting
  - Contact information

# Networking events - At the event



## › Business cards

- Read aloud what is on the other person's card.
- Take notes. (Reminder: Bring a pen and your own business cards)
- Stay organized

# Networking events - At the event



## › Wrap-up

- Communicate identified synergies
- Be direct and let them know that you would like to have a further meeting and propose a date and time.

# Networking events - After the event



## › Follow up

- Call your leads and tell them you enjoyed meeting them.
- If networking for new business, find ways you can help each other's business.
- Send referrals and ask for referrals.
- Be specific about what you need.

“The fortune is in the follow-up”

Practice makes perfect!



# Speed networking exercise

2 X 5 minutes

Round #1: Student and controller for private company

Round #2: Staff accountant and business owner (possible client)

Practice makes perfect!



# Speed networking exercise

How did it feel?

Does it help to memorize Qs?

Where do you need help?



# Personal Network



## › Down the road....

- Developing personal network

- “A personal network should consist of individuals you admire and in whom you have great confidence because they have talent, knowledge and skills that can help you in your work and personal lives – and you can help them in return.”
- Spend 80% of your relationship building with your primary network (~ 10 people) and 20% with secondary network.

Source: Upstream Academy 2012.

# Questions?



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