

ONE THING

A TWO-WAY STREET NETWORKING CONVERSATIONS



"I've got something valuable the industry could benefit from. What can I do to encourage interest/communication when there are so many others to compete with?"

Whether attempting to land the appeal of a potential employer or at a conference hoping to garner traffic to your meeting docket, professionals struggle with the best path to accomplish these goals. Utilizing disciplined skill sets can provide proficient communicators with solutions to manage these unique and challenging opportunities.

Navigating the intricacies of networking conversations shares surprising parallels with the challenges faced in conducting investigative interviews. Both scenarios demand a high level of emotional intelligence, astute listening skills, and the ability to ask questions that encourage openness. The goal is to build rapport and trust quickly, which is crucial in eliciting truthful responses and forging meaningful connections. Additionally, both require a strategic approach to conversation management, carefully guiding the dialogue while remaining adaptable to unexpected turns. This delicate balancing act makes mastering networking conversations and investigative interviews equally daunting yet rewarding.

Rapport

Not in the sense of "let's be friends", but more importantly on the ability to create curiosity and interest while managing obstacles or concerns with tact. Emotional responses are generally of low quality. Rapport is built through honesty, empowerment, empathy and adaptability.

HIGHLIGHTS

- Professional events provide unique communication challenges and opportunities
- Developing the skills to overcome these challenges will also be beneficial in the interview room



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AREAS TO FOCUS ON

Personalization

It's too easy to be lumped into categories based on the reputation of other similar candidates or training providers. Personalizing the approach by avoiding scripted questions and emails, showing genuine interest in your engagements and being yourself – is always the best choice.



Separation

AI can create an interesting banner, resume, or a cute catchline. What it can't create is a genuine relationship. The goal of these engagements, whether on behalf of your personal interest or business venture, is to separate yourself from the field. What do you have that makes you stand out? What can you offer that is not a commodity?

Engagement

Research has suggested that it takes only 7 seconds to form a solid impression. Right or wrong, how we initiate communication is critical for an open-minded conversation. Have you ever put work into or even considered the best possible path of entry?

Listening

While others attempt to press their ideas, products, and opinions at the forefront of negotiation, others explore and incorporate their counterparts' targeted objectives first to achieve a common goal. There is a big difference between hearing and listening.

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