

# Officers' Network Forum 2015

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# Connecting with Confidence



Officers' Network Forum 2015

***You never get a  
second chance to  
make a good first  
impression***

**Will Rogers**

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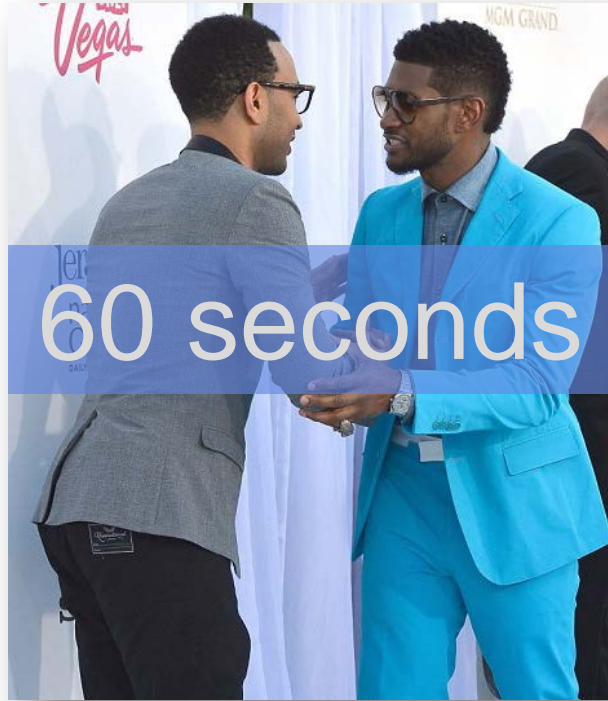
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# First Impressions



60 seconds



0.38 seconds



30 seconds



# Primeval Fears



Fear of Failure

Fear of Rejection

Fear of the Unknown



**Perceptions are others' reality**

# What creates an impression,

1 Dress / Appearance

2 Posture / Stance

3 Gestures / Movement

4 Facial Expression

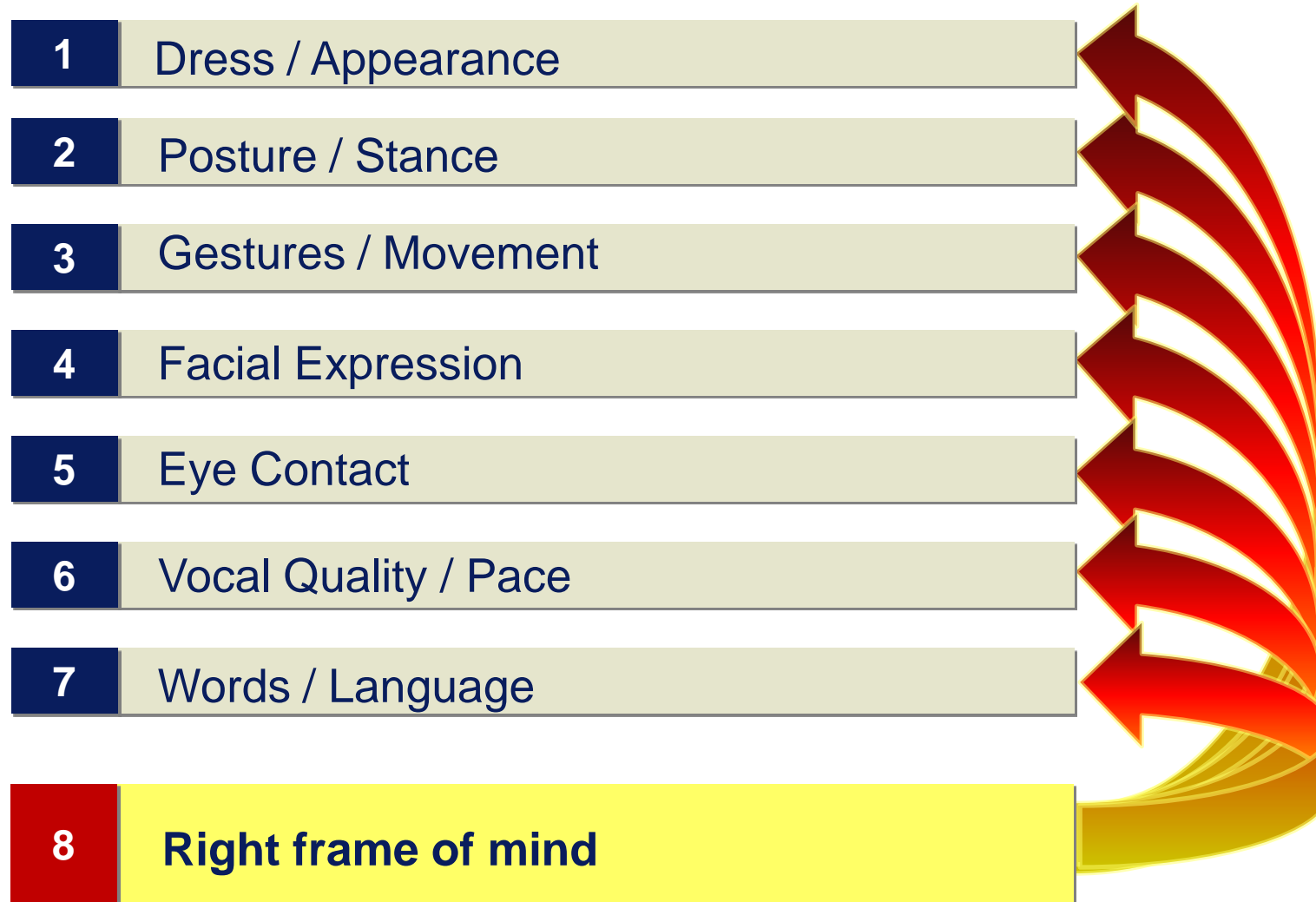
5 Eye Contact

6 Vocal Quality / Pace

7 Words / Language

and communicates your professional brand values?

# What creates an impression?



and communicates your professional brand values?





Name Badges  
Phone  
Food and drink  
Smile  
Scan and read...

**Walking into the room**

# Types of Groups

1. Singles
2. Pairs – open or closed
3. Triads – open or closed
4. Groups



# Singles

- Smile, shake hands with eye contact
- Manage the proxemics
- Know how to break away

# Open or Closed?





# Open or Closed?



Often strong eye contact  
to exclude others

Face to face,  
sometimes formal





# Open or Closed?



# Open or Closed?

- At an angle to each other rather than face to face
- Space for you to join



# Open or Closed?

You know:

- Both of them
- One of them
- Neither of them
- Don't interrupt





# Open or Closed?



# Open or Closed?





# Open or Closed?



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# Open or Closed?



## Open or Closed?



# Approaching open Triads

- Focus on the person in the middle
- Make eye contact with all three and smile
- Ask gently if you may join them
- The trio will open up and you will be welcomed in

(Don't be surprised if the group splits into two pairs)





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# Open or Closed?



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# Open or Closed?



# Approaching larger groups

- Join the group but don't interrupt or chip in
- Look interested and be interested – eye contact
- Make a useful contribution that adds to the flow when it is your turn
- Now is the time for introductions – handshakes and names

# Take the time to look....



Three closed pairs





# 4 ways to connect (FROM)



**F**amily

**R**ecreation

**O**ccupation

**M**otivation

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# What's my line?



- Brief, eloquent and interesting
- Show some passion or enthusiasm
- Words to **AVOID**
  - *Just*
  - *Only*
  - *Little*
- What you **do** rather than what you are...
- Pay attention to your 'silent messages'

# Breaking away...gracefully



- People are expecting to circulate
- I must get a drink, something to eat, nice to meet you
- I would like to continue talking you on another occasion, here's my card....
- Introduce them to someone else
- Shall we go and introduce ourselves to other people?

# Human Bingo

reads The Times	Nieces or nephews	Likes sailing	Based in the Isle of Man	Likes skiing
Feels excited, optimistic or engaged about this conference	Based in Northern Ireland	Education Officer	Cycles Mountain or Road	reads The Economist
Influenced or following Richard Branson	Watches TED talks	200+ LinkedIn connections	Born in April or May	Vice Chairman
Chartered Champion	Between 200-500 LinkedIn connections	Based in Wales	Runs jogs to keep fit	Children at University
Based in Scotland	Feels strongly about the future of personal finance	Children at school	Chairman	PFC Staff Member



**Tips and Hints**





**Tandem Networking – Buddy**

# Tips and Hints

- Check your focus – interesting or interested?
- Listen with curiosity
- Open questions keep it flowing **(F.R.O.M)**
- Passion and enthusiasm are attractive, share it !
- Are you seeking **facts** or **feelings**?
- Make the first move - be known as a referrer/connector
- Remember your on-line reputation and face to face reputation are the same









The sanctuary of health, the nursery of temperance, the delight of frugality, an academy of civility, and a free-school of ingenuity.

*Coffee-Houses Vindicated* (anonymous 17th century pamphlet)



# Coffee Houses of C17<sup>th</sup>

- In 1688, Edward Lloyd's coffee house on Tower St earned a reputation as the place to go for marine insurance
- In 1698, the owner of Jonathan's coffee house in Exchange Alley began to issue a list of stock and commodity prices called "The Course of the Exchange and other things"
- Auction houses Sotherby's and Christie's have their origins in coffee houses
- RULES: leave behind social class, be polite, transfer of information, debate, do deals, distribute pamphlets, eaves drop on a conversations

# Business Case for Networking



- leave behind social class, be polite, transfer of information, debate, do deals, distribute pamphlets, eaves drop on a conversations
- executive jobs are found through word of mouth **60%**
- secured new business **89%**
- helped their careers **97%**



# Stats in a second



- Tweets 7,924
- Instagram photos 1,429
- Tumblr posts 1,557
- Skype calls 1,572
- GB of Internet 24,033
- Google searches 46,097
- YouTube videos 90,621
- Emails 2,344,605

# Dunbar Numbers

**150** people we call friends (party/wedding)

**50** people we call close friends (group dinner)

**15** friends that you can turn to for sympathy or to confide

**5** most intimate is your close support group. Your best friends (often family members)

**500+** extend to five hundred, the acquaintance level,

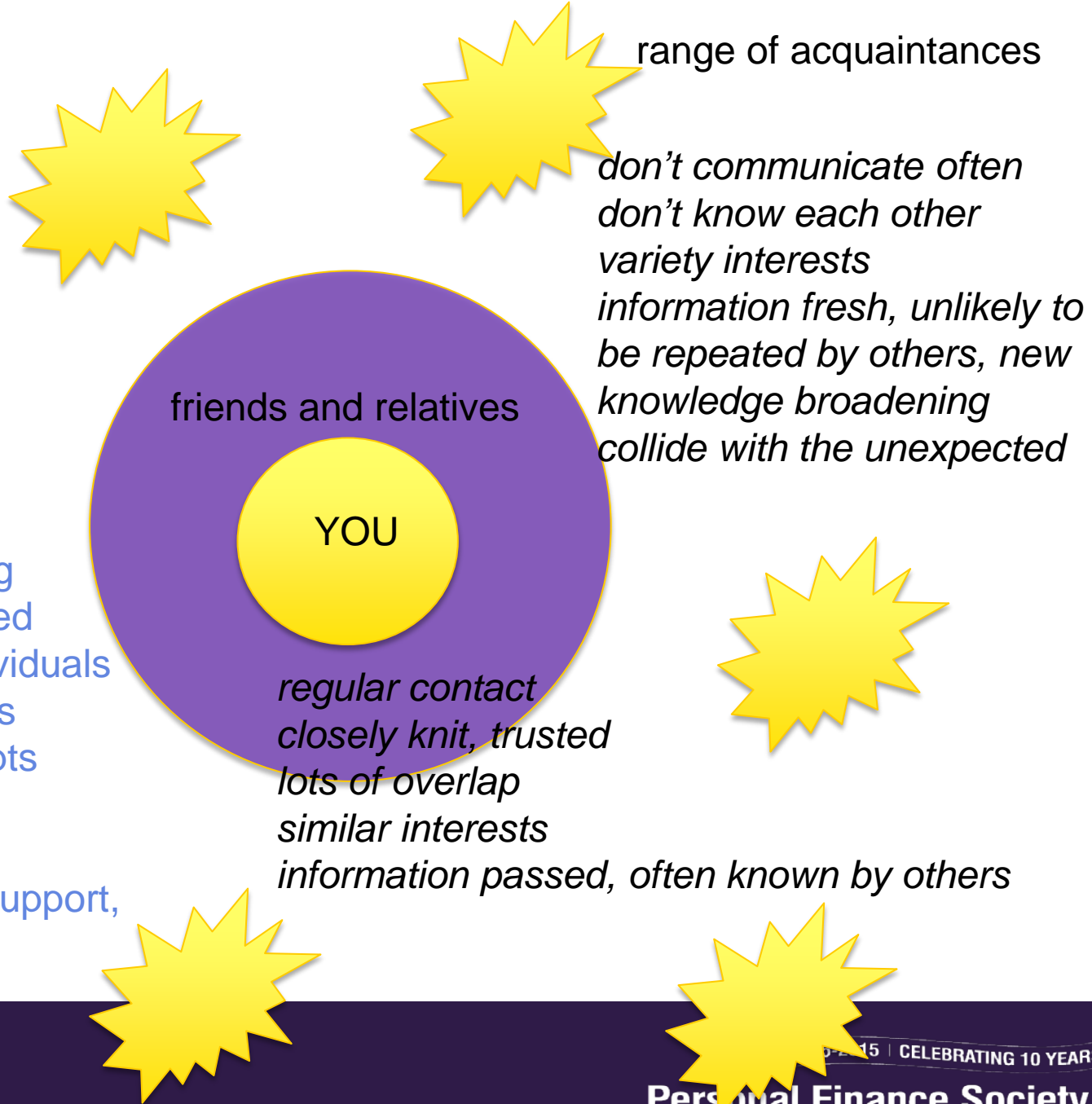
**1,500** absolute limit—the people for whom you can put a name to a face

Group sizes are relatively stable, their composition can be fluid.

Your five today may not be your five next week; people drift among layers and sometimes fall out of them altogether.



# Networks



range of acquaintances

*don't communicate often  
don't know each other  
variety interests  
information fresh, unlikely to  
be repeated by others, new  
knowledge broadening  
collide with the unexpected*

friends and relatives

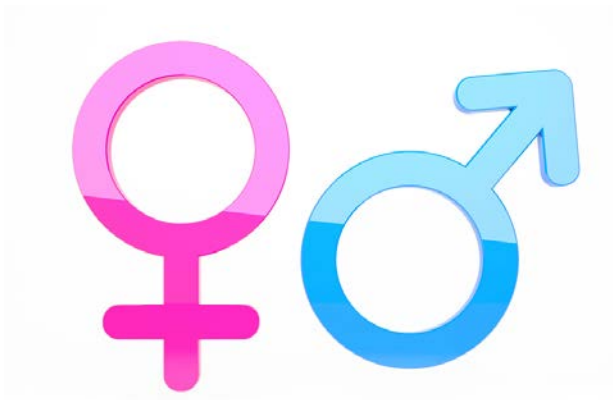
YOU

*regular contact  
closely knit, trusted  
lots of overlap  
similar interests  
information passed, often known by others*

- act as a bridge, bring together disconnected information and individuals
- building virtual teams
- creating new concepts
- new solutions to old problems
- mentoring, advice, support, sponsorship

# Gender Differences?

- Usage
  - Friendship and support
  - To get on
- Form
  - women – predominantly women
  - closer ties, smaller group
  - miss rich source of information, sponsorship, advise, fewer opportunities to broker information
- Benefits tend to be more positive for men
- Successful women – networks similar to men in form and function



# LinkedIn



- Total number of users 300 million *(1/5/14)*
- Percentage of millennials (15-34yrs) 13%
- Percentage of European social sharing 2%
- Gender differences M:F 56%:44%
- Number of Facebook (MAU) 1.317 billion

# LinkedIn

- Total number of users 300 million *(1/5/14)*
- Photographs – professional please
- Headline – position yourself
- Recommendations and endorsements
- Relevant groups – build your ‘brand’
- 500 +





# Twitter

Check your social media policy



- Tweets per second 7,924
- personal vs business
- Think about your twitter handle @mrsbunnyboiler
- I got fired!
- 653 people in England and Wales faced criminal charges
  - Contempt of court (fine/imprisonment)
  - Naming victim in sexual assault case
    - 7 men, 2 women fined

# Do the notice board test....



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