

Top 8 Tricks to Maximizing Your Bizwomen Mentoring Monday

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PUGET SOUND
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PRE-EVENT

1. Review and Research the Mentors

- Once the mentor list is published, read their biographies.
- Go to LinkedIn and read more about them, if desired.
- Determine who your top mentor targets are. Once the doors open, you can go right to the mentors you would like time with.
- Prepare what topic and questions you want to discuss with the mentors. The mentors really want to help you and we all have a unique situation or challenge that we need guidance on. The minutes go by so quickly; therefore, the clearer you are about what kind of conversation you want to have, the more impactful the exchange will be!

2. Connect with Mentors on LinkedIn

- The old days of “only connect with people you know” on LinkedIn are gone.
- Write a personal note, sharing that you look forward to meeting them at Mentoring Monday.
- Don’t worry if all don’t respond or connect back.
- Trick: Only click the “CONNECT” button in LinkedIn when their full profile is open. That is the only CONNECT button that allows you to write that personal note. Don’t connect on your phone, either...no way to send that message.

3. Prepare the items you will take with you

- Toss business cards in your bag or trunk now! Order them now if you are low.
- Have a pad/pen handy.
- Plan to be as hands-free as possible. Ditch the coats, computer bags and other “stuff” we tend to schlep around.
- Block the time in your calendar, including travel time, so you arrive early.

AT THE EVENT

4. Arrive super early and stay late

- The best time to meet other attendees is before the event starts.
- Get your food and drink needs met so you are hands-free to shake hands and meet as many people as possible. Stay very connected from start to finish.
- Turn off your devices, put on your out-of-office message and stay connected throughout. This is a rare and awesome opportunity.
- After the event ends, the work at your office will still be there. How often do you get to meet great people? Hang out and meet more folks. Some mentors hang out, too!

5. Have your business cards readily available.

- Try not to dig for a card every time.
- Give one to each mentor in every mentor meeting.
- Exchange cards with the other great attendees - each one of you are amazing!

6. Take notes with your pad/pen

- Our brains don't have the capacity to remember who was who after the event.
- Even if you collect business cards (which we recommend), jot down a few notes about each exchange. Then, when you follow up, you can make that note personal.
- Mentors are volunteering to help you. Show that their insights matter by writing down a few notes. This is a great habit with all of your networking, either in big groups or one-on-one.
- If someone you meet does not have a business card, hand them your pad and pen and ask them to write their name and e-mail down so you can follow up with them.

POST-EVENT

7. Follow Up, Follow Up and, Oh, Follow Up!

- This event is just the beginning of networking. You've made a connection and there really won't be time to truly "network."
- Definition of networking: "The process of building 2-way relationships for the long term."
 - i. "Process" – not a one-time thing
 - ii. "2-way" – offer to help the other person – we all can help one-another
 - iii. "Long term" – when you are in-and-out that is called "using", not networking
- Connect with everybody you met on LinkedIn – always with a personal message
- If some mentors really helped you out, feel free to send an e-mail of gratitude and share more about how they helped you.
- Mark your calendar for the next time you want to follow up with them...then do it! Rinse and repeat.

8. Follow Mentors and other Mentees on Social Media

- Twitter, a Facebook Business Page, LinkedIn Posts and more...to keep receiving their insights.
- Share and forward their insights, adding comments.

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