

Effective Networking Strategies

with Diane Darling

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Whether you are an executive or starting out in your career, having a solid network that you can leverage is vital. Yet few law schools include courses about building and maintaining relationships.

Effective networking is more than handing out business cards, having a LinkedIn profile, and hoping the phone rings. Whether you're looking to connect within your organization, your industry, or are looking to get on boards, knowing who to contact – and having them return your call is essential.

In this program, you'll better understand how to create and maintain an effective network both in-person and online.

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Key takeaways include:

- Better understanding of what networking is (and isn't)
- Ways to get started when you haven't been in touch with people in your past
- Tools and apps to organize your contacts so you can stay in touch
- Overview of LinkedIn, how to set up a profile, and the elements to include
- Identifying organizations and events that are worth your time, money, and effort
- Clarifying the results you can expect from networking
- Building alliances with others who can help you advance your career



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