

SECOND EDITION

NOW WITH EVEN MORE HILARIOUS STORIES—AND HEARTWARMING LESSONS

Networking for People Who Hate Networking



A FIELD GUIDE FOR INTROVERTS,
THE OVERWHELMED, AND
THE UNDERCONNECTED

Devora Zack

“With a new framework for networking in place,
Zack sets out a master plan.”—Forbes Magazine

Praise for Networking for People Who Hate Networking, Second Edition

“You are going to love reading this book! Devora Zack connects with the reader like no other business author I have ever read.”

—**P. J. Kuyper, President, Motion Picture Licensing Corporation**

“Devora understands the potential of the introverted networker. Her techniques will show you that what others may perceive as a weakness is actually your greatest strength.”

—**Brian Tracy, author of *Eat That Frog!***

“I highly recommend this lighthearted, eminently practical book by a type-A introvert. (No, that’s not a typo!) It’s like having a trusted friend there at each step of the way as you become a world-class networker.”

—**Jeff Martin, former Vice President, Human Resources, AOL**

“Only buy this book if you want to improve your career, connections, and social life. If that doesn’t sound like you, Justin Bieber’s autobiography is two shelves over.”

—**Amy Lemon, Program Manager, Office of Fellowships and Internships, Smithsonian**

“No, you don’t have to run around collecting business cards from every single person at every single meeting. Devora Zack proves you can make lots of new connections that help you professionally and personally while being true to who you are.”

—**Jeffery Weirens, National Managing Principal, Energy, Resources, and Industrials, Deloitte Consulting, LLP**

“In the digital age, it’s all too easy to ignore the real-world interactions that forge lasting relationships. We need Devora’s wit and wisdom now more than ever to navigate networking in the 21st century.”

—**David Meisegeier, Vice President and Senior Technical Director, ICF**

“Devora Zack returns with a much craved update to her essential networking guide. Love the new tech and new workplace context refits! Just proves everything changes except human behavior! Highly recommended!”

—**Dave Summers, Director, Digital Media Production, American Management Association**

“A tangible, practical guide to a daunting topic. Zack takes the reader by the hand and with a combination of humor and business savvy navigates effortlessly through the world of networking.”

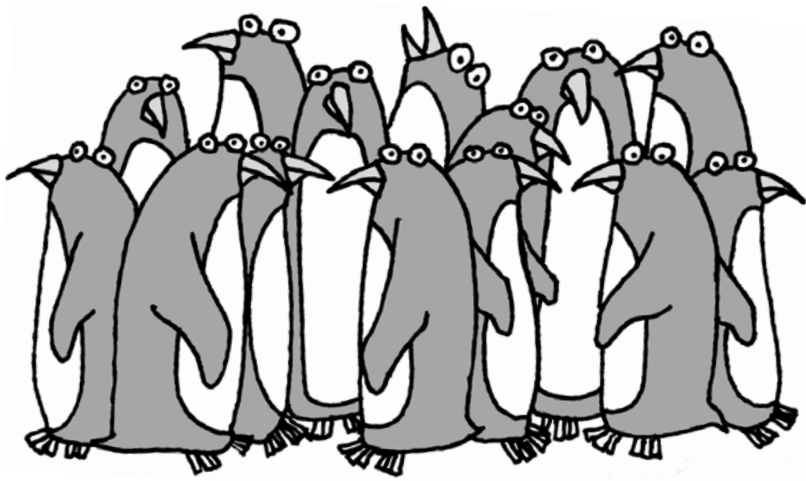
—**Howard Wiener, Principal, KPMG, LLP**

ALSO BY THE AUTHOR

Managing for People Who Hate Managing: Be a Success by Being Yourself

Singletasking: Get More Done One Thing at a Time

networking for people who hate networking



Who looks outside, Dreams.

Who looks inside, Awakens.

—Carl Jung

DEVORA ZACK

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THE OVERWHELMED,
AND THE UNDERCONNECTED**

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Berrett-Koehler Publishers, Inc.



Networking for People Who Hate Networking

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Berrett-Koehler Publishers, Inc.

1333 Broadway, Suite 1000

Oakland, CA 94612-1921

BK

Tel: (510) 817-2277, Fax: (510) 817-2278

www.bkconnection.com

Ordering information for print editions

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Distributed to the U.S. trade and internationally by Penguin Random House Publisher Services.

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Second Edition

Paperback print edition ISBN 978-1-5230-9853-8

PDF e-book ISBN 978-1-5230-9854-5

IDPF e-book ISBN 978-1-5230-9855-2

Digital audio ISBN 978-1-5230-9852-1

2019-1

Designed and produced by Seventeenth Street Studios. Illustrated by Jeevan Sivasubramaniam and Jeremy Sullivan. Copyedited by Kristi Hein. Cover designed by Susan Malikowski, DesignLeaf Studio. Cover photography by Jan Will and Ben Goode, 123RF.

... for my guys.*

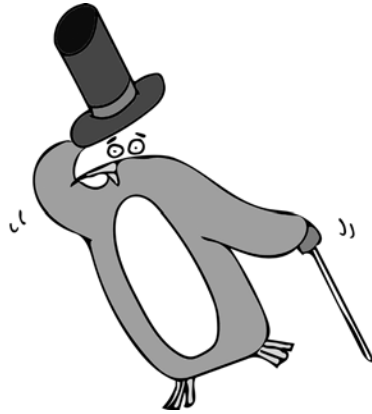
**You don't expect more personal detail
than that from an introvert, do you?*



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PRELUDE

edition 2.0

The purpose of life is to discover your gift.

The meaning of life is to give your gift away.

—David Viscott

What a Thrill!

Hard to believe it's been nearly a decade since we first met on the mean streets of *Networking for People Who Hate Networking*, take one. We were just crazy kids with something to prove.

Plenty still holds true. We remain a hapless collection of introverts, extroverts, and centroverts. There are ample networking conundrums to navigate. Opportunities persist to trip, fall, and dust off. Lots else has changed—evolved, if you will.

The first edition sold on every continent except Antarctica. How's that for irony? I feature penguins on my book cover, and they're the ones who refrain from reading it.

Networking is now translated into fifteen languages. There are videos, ebooks, audio books, executive summaries, and whatnot. Little did I know so many would have easy access to a truckload of my most embarrassing moments.

Readers continue to share heartfelt stories about how *Networking* has changed lives, furthered careers, enabled self-acceptance, and enhanced relationships. Receiving your letters has been, by far, the best part of all.

While I've been speaking on networking, personality types, and pathways to real connections, you've provided fabulous ideas and insights on what else to integrate.

Welcome to the New and Improved Second Edition!

Beyond updates and enhancements on virtually every page, there are two additional chapters and some brand-new sections. Highlights include a chapter on follow-up, another on interpersonal networking, and a robust segment on interview tips in chapter 9, "The Job Search."

This book is not only for introverts. Even devoted extroverts donning "I ♥ Networking" T-shirts can reap benefits and learn new techniques. Extroverts will also gain insight into the mindset of introverts, making their own networking efforts yield stronger results.

With all the fancy upgrades (including our cutting-edge Get to It! Toolkit—check out the back pages for details) the book remains down-to-earth, practical, fun, and interactive. I encourage you to take part in the many activities offered throughout. I encourage you to take part in the many activities offered throughout. Since the first

edition, I've written two books that can augment your networking success. *Managing for People Who Hate Managing* introduces the Thinker–Feeler (T/F) continuum, including the interplay of T/F on the Introvert–Extrovert (I/E) spectrum. *Singletasking* features methods to improve mindfulness, sharpen attention, and clarify intentions—useful skills for quality networking. The books are available in forty-five language editions.

Chapter 2 offers a self-assessment, providing the groundwork for your personalized method of networking. Content builds sequentially from there. The book is designed to be enjoyed front to back, yet you can opt to skip around, alighting on chapters with specific appeal. Plenty of options.



Notes from the Field

The Introvert Experience

Step right up! A dazzling, cutting-edge concept for a theme park ride. Patrons board an “Intromobile” and put on their introvert augmented reality (IAR) glasses. They then tour Introville while experiencing the world through the lens of an introvert. Small talk is more draining than three consecutive red-eye flights. Rallies—even for the most beloved cause—seem overblown. Privacy is at a premium.

Why wait until the permits get approved? Get started today with a low-tech alternative in the form of a handy book. Lines are under an hour with a FastPass.



INTRODUCTION

this book is required reading

Only connect.

—E. M. Forster, *Howards End*

Learning Latin in Greek

On my first day of grad school at Cornell University, I attended microeconomics. The professor, in an attempt to calm our first-year jitters, explained in soothing tones that he would be showing a lot of graphs, yet there was no need to panic. He said, “Think of graphs as flowcharts, and you’ll be fine.” As an arts professional with no background whatsoever in economics, I suddenly felt dizzy as my vision blurred. I had never heard of a flowchart. I was doomed.

I now describe the experience of those first few weeks in business school as like trying to learn Latin in Greek . . . except I didn't know Greek either. No matter how earnestly I took notes, a few hours later I had no idea what they meant.

A comparable pitfall exists when a self-declared *non-networker* tries hard to follow networking rules written for a different species altogether. There is no point of reference. No mental bucket exists in which to dump the data. The data is fine. It is just in a foreign language. *This* networking book, on the other hand, is written in language spoken and understood by introverts, the overwhelmed, and the underconnected. What luck! You finally have a chance at a passing grade.

By the way, for many years now I have been invited back to teach networking at Cornell. I have not yet been asked to lecture on economics, however.

Networking for People Who Hate Networking

Why would such a book exist? Isn't it a bit like giving quiche recipes to people allergic to eggs and cheese? Or surrounding oneself with fragrant flowers despite suffering from severe hay fever? If you have an aversion to something not *absolutely* necessary, why not occupy your life with alternative endeavors? Why torture yourself?

These are solid questions. Thanks for asking.

Allow me to begin by saying I agree 100 percent. Do not waste a single precious hour on an activity you hate! Still, you don't get off the hook that easily. You don't get to place this book back on the shelf (or e-shelf, as the case may be), proclaiming yourself oil to networking's vinegar.

Instead, I am going to perform the astounding trick of making networking enjoyable and rewarding. All without mind-altering substances! So find a comfy chair or patch of grass, crease this spine, and commit. You won't regret it.

Our field guide begins by politely examining—and then shattering to pieces—traditional networking truisms. Commandments along the lines of:

- Promote yourself constantly.
- More contacts = higher probability of success.
- Never eat alone.
- Create nonstop touchpoints.
- Get *out there* as much as possible.

Until my first edition hit the presses, networking books were all written for people of a particular temperament—the very personality style already predisposed to relish the prospect of spearing cheese in a room full of bustling strangers.

Turns out this personality type comprises a paltry 15 percent of the general population.* I am certain this is an unintended oversight on the part of other, well-meaning authors. Nevertheless, smoke comes out of my ears just thinking about it. The other 85 percent of humankind is dismissed. Misled. Bamboozled. It is time to take back our rightful share of the networking world.

Along the way we will discover the enormous value of leveraging our natural style when networking. No more stamping out our instincts.

Why Bother?

What's that you're mumbling? You don't like networking and have no interest, anyway? It drains you? It never works? You don't have time? You don't need to? It's phony, self-serving, fake, inauthentic, superficial, conniving, manipulative, and useless?

*Myers, McCaulley, Quenk, and Hammer, *Myers-Briggs Type Indicator Manual* (Saint Paul, MN: Consulting Psychologist Press, 1998).