



CIGRE Women's Network

“How to build your networks”

27th April 2017, 12:30 – 17:00

Manor Hotel, Manor Road, Meriden



Welcome to the event!

Introduction to the day

- Why are we here?
- What are we here to do today?
- Thank you to Enzen for hosting today



Housekeeping





AGENDA

12.30	Lunch and networking
13.00	Welcome & Introduction Women's Network Cigre UK & Enzen
13.10	Open panel session <ul style="list-style-type: none">• The power of strategic influencing, Elizabeth Coffey, MD, Spark Leadership Ltd• Work life balance, Sarah Williams, Business Improvement Manager, Wales & West Utilities• Networking across boundaries, Philippe ADAM, CIGRE General Secretary• Recognising and seizing opportunities, Uma Rajarathnam, Head of Applied Research and Collaboration, Enzen Q&A
14.30	Break <i>We will present the outcome and results of Women's Network Cigre UK Mentoring Platform</i>
14.45	Interactive session: Using social media for networking Part 1: Introducing the value of an online presence Part 2: Improving the content of your online presence
15.25	Break
15.35	Part 3: Use the content of your improved profile to create your networking elevator pitch
16.35	Exercise wrap up
16.40	Thank you and close



Panellist session

Our panellists will share their experiences on a number of topics that contribute to and impact on networking

- **Elizabeth Coffey**, MD at Spark Leadership Ltd - the power of strategic influencing
- **Sarah Williams**, Business Improvement Manager, Wales & West Utilities - managing work life balance
- **Philippe ADAM**, CIGRE General Secretary - using CIGRE to network across boundaries
- **Uma Rajarathnam**, Head of Applied Research and Collaboration, Enzen - recognising and seizing opportunities



Sarah Williams – presentation videos

Dad.....

https://www.youtube.com/watch?v=3ZwJ0_JiQ0

Mum.....

<https://www.youtube.com/watch?v=-Ojvk-4lcOE>



Tea break!



15 minutes



Cigre Women's Network Mentoring Platform

Cigre Women's Network
Mentoring Platform
Faith Natukunda



Interactive networking session - introduction

We've had requests to focus on social media as a networking platform, but EVERYTHING we talk about today will help hone your networking skills, be they used on or offline

Part 1

- Introduce social media as online platforms for networking
- Provide guidelines for creating your online profile

Part 2

- Develop or improve your own profile

Part 3

- Guidance on an elevator pitch
- Develop your own elevator pitch

Why network?

Reasons to network

- Friendship benefits
- Opportunities
- Advice
- Assistance
- Positive influence
- Keep you informed
- Teach new things



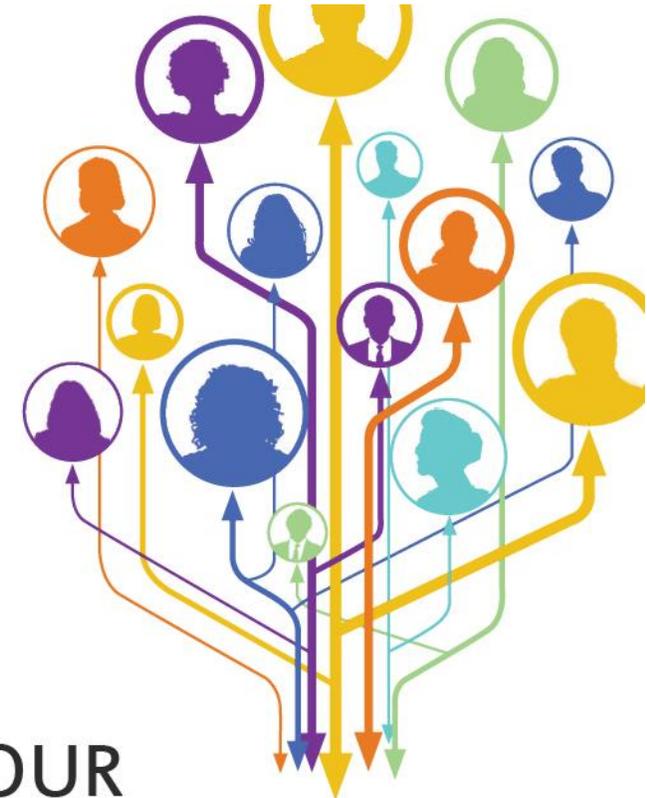
Women's Network, Cigré UK

As part of the network's vision to create a pathway for female engineers to have a valued career within the energy sector, we'll be coming together on Thursday, 27 April to discuss:



HOW TO BUILD YOUR

NETWORKS





Part 1 - To be or not to be online?

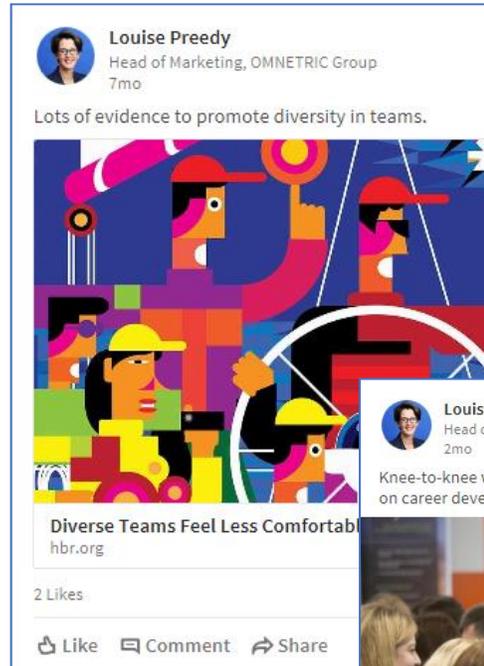
Number of advantages

- Accessible medium, enabling you to market yourself in your chosen way
- Popular methods of job hunting
- Enables sharing your knowledge and experience with like minded people; opportunity to learn from others
- Get back in touch with friends or former colleagues – and you can usually vet before accepting!

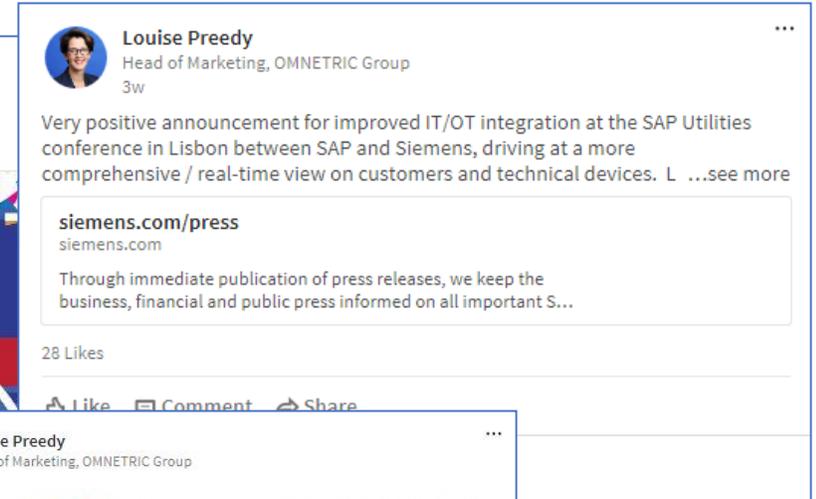
Part 1 – Practical tips

- Build your network in a focused way
- 10 mins every other day... use it, but don't let it become a distraction
- Be active. Likelihood is, if you like an article / conference / event, others in your network will too
- (Potentially) put it on your phone, so you leverage “non-productive” time

Her interests



Her values



Her business



Part 1 - Guidelines for profile creation

Your profile is an online CV. It needs to accurately reflect your skills and experience

There are some golden rules to abide by

- Professional photo!
- Provide a good summary – describe you, your function, industry and level, and your expertise
- List your last 3 roles /information about work experience, including responsibilities, accountabilities and strengths
- State any recent achievements and outline what you'd like to do next
- List your top skills, it's a good idea to start with three and have them endorsed by fellow professionals
- Use key words that help to identify you in searches.
- Mention colleagues on projects especially senior colleague that can help connect you 'upwards'
- Include URLs of organisations you have worked with

Keep it short. Keep it professional.



Part 2 - Tips to create your online profile

Think about the answers to the following questions to guide your content:

- What do you do and for whom? Ensure your purpose is clear
- How long have you worked in your industry?
- What is your particular expertise or specialism?
- What have been the highlights of your career?
- If relevant, what impressive clients have you worked with?
- What examples do you have, with proof, of what you can deliver?
- Have you received any awards or accolades?
- What qualifications do you have?
- What are your values - why do you do what you do?
- Include some posts related to you, your skills or experience
- Include recommendations as well as endorsements from others



Part 2 – Your task

- Discuss the tips and guidelines as a table. Is there anything you'd like to add or challenge?
- Take 15 minutes to either create your online profile
- If you already have a profile, think how you can improve it

Tea break!



10 minutes



Part 3 – Content guidelines for creating a powerful elevator pitch

Focusing on the content:

- Deliver it in about a minute (roughly 150-250 words)
- If appropriate, engage with an opening question
- Identify your goal – what do you want them to know?
- Succinctly explain what you do and communicate your USP (Unique Selling Point)
- Make them care – address their interest to ensure you capture their attention
- Make it easy to “enlist” - name drop clients/organisations



Part 3 – Delivery guidelines for a powerful elevator pitch

Focusing on the delivery:

- Be confident
- Leave them wanting more
- Avoid industry jargon
- Be natural
- Get feedback from people you trust
- Shut up! Once you've delivered stop talking

Warning! Please don't

- Wing it
- Oversell yourself or be too pushy
- Use too much data
- Talk too fast to allow for extra content
- Use generic pitch templates
- Talk the whole time – allow others to contribute



Part 3 – Your task

- Using the content from your new/improved profile, spend 10 minutes creating one minute's worth of elevator pitch content
- Each member of the table to "pitch" back to the table members
- Following each pitch provide constructive feedback on content (rather than delivery style)
- Take notes on the feedback outlining changes you might want to make to your pitch
- One person per table to volunteer to pitch back to the full group



Exercise wrap up comments

Through that exercise we hope we've given you:

- Practical tips on using social media for networking
- An understanding of the key guidelines for creating a powerful online presence
- The opportunity to improve or create their own personal online profile
- A chance to develop an elevator pitch and have the opportunity to present in a safe environment



Thank you and close

There are a number of people that have contributed to this event and we couldn't have done it without them:

- All of our panellists
 - Elizabeth Coffey
 - Sarah Williams
 - Philippe ADAM
 - Uma Rajarathnam
- The CIGRE Women's Network committee
- Enzen for hosting

- We hope you've found today valuable, please complete a feedback form on the way out
- Safe onward travel

Part 1 - Types of online networking platforms

