Professional Development Series
“Putting Your Best Foot Forward”
Achieving Victory with Virtual Networking
"Putting Your Best Foot Forward: Achieving Victory with Virtual Networking"

Date: Thursday, March 11, 2021
Time: 1:00pm – 2:00pm Eastern

Thanks to our sponsors for supporting the efforts of the WIIM Community!
Putting Your Best Foot Forward: Achieving Victory with Virtual Networking

March 11, 2021 @ 1PM (Eastern)

Ann Gorr, IGP

• Legal Technology Consultant | Information Governance Strategist
• Focused on Technologies for the Mid-Market / Regional Law Office and Corporate Legal Department
• Information Governance Design & Delivery
• Best Practices & Change Management
• Think “Owner’s Agent”! - Supports the Client on their Technology Journey
• Interacts with Technology Partners in Delivering Solutions for the Client

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Nancy Myrland

• President | Myrland Marketing & Social Media
• Focused on Content, Social & Digital Media Marketing for Lawyers, Corporate Legal Departments, and Corporate Staff
• Frequent LinkedIn and Zoom Presentation Trainer
• Podcast Strategy and Consulting
• Known for making the complex simple
• Marketing partner who cares about helping clients reach the right people at the right time with the right messages

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Networking / Relationship Building

LOVE
I O
HATE

Purgatory
Hell
Heaven

HARD PLACE

AIIM

WOMEN IN INFORMATION MANAGEMENT
Research by Carnegie Mellon University’s Carnegie Institute of Technology indicates:

15% of one’s success is based on technical skill,

while 85% is due to the ability of an individual to connect with others.

Source: “A Study of Engineering Education”
C.R. Mann | Carnegie Foundation for the Advancement of Teaching | 1918
Opportunities for Relationship Building

- Professional Associations
- Educational Programs
- Internal Business Meetings
- Social Media – LinkedIn/Twitter
- Personal Friendships / Relationships
- External Business Meetings
- Conferences
- Business Travel
- Community/Charitable Events
Unique Opportunities in Virtual Networking

- Novel Approach
- Daily Commitment by Ari Kaplan
- Building the Legal Vertical Community
- Virtual Networking at its finest!
- Relationships that would most likely have never been established in an “in-person” environment
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THE VIRTUAL LUNCH
Weekdays at noon ET on Zoom

Celebrating One Year Anniversary on March 16th
LEARNING METHODOLOGIES

- Visual
- Aural / Auditory/Hearing
- Verbal
- Physical / Tactile/Touch
- Logical
- Social vs. Solitary
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We don't know where our first impressions come from or precisely what they mean, so we don't always appreciate their fragility.

Malcolm Gladwell
Being An Informed Networker

- Do Your Research
- Know the Venue
- Dress Code is Key
- Understand the Meeting Format
- Review the Leadership Team
- What’s on the Agenda that Day/Evening?
- Know an interesting fact about the scheduled presenter!
- Review your notes/contacts from last meeting.
• Have an “elevator pitch” prepared!
• Come with your Smile
• Be ready to participate, ask questions & LISTEN!
• Find that “Method” that works for you.
• Have business cards and/or app ready
• Do that “freshen up” thing before entering the virtual environment / physical room!
Strategic Networking vs. Collecting Cards

People

Strategic Alignment

Programs
NOT READY FOR PRIME-TIME NETWORKING?

- Join A Smaller Committee/Virtual Environment
- Baby Steps to Connecting
- Attend a “CE” program in your wheelhouse
- Volunteer to help with welcome/setup committees
- Get involved with their charitable missions
The Power of the Thank You and/or Follow Up Note

AKA – You’re Mother Was Right, Again!
"Identity will be the most valuable commodity for citizens in the future, and it will exist primarily online."

- Eric Schmidt

(Chairman of the US Department of Defense’s Defense Innovation Advisory Board | Former CEO of Google)
FIRST IMPRESSIONS....

• Name
• Develop a Catchy Headline
• Professional Photo
• Work History
• No Typos!!!
• Post relevant Contact Info
• Update Your Professional Experiences
• Update your Projects, Publications, & Experiences
Getting & Staying Connected:

- Extend Invitations to Connect
- Be Discriminating when Connecting
- Use Your Manners - Personal Notes when Sending Connection Requests
- Congratulate & Thank You’s with Connections
- Comment On / Like Posts
INVESTMENT OF TIME ....

- Set & Meet Your LinkedIn Goals
- Schedule Time to Participate
- Stay Connected
- Set your Privacy, Notification and General Preferences
Relationship Building: GIVING vs. GETTING

- It isn’t always about you!
- Mentoring
- Empathy
- Just Being Nice
- “The Boomerang Effect”
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Keeping It All Together
BUILDING TRUSTED RELATIONSHIPS

“People would rather do business with a person they like and trust rather than someone they don’t, even if the likeable person is offering a lower quality product or service at a higher price.”

Daniel Kahneman - 
Nobel Prize winning Israeli-American Psychologist
"Not everything that can be counted counts, and not everything that counts can be counted."

– Albert Einstein [1879 – 1955]
SUCCESS = BEING THE BEST YOU

“Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit.”

- Conrad Hilton
SUCCESS = BEING THE BEST YOU

"You cannot dream yourself into a character; you must hammer and forge yourself one."

-- Henry David Thoreau
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A Professional Development Webinar Series

“PUTTING YOUR BEST FOOT FORWARD” ~ ACHIEVING VICTORY WITH VIRTUAL NETWORKING

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WIIM March 2021 Program - Presented by Ann Gorr, IGP & Nancy Myrland
Happy International Women’s Day

Celebrating Amazing Women Everywhere!!!
March 8, 2021
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