



TOP TIPS FOR NETWORKING VIRTUALLY

1 RE-FRAME "NETWORKING"

Try not to let it feel overwhelming - instead, think of networking as a way to create conversations, or take part in a discussion. This is your chance to custom-build beneficial relationships.

2 INTRODUCE YOURSELF

Let people know in the chat who you are, your role or title and business, and wherever you want people to connect with you, be that in a private chat or via LinkedIn. Introducing yourself virtually removes the pressure you might have in person when raising your hand or speaking up.

3 TAKE A PICTURE

Screenshots are great tools that allow you to go back and review who else you engaged with during the conversation virtually, others that introduced themselves, or made comments you'd like to follow up on. NOTE the chats in the virtual environment do not get saved!

4 DON'T WASTE A MEETING OR SESSION

Embrace opportunities to go deep and wide in every interaction. And be prepared to ask for what you need, be it advice, mentorship, or a connection.

5 FOLLOW UP

The key to any networking-or relationship building-is follow up. Review any screenshots that you saved and connect with those individuals on LinkedIn or social media, saying, "we were in that session together. I'd love to connect."

Cate Luzio spent two decades in financial services leading global multibillion-dollar businesses before founding Luminary, a global career and personal growth platform and collaboration hub for women.

CATE LUZIO

