

"Building Relationships and Managing Your Network"



Presented by: Odell L. Brown, CIA, CPA, PHR

MPrints

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Odell L. Brown (Retired) At-A-Glance



Career Awareness & Development:

- Targeted Coaching & Mentoring
- Career Transitions Resources
- Accounting Career Awareness Program (ACAP); see www.dallasacap.com
- Adjunct Human Development Professor
- College Internship Program

Human Resources & Training:

- ADA/Career Transitions Resources
- Business Acumen
- New Leader Onboarding
- HR Workshop
- Emerging Leadership Development Program
- ERP Implementations (PeopleSoft, SAP)
- Instructional Design/Facilitation
- College Relations and Recruiting
- College Internship Program
- Continuing Education for 120 CPAs

Accounting & Auditing:

- Adjunct Accounting Professor
- VP--Financial & SEC Reporting
- Internal Audit Director
- Public Accounting

Education & Certifications:

- Harvard Business School (Executive Leadership Development Institute)
- Master's in Professional Counseling
- Master's in Human Resources & Training
- Bachelor's in Accounting
- Certifications: CIA, CPA, PHR

Past Employers:

- MPrints (Owner)
- Southwest Airlines Co. (Retired)
- North Lake College
- Associates First Capital Corporation
- KPMG LLP



Accountants Can:

- Make a lot of money
- Travel to interesting places
- Meet a lot of interesting people
- Own their own businesses
- Have many different job experiences

Some Careers in Accounting/Finance:

- Public Accounting
- Corporate Accounting
- Tax Accounting
- Entrepreneur
- Professor
- Non-Profit
- Information Technology

Some Keys to Success:

- Strong Desire to Succeed; Strong Work Ethic; Strong Communications Skills
- Ability to Handle Confidential Information
- Flexible; Perseverance; Good Computer Skills; Attention to Detail
- Strong Leadership Skills; Project Management Skills
- Strong Ability to Network
- Be Socially Acceptable, Technically Competent; Politically Astute

Definition: Relationships

The way in which two or more people, groups, countries, etc., talk to, behave toward, and deal with each other.

Definition: Networks

The exchange of information or services among individuals, groups, or institutions, specifically: the cultivation of productive relationships for employment or business.



Business networking is leveraging your business and personal connections to bring you a regular supply of new business.

Rule of Thumb: Don't waste your time networking if you are not prepared to develop win-win relationships.

Networks...

- Are internal and external to the organization.
- Provide one another with information, support, or advice to accomplish individual or group goals.
- Are sometimes based on criteria such as influence, skills, experience, position, etc.
- Are built and nurtured on an ongoing basis.

Do's and Don'ts of Networking

- **Mistake #1:** Talking About Yourself—All the Time
- **Mistake #2:** Expecting A Job
- **Mistake #3:** Not Saying Thanks
- **Mistake #4:** Forgetting to Follow Up

Mistake #1: Talking About Yourself— All The Time

■ You:

- Talented,
- Eager
- Ambitious
- Lots of ideas to share
- Want people to know who you are and what you do

■ The Fix:

- Be sincerely interested in other people and their success (mutual interest, genuine concern)
- Develop lateral and vertical networks

Mistake #2: Expecting A Job

■ You:

- Looking for a new job
- Have an agenda
- Have personal goals, ambitions

■ The Fix:

- Do your research before the event
- Provide some value (volunteer; act as a resource; work on a committee or special project)
- Join professional organizations
- Read professional journals to keep current

Mistake #3: Not Saying Thanks

■ You:

- Met a contact who provided you a lead
- Got sound advice from someone
- Got a good referral from someone
- Was mentored by someone

■ The Fix:

- Show gratitude; treat people with respect
- Take notes
- Remember names, roles; develop interpersonal skills
- Leave a favorable impression

Mistake #4: Forgetting to Follow Up

■ You:

- Met someone who provided value or service
- Don't remember their name, role
- Allowed too much time to elapse before the next contact

■ The Fix:

- Stay accountable
- Don't be a leach (take but don't give)
- Think "relationships" not just "networking" (don't just contact network members when you need help)

Leveraging Your Networks

- Recognize the value of networks.
- Identify the people to include in your network.
- Build your network.
- Establish networks outside your organization.
- Strengthen your network.
- Leverage networks to get things done.
- Maintain your network.

Network Evaluation: A Checklist

- ___ Do you have a clear idea of what you **NEED** from a network?
- ___ Have you analyzed what you have to **OFFER** other members of your network (skills, influence, information)?
- ___ Do your colleagues contact you frequently for advice or support?
- ___ Do you make an effort to get together with colleagues on an informal but regular basis?
- ___ Do you periodically attend professional meetings to make contacts with other key people in your industry?
- ___ Are you a member of at least one professional association?
- ___ Do you regularly attend company social events?

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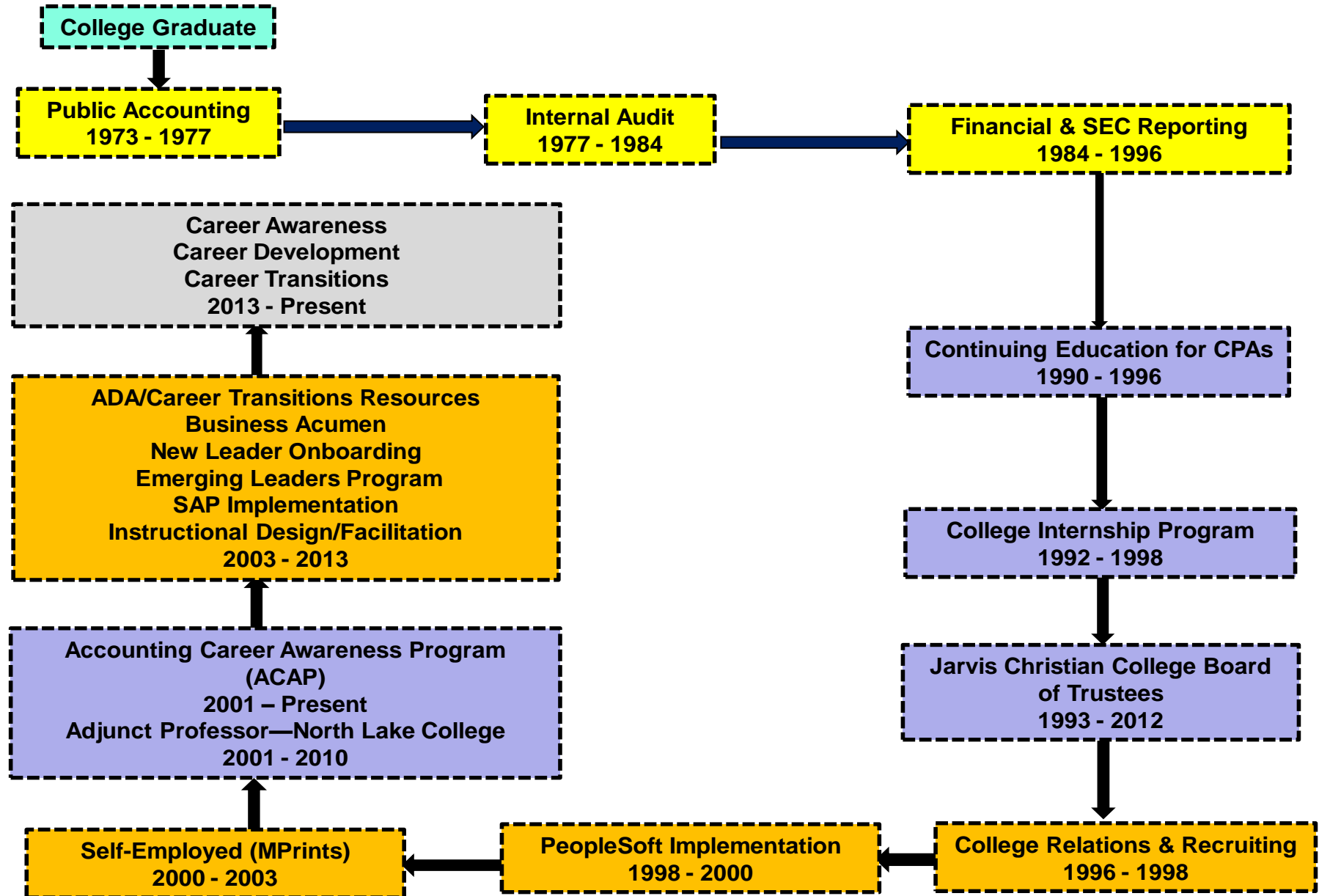
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Odell's Career Journey



Questions

