

# WHY WE HATE NETWORKING

(and strategies to use instead to build meaningful professional connections)

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*FACULTY DEVELOPMENT FRIDAYS*

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## **DISCLOSURES**

- *I don't myself enjoy “instrumental networking” or recommend it to others.*
- *No other conflicts to disclose.*

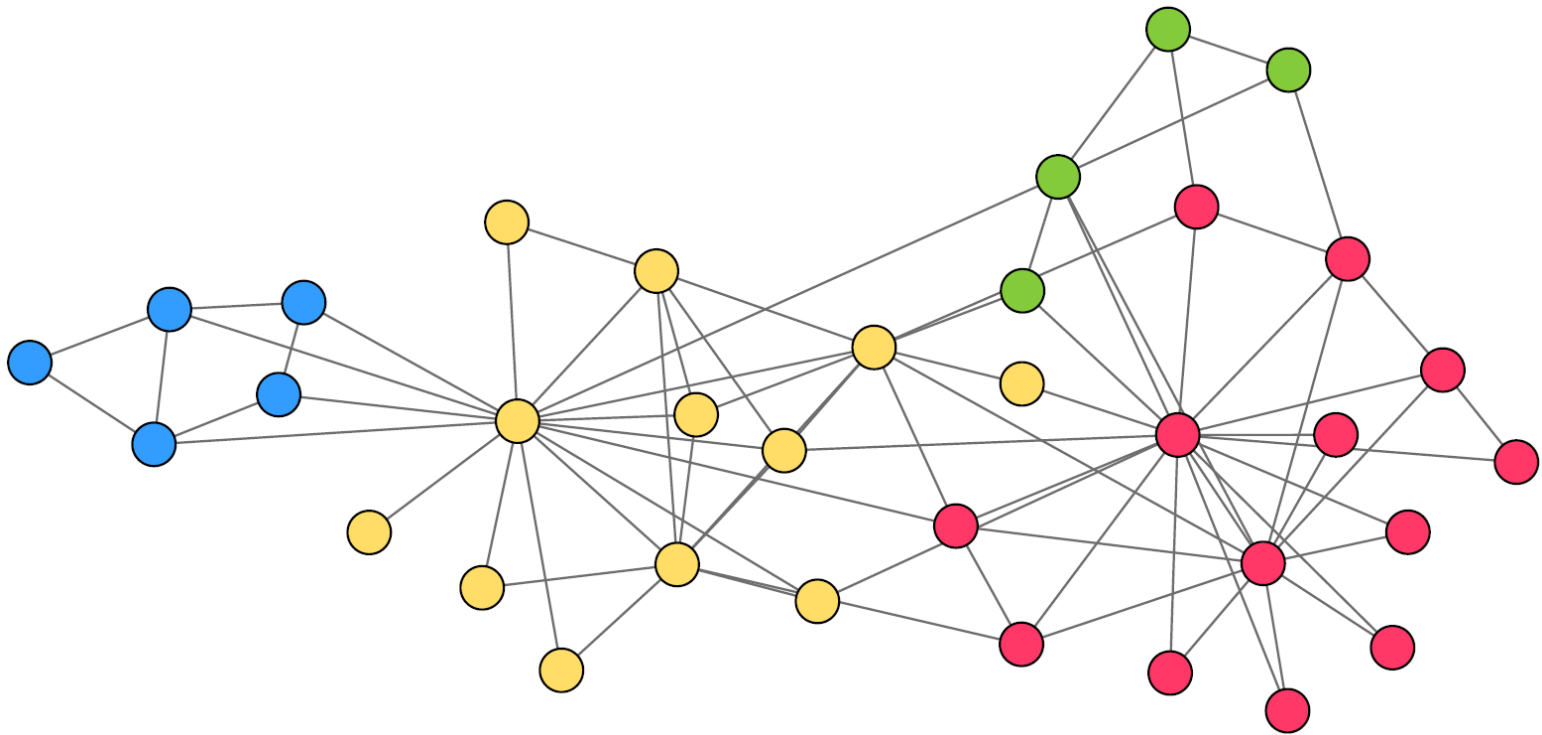
**LEARNING  
OBJECTIVES:**

**BY THE END OF  
THIS SESSION  
PARTICIPANTS  
WILL BE ABLE TO:**

1. *Consider high-integrity reasons to overcome natural resistance to traditional “networking” recommendations.*
2. *Develop an alternative strategy for communicating with valued stakeholders about what matters most to us (and them).*

# Why are you here today?

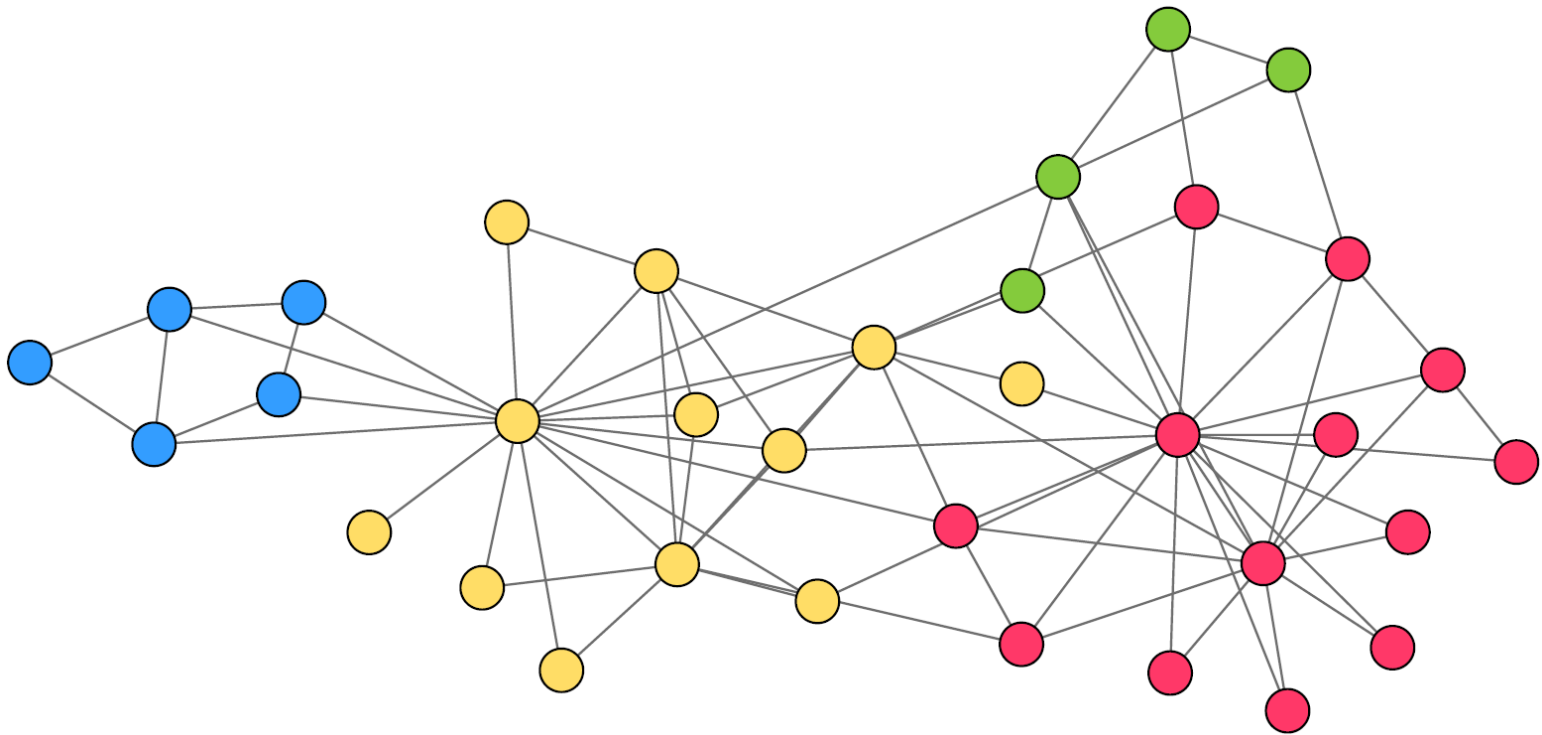
(aka what is your purpose for networking?)



# What “networking” strategies have worked for you?



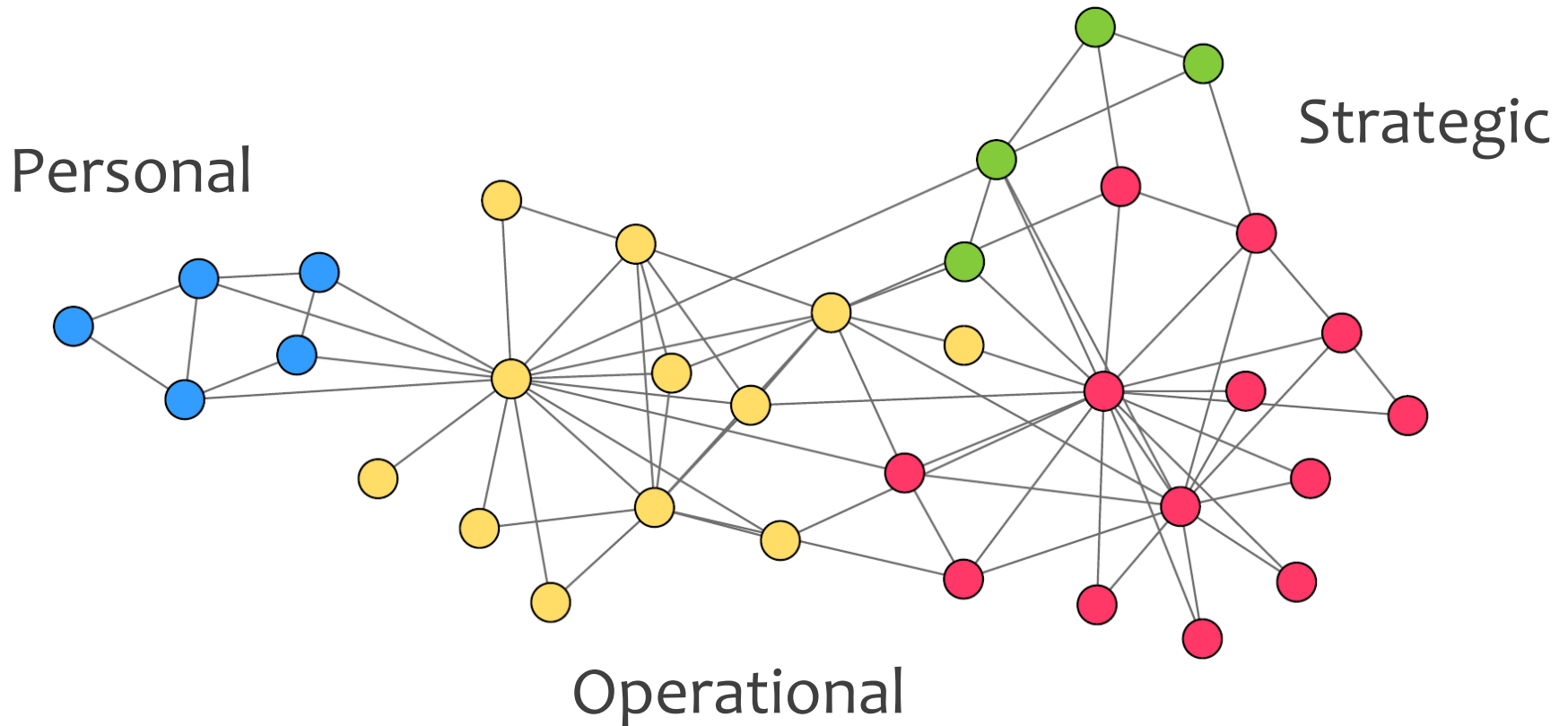
# Why do networks matter?



“Effective leaders have many people they can turn to who can help them think through difficult problems or support them in their initiatives...

Because no one person can possibly have all the answers or, indeed, know all the right questions to ask, it's crucial that leaders be able to tap into a network of people who can fill in the gaps.”

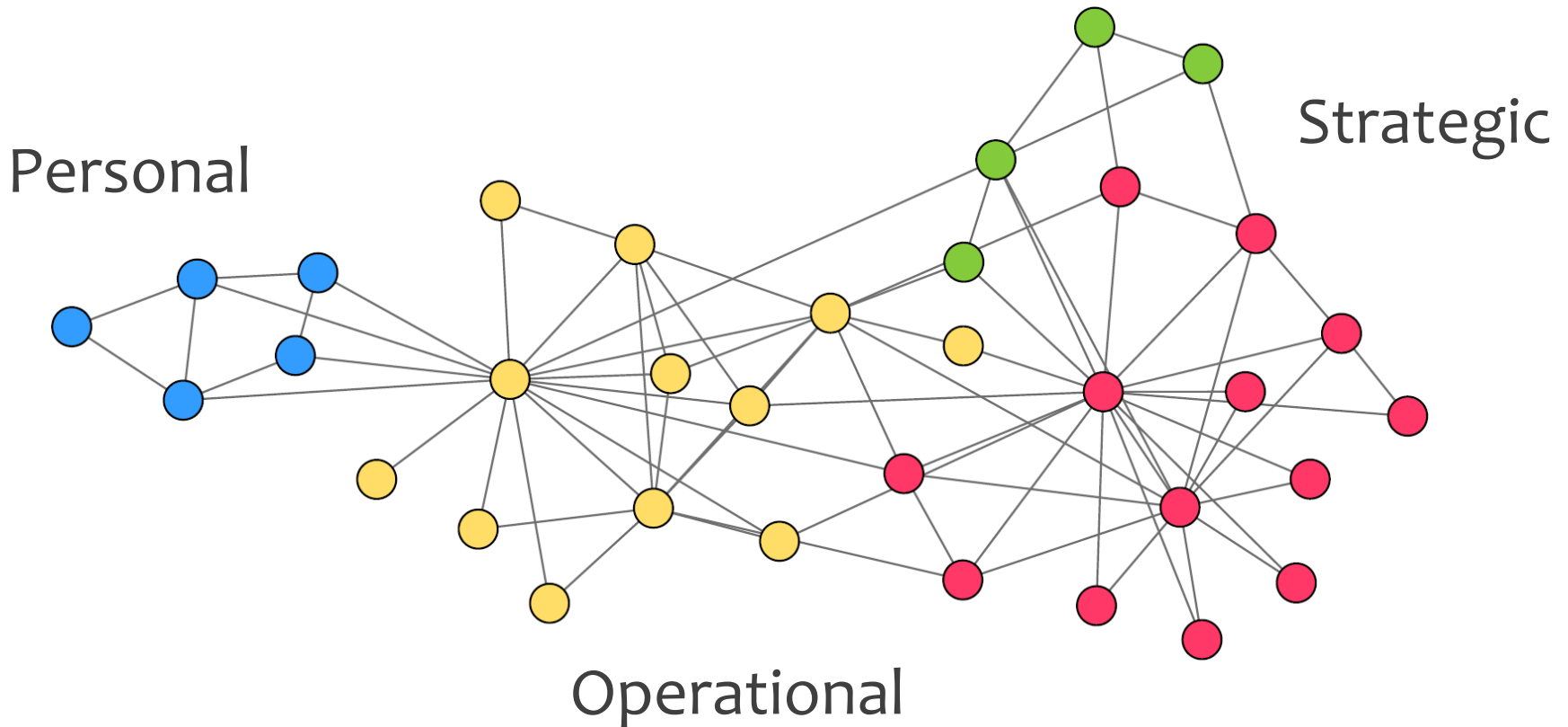
# Different types of networks





# Which is your toothache?

(aka what is your purpose for networking?)



**HOW THE IDEA  
OF  
NETWORKING  
MAKES US  
FEEL:**



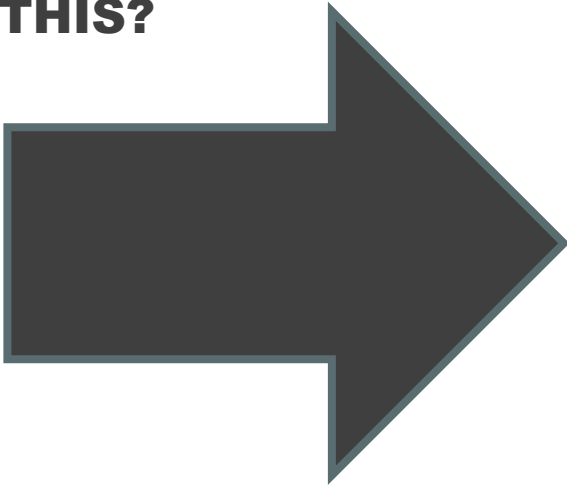
**HOW WE WANT  
TO FEEL ABOUT  
CONNECTING  
WITH VALUED  
COLLEAGUES:**



**MAYBE THERE'S  
A HAPPY  
MEDIUM?**

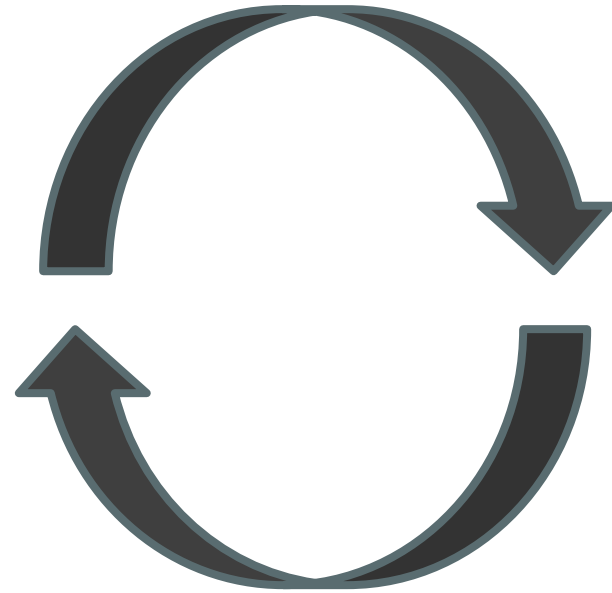


**WHAT IF  
NETWORKING  
DOESN'T LOOK LIKE  
THIS?**



**WHAT IF IT'S LESS OF  
A TIME-PRESSURED  
SALES PITCH...**

**WHAT IF IT LOOKS  
MORE LIKE THIS?**



**AND MORE OF A  
CONVERSATION  
STARTER?**

*“Be a person who sees others,  
who grasps who they are and what is important to them;  
Who gets behind them and  
moves them ahead in their world.*

*Be a person who puts your projects out to others,  
lets them know who you are and what is important to you;  
And allows them to get behind you and  
move you ahead in your world.”*

**BARRY OSHRY**



# STRENGTHENING OPERATIONAL NETWORKS

## **POTENTIAL QUESTIONS TO ASK A COLLEAGUE**

1. *What are your deliverables?*
2. *What do you find most meaningful about your work?*
3. *What is it about how I do my work that helps you do yours?*
4. *What could I do differently that would help you even more?*

# STRENGTHENING STRATEGIC NETWORKS: Part 1

**REFLECT ON  
WHAT YOU CARE  
ABOUT AND  
PREPARE A  
“CONVERSATION  
STARTER”**

1. *What meaningful difference am I seeking to make?*
2. *Why is this important to me?*
3. *What have I already done to move this work forward?*



# STRENGTHENING STRATEGIC NETWORKS: Part 2

**GET CURIOUS  
ABOUT WHAT  
OTHERS CARE  
ABOUT  
AND  
PREPARE TO  
INQUIRE**

1. *What are you working on that you are excited about?*
2. *What are you finding most challenging?*

# STRENGTHENING STRATEGIC NETWORKS Bonus Round

## **ASK FOR HELP**

1. *I'm passionate about X...  
can you suggest who might  
be good for me to talk to?*

# PRACTICE CONNECTING

**PAIRS OR  
TRIOS**

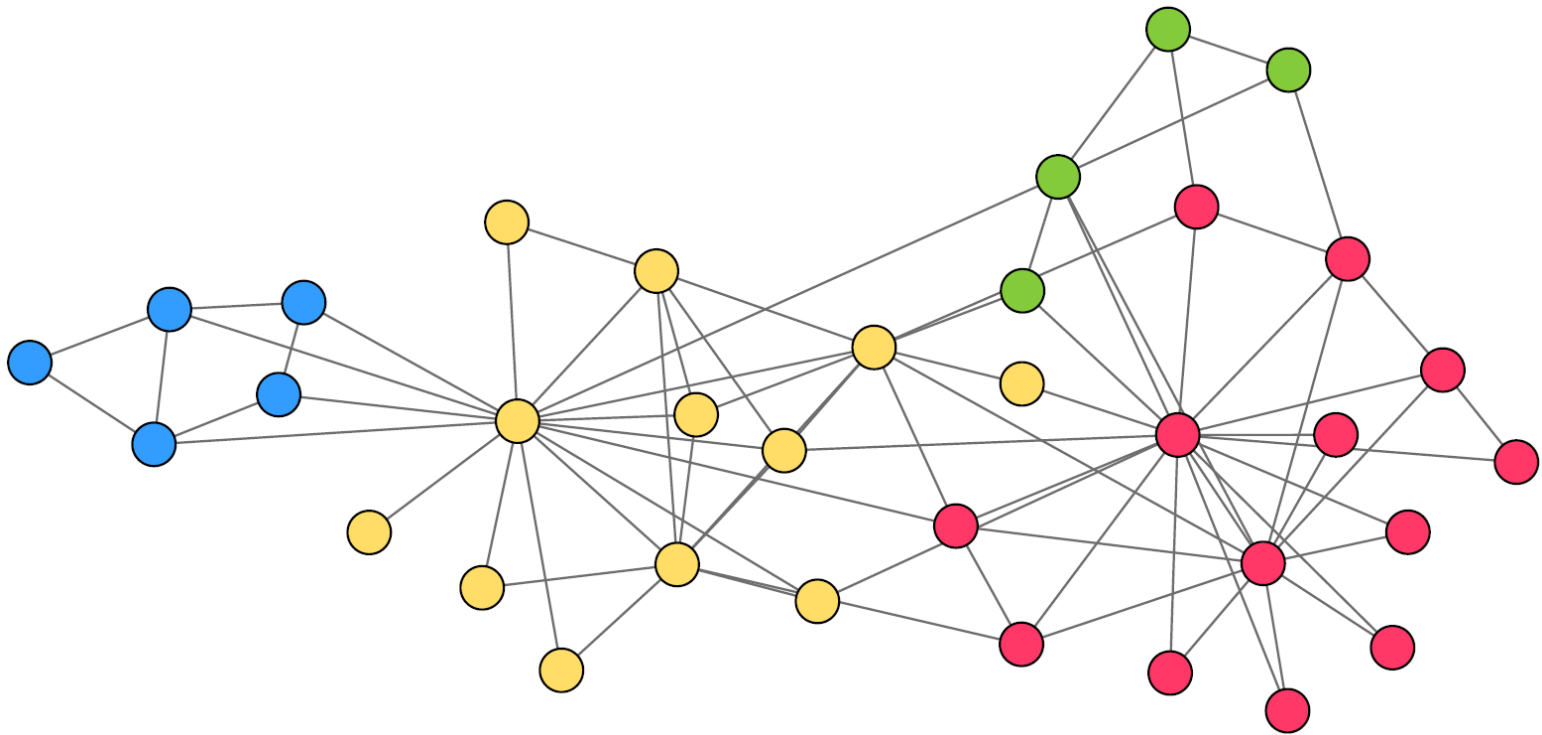
**ASK YOUR  
PARTNER(S)  
ONE OF THESE  
QUESTIONS**

**REALLY  
LISTEN TO  
THEIR  
RESPONSES**

1. *What are you working on that you are excited about?*
2. *What are you finding most challenging?*
3. *I'm interested in X... Can you suggest who might be good for me to talk to?*

# What's your next step?

(try out “next action” thinking)



**QUESTIONS?  
CHALLENGES?  
REFLECTIONS?**

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TABLE 3-1

## Difference between operational, personal, and strategic networks

	Operational network	Personal network	Strategic network
<b>Purpose</b>	Manage today's work; get things done efficiently	Grow personally and professionally; enjoy and develop yourself	Lead: understand your context, generate strategic ideas, and get support for them
<b>Location and time frame</b>	Mostly internal; short-term focus	Mostly external; short- and medium-term focus	Both internal and external; medium- and long-term focus
<b>Key relationships</b>	Nondiscretionary; key contacts are mostly prescribed by the task and organizational structure	Discretionary; key contacts are driven by current interests and immediate career priorities	Some discretion but strategic relevance matters; key contacts are defined by the industry and organizational environment



# Building Strategic Connections in Three Easy Steps

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**Why Build Strategic Connections?** Do you want to be able to see the future and get

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