



Follow Through 2.0 – From Connections to Collaborations



EMBRACE
Your STORY

YOUR PRESENTERS - VIRGINIA COUNTS, PH.D., P.E., PMP, MBB, ACC

SWE Fellow & Life Member | FY09 SWE President



- On **sabbatical**, exploring the “**last chapter**” of her corporate career.
- **Honeywell (15 yrs)**: built/tested gas-turbine engines; contributed to APU used on the “**Miracle on the Hudson.**”
- **Medtronic (22 yrs)**: Lean/Six Sigma **Master Black Belt**; Program Management (**PMP**); **\$6B+** revenue impact; **8 Star of Excellence** awards.
- **3 ASU engineering degrees** (ME, IE, Sustainable Eng); **licensed engineer**; Arizona native.
- Mentor & connector; serves on her HOA board - pro tip: don't do it!
- Hikes with her miniature schnauzer **Connie** (named for her Pops, **Conrad**).

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YOUR PRESENTERS - BETH MCGINNIS-CAVANAUGH, MSCE, EIT

Professor, Engineering and Physical Sciences, Springfield Technical Community College



- Teaches courses in engineering mechanics, physics, and structures
- Strong advocate for community college women in engineering
- Co-founded and co-led Community Colleges AG
- Chair, Academia Working Group
- Editorial Working Group member
- Faculty Advisor, STCC SWE Affiliate
- Degrees in Civil (Structural) Engineering
- A new grandmother!

YOUR PRESENTERS - JENNIFER WINIKUS, PH.D.

Teaching Associate Professor, Department of Electrical and Computer Engineering,
Lehigh University



- BS and MS in Electrical Engineering from Alfred University, MS and PhD in Computer Engineering from Michigan Technological University
- SWE Chair-Elect of the Accreditation (ABET) Working Group, Conference Advisory Board Academic Representative, Women in Academia Member, Faculty Advisor and Counselor to Lehigh University student section
- Teach courses in digital and embedded systems, and chip design
- ABET Program Evaluator



LEARNING OUTCOMES



- Identify key opportunities to connect beyond the initial follow-up.
- Explore strategies to advance connections with leaders, mentors and collaborators.
- Plan the right approach to transition networking into tangible collaborations.

WHY NETWORKING MATTERS

- Access to information
- Visibility and credibility
- Support and guidance
- A sense of community

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The richest people in the world look for and build networks; everyone else looks for work.--Robert Kiyosaki

PROFESSIONALLY - YOU NEVER KNOW WHEN YOU NEED A CONNECTION

- **Faster intel:** warm ties reply first.
- **Hidden information:** many roles never post; inside scoop.
- **Credible advocacy:** stay top-of-mind; get pulled into rooms.
- **Resilience:** advice & intros on short notice.
- **Partnerships:** grant development, webinars, guest speakers, research



FOLLOW THROUGH 1.0 RECAP

GOAL

- Develop authentic networking skills and effective follow-up strategies to build meaningful professional relationships

HOW?

- Ask for help without it feeling transactional
- Turn conversations into mentorship
- Overcome personal challenges that make networking tough
- Plan for follow-up and long-term networking



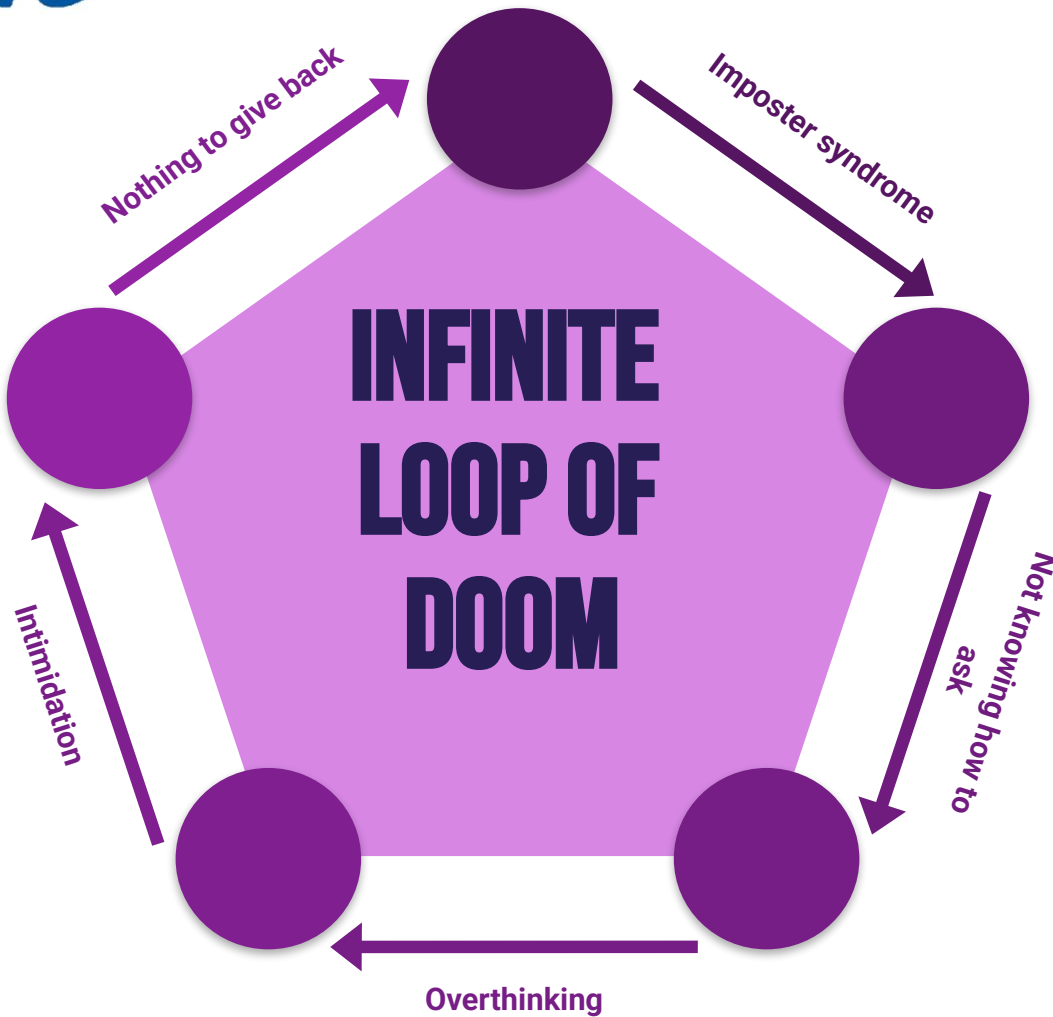


FEARS AND DOUBTS = BARRIERS

- Talking to senior people
- Freezing in conversation
- Feeling like you have nothing to offer
- Their time is more valuable than yours; don't want to impose
- Nothing to offer back
- Not good enough to contribute
- Wow they are so impressive!

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INFINITE LOOP OF DOOM

Endless cycle of

- Impostor syndrome
- Not knowing how to ask
- Overthinking
- Intimidation
- Nothing to give back

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INTROVERTED? SHY?

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BEING INTROVERTED



They are able to initiate conversations,
just they seldom do so

BEING SHY



They prefer being approached by others
to starting conversations

BECOMING SOMEONE PEOPLE ASK TO COLLABORATE WITH

Intangible

- Mentoring
- Encouragement
- Friendship
- Career advice
- Personal advice



Tangible

- Mentoring
- Grants
- Speaking Opportunities
- Career Recommendations
- Award Nominations
- Personal support
- Volunteer

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WHAT DOES MENTORING LOOK LIKE?

Formal

- Explicit and intentional interaction
- Roles are defined
- Objective for the interaction should be well defined



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SWE Early Career & Young Professionals Affinity Group

Are you....

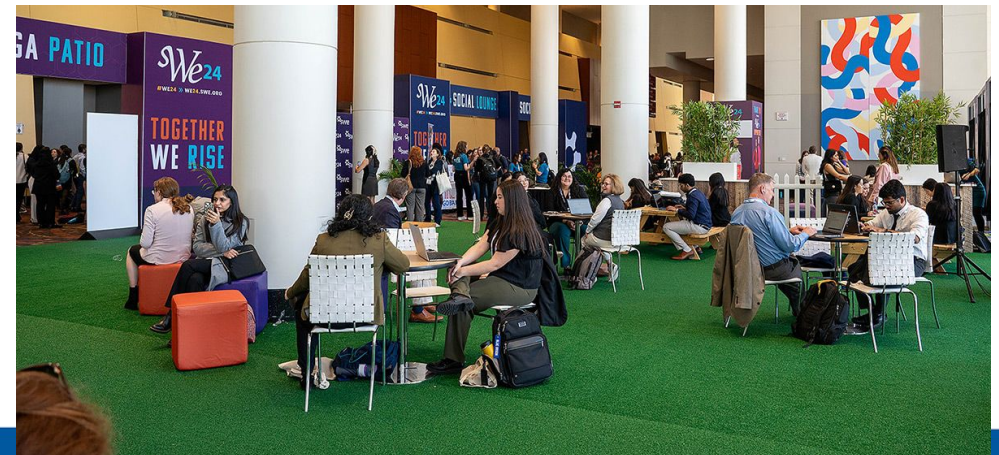
- a college senior or new graduate
- a graduate student
- in the first 10 years of your career

Are you looking for:

- Networking
- Career Guidance
- Mentorship and Empowerment
- Leadership Development
- Professional Development
- Inclusive Community

Informal

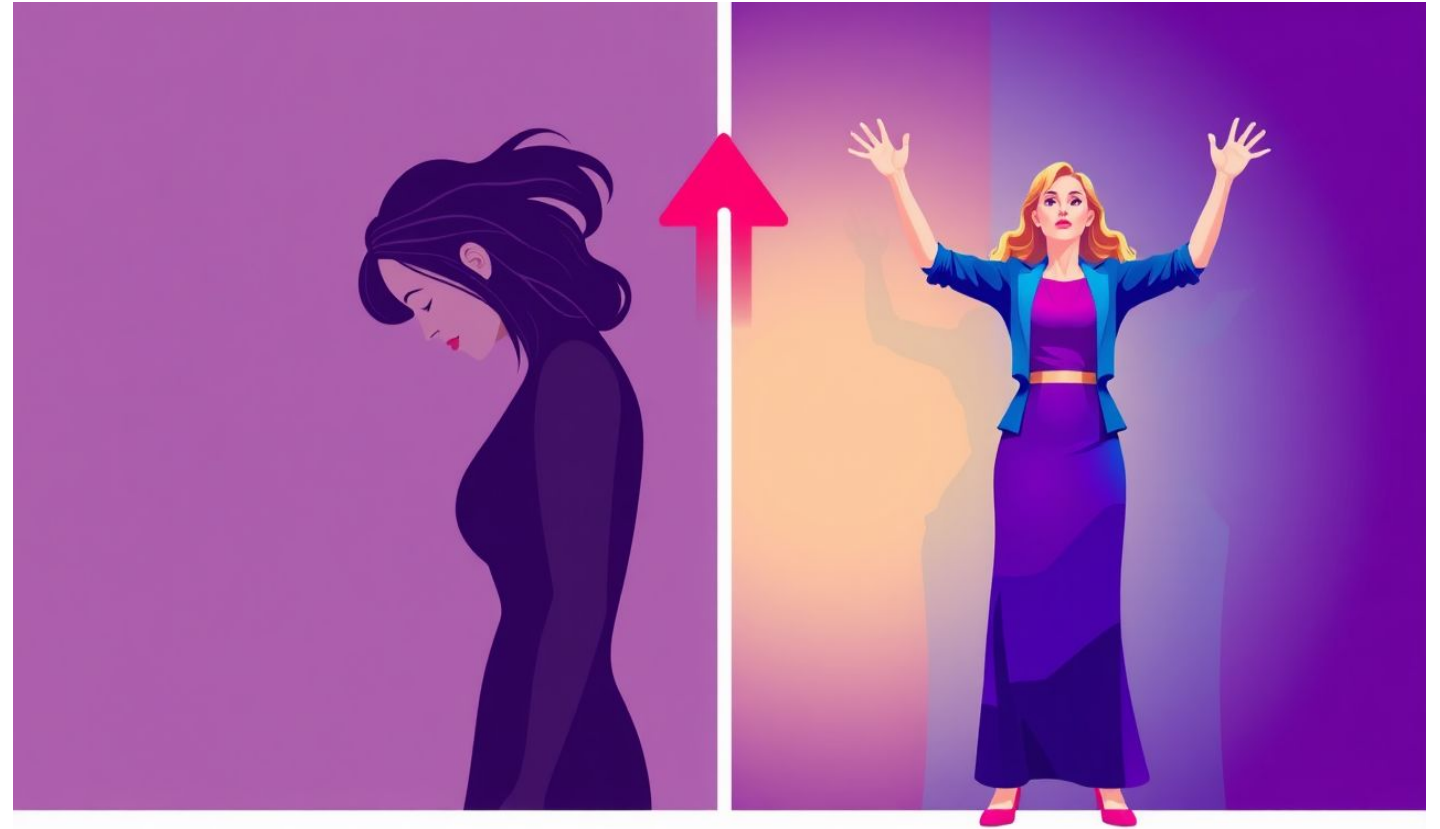
- Interaction isn't aimed at a goal
- Advice and guidance just happens
- More likely to be mutual



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SHIFT YOUR MINDSET: PITY TO POWER

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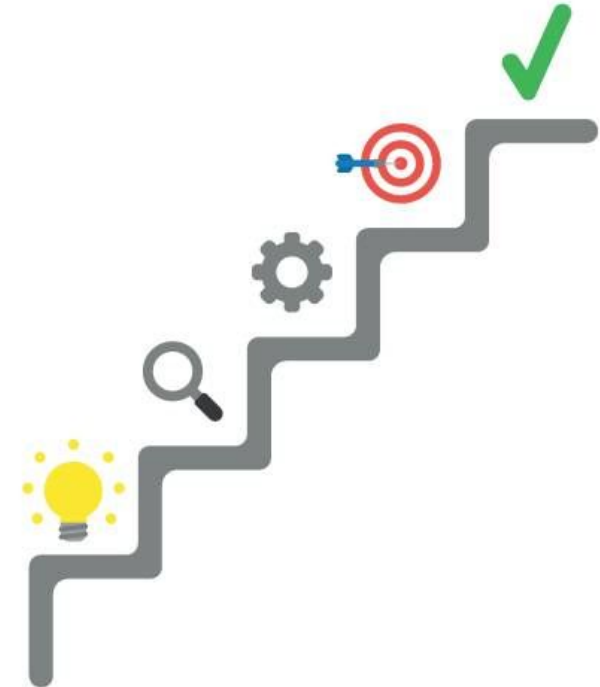




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HOW TO MOVE CONNECTIONS TO THE NEXT STEP

- Social Media Post
- Congrats/Change
- Resource/Insight
- Invite/Access
- Micro-ask + Close-the-loop
- Introduction





INTRODUCING PEOPLE ON LINKEDIN

Did you know? You can introduce folks on LinkedIn!

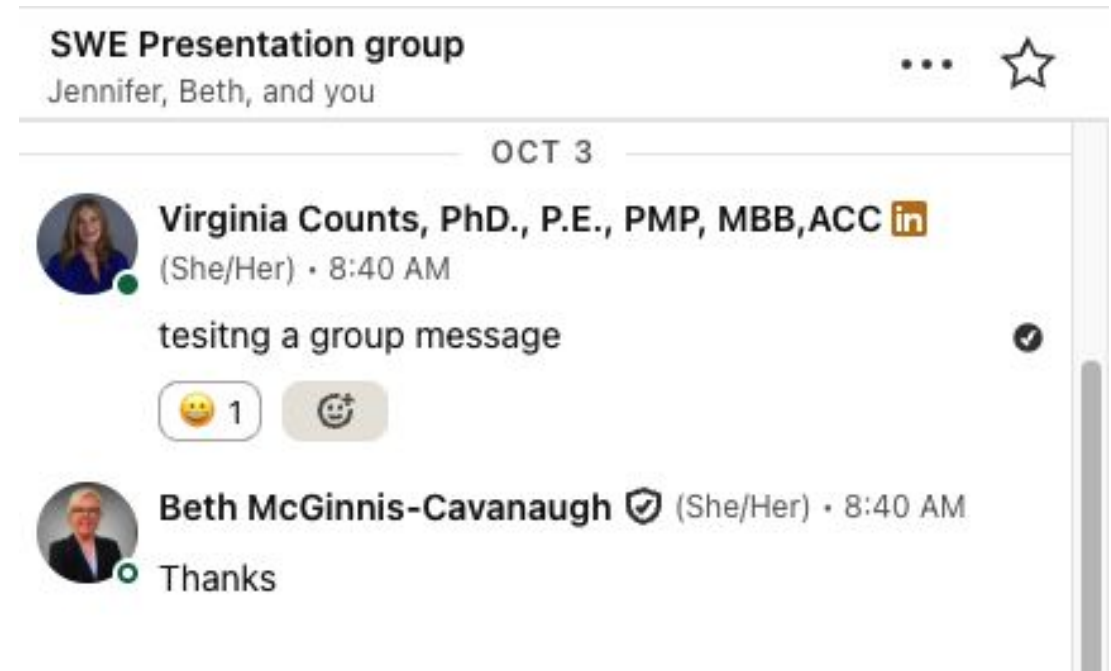
Tap the **Messaging** tab

Tap the “+” or **pencil icon** to start a new message.

Type in and select multiple recipients.

Compose your message and send.

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HOW TO ASK (WITHOUT AWKWARDNESS)

DO: Five rules for a smooth ask

1. **Be specific**
2. **Be small**
3. **Show homework**
4. **Give first**
5. **Close the loop**



DON'T: Awkwardness triggers

- Vague asks ("pick your brain")
- Guilt ("I really need this").

Chat GPT can help...

- Make sure you review it before sending



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RUN YOUR RELATIONSHIPS LIKE A PROGRAM

Turn “I should reach out” into a repeatable system

- **Tracker:** name • role • company • last/next touch • 3 shared interests
- **Day 0 (≤24h):** 3-line thanks
- **Week 1-2:**
 - **Bucket cadence:** A monthly (~12) • B quarterly (~24) • C semiannual (~36)
- **30/60/90: Work the system**

Let the system do the work



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TRACKING - HAVE STANDARD WORK (E.G., A PROCESS)

Status #	Contact Frequency	Definition
		I'm actively involved with the person, whether it's a friend or a new business associate. I swap between various contact methods: calls/emails/texts.
1	30	With new relationships, a "1" generally means I have yet to solidify the relationship with at least three different forms of communication. Each time I reach out to a person, I like to include a very short note next to their name telling me the last time I contacted them and how.
2	90	Touch base people. Causal acquaintances OR I know them well.
3	365	I monitor social media updates, like/engage with their content, and try to find opportunities to help
		I don't know these people very well. Don't devote energy to pinging.

LinkedIn Recency	Name	Status #	Last contact	Next contact	How can I help this person?	How did we meet? Notes from interactions	Following on Twitter?	Following on LinkedIn?	Industry	City	Added to favorites on my phone?
1	Jane Doe	1	3/30/2019	4/29/2019	Introduce to clients	Cold connected with me on LinkedIn, but we're in the same circle. Get intro meeting, otherwise disconnect.	Yes	Yes	Chief of Staff	St. Louis	To Do
						Introduction from Jenny Doe. Get to know this person!					
2	John Doe	1	4/8/2019	5/8/2019	Invite to my networking event	Met for coffee 4/15/19 and discussed meeting up in May 2019.	Can't find	Yes	CMO	SF	To Do
3	Jeremy Doe	2	4/25/2019	7/24/2019	Promote his content	Met at networking event at 1871 on 4/1/19, works at XYZ Co.	Yes	Yes	Design	NYC	N/A
4	Jeanette Doe	3	4/25/2019	4/24/2020	tbd	Met at networking event at 1871 on 4/1/19, works at ABC Co.	Yes	Yes	Lawyer	Chicago	N/A
5	Jimmy Doe	3	4/25/2019	4/24/2020	tbd	Coworker at Acme Co.	No	No	Tech	Chicago	N/A

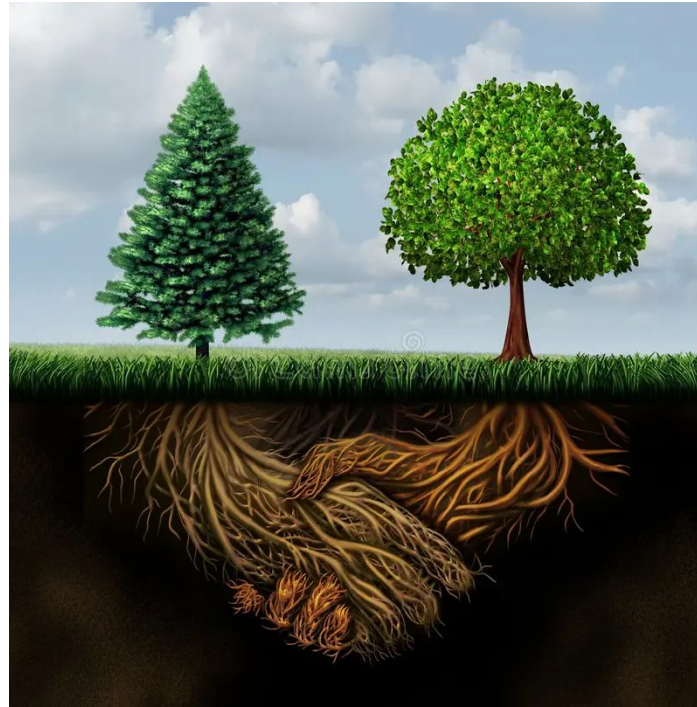
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If you have any questions, please contact me and I'd be happy to help! <https://www.aliciadiamond.com/about>

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NETWORKING AS A LONG-TERM INVESTMENT

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It is not always visible but a strong foundation for future success!

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CALL TO ACTION!

WRITE DOWN THE NAME OF ONE PERSON YOU'LL REACH OUT TO THIS WEEK THAT YOU FOLLOWED UP WITH 2+ WEEKS AGO!





Time to follow up! Go send that message!

Look for a handout in the after session email!

A decorative graphic on the right side of the slide. It features a large, light blue circle and a horizontal bar extending to the right. The text "EMBRACE Your STORY" is written in white, with "Your" in a script font and "EMBRACE" and "STORY" in sans-serif. The background of the graphic has a marbled pattern in shades of blue and purple.

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