

# How to Work a Room

*Mingling for Profit, NOT FUN*

Executive Coach - Bransom Bean

13 July 2016

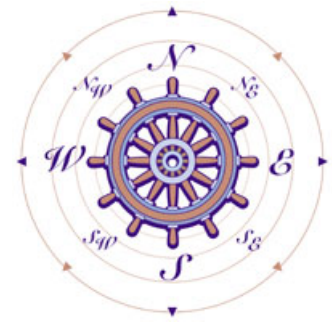
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*"It is one of the most beautiful compensations of this life that no man can sincerely try to help another without also helping himself."  
- Ralph Waldo Emerson*

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Who IS this guy?

Submarines and working a room

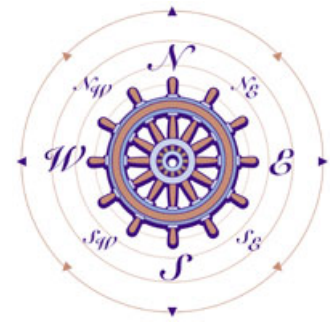


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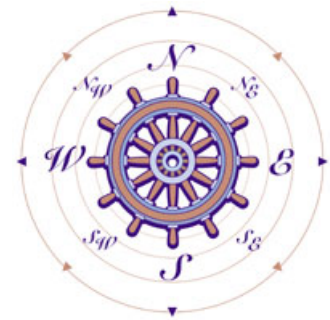


# Root Canals – Solitaire – Networking

*“When meeting a stranger and worrying whether you will be able to keep the conversation going, remember SW3 –  
**Some Will, Some Won't, So What!**” Girish Shah*

- “What if I don’t know what to say?”
- “What if I get stuck in a conversation with someone very boring?”
- “What happens if I can’t find anyone to talk to?”

It’s NOT about “selling” yourself ... who(m) you’ll “get to” meet



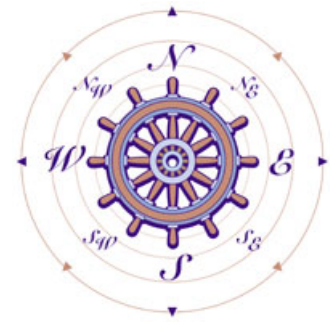
# A state of mind – self-limiting beliefs

90% of adults - walking into a room full of strangers = “daunting”

Meet new people, unfamiliar place = **stressful as unrehearsed public speaking** - (US study on social fears)

- Visualise, before an event, enjoying meeting new people
- Meet a friend/colleague there (agree to split up and circulate)

Remember - **everyone's the same as you**



# Why am I here?

## Objectives – Objectives – Objectives

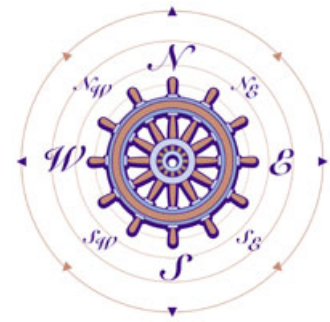
Music, drinks, friends, boat ride

**OR**

Getting to know others - ways to help each other - build your image

Business card hunting - no value in 1000 business cards

**Expect to meet people and circulate**



# Before you go

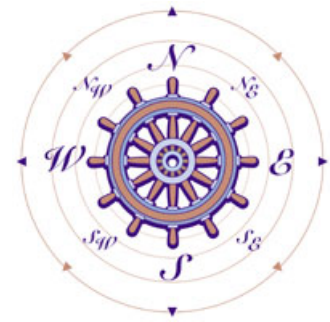
Business cards – **why you'll need two**

Attendance list

Why not set it up???

Who's going:

- that you know?
- that you need to meet?
- that you want avoid, like limpets



# Who are you?

How I help/add value ... **NOT** what I do

Want to stop the conversation? – give 'em your job title

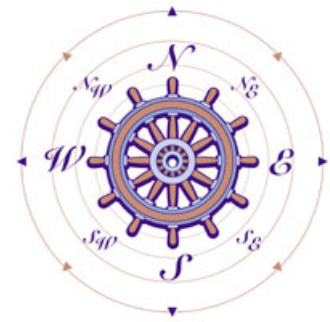
First name, pause slightly, and then your first and second name

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# Making Your Entrance

*Size doesn't matter – the position does*

*Lords, Ladies – Lieutenant Rockwell Bean, US Navy*

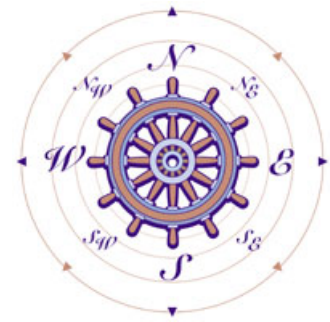
- Arrive early – drink mineral water with lemon
- DUMB - same company talking to each other

? Can you see people entering - friends, contacts, people to avoid

? Without seemingly breaking rapport with person you're talking to

? Without twisting your head to scan the room while talking

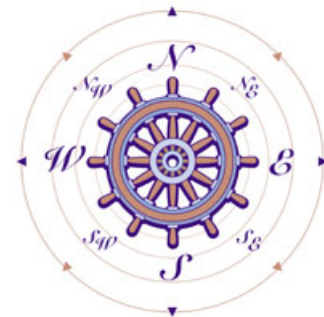




# Targets

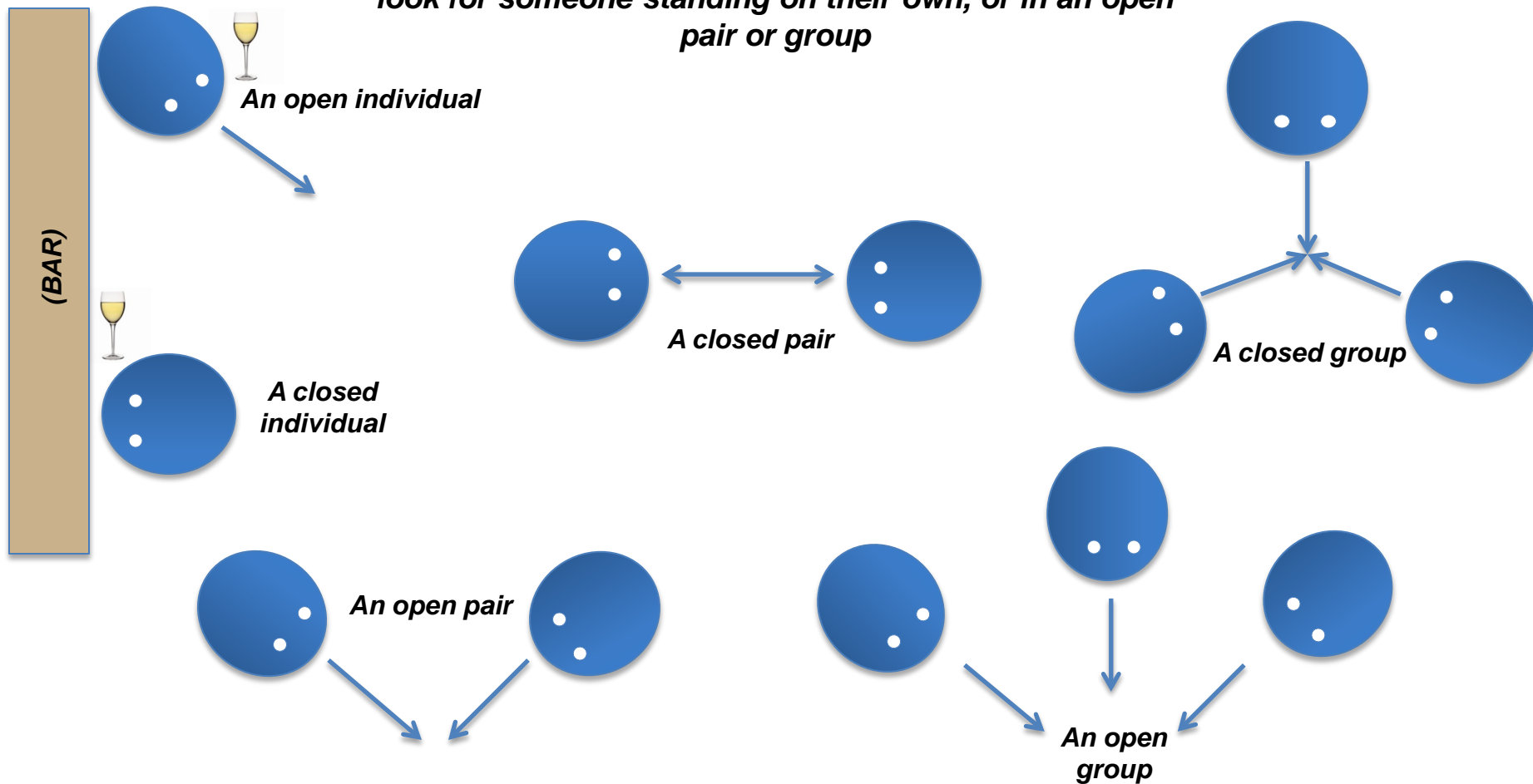
***There are two types of vessels at sea: Submarines and targets***

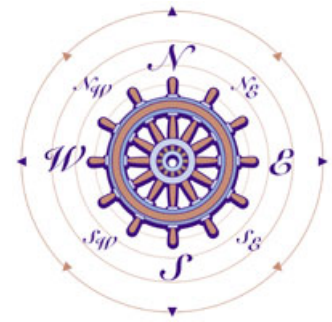
- If they're there, they're fair game
- The host – intros
- Those trusty "white-knuckle drinkers"
- Friends – easiest, greatest **limpet danger**
- Open groups / about to open groups



## Targets

*When looking for a new group of people to join, always look for someone standing on their own, or in an open pair or group*





# Target Assessment

Room is never static – conversations start/end, people re-circulate

Private or public conversation?

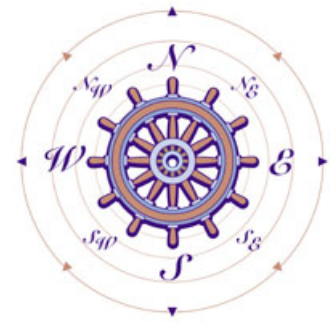
All looking inward private conversation and don't want to be disturbed.

Make eye contact and smile, "OK if I join?"

**OR**

Wait until formation changes - "Just 30 secs, speak to 'X' after you've finished"

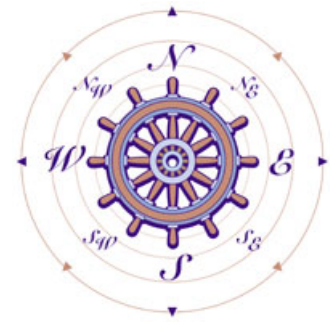
**ALWAYS engage the quiet people**



## Your intro – why talk with me ...

- 7-9 seconds
- Your name, your hand
- Your value, **NOT YOUR TITLE**
- The value you bring and the clients you work for:
  - x **BAD** - “I’m a business/executive coach”
  - ✓ **GOOD** - “I help organisations and individual identify and achieve their goals for themselves.”
  - x **BAD** = “I’m in tax”,
  - ✓ **GOOD** = “I help my clients pay the legal and ethical minimum tax”

**UNBELIEVEABLE** – “I’m with the government, I’m here to help you.”



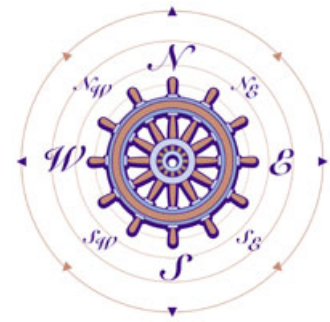
# What do I talk about

*“Everywhere you go, always take the weather.” Crowded House*

Keep it personal - career, skills and interests

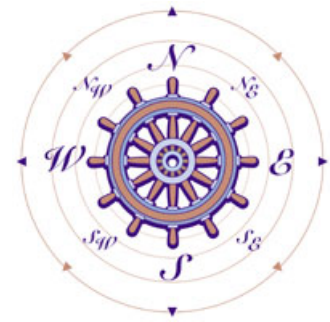
- “How do you know <<the host>>?”
- “Come far? how was the journey? Usual tailbacks in Foxdale?”
- “How’s your day been?” - “Great - got some juicy jobs or “great day, but looking forward to an evening out with my mistress”
- A Before and After or “This makes me think of ....
  
- “What’s your handgun of choice?” “Ever been in a Turkish prison” “Bring your bodyguard to the Baltic in Foxdale?”
- mix and match all of these pitches

Make like a radar – keep scanning – but frequent eye contact



# Hot Potatoes

- Forgotten their name? Fess-up now
- How's business??
- Don't ask for a card at the start
- Gotcha – what's that in your hand?
  
- Don't be afraid to stand alone – it's just like:
  - putting your arms to your side for a pic
  - putting "said" in a quote
  - Over-correcting an airplane in the approach



## Your breakaway

Interesting/fun - yes, but not useful - 5 minutes, you'll know

- an A-lister - ask to meet in the future
- or the dreaded LIMPET

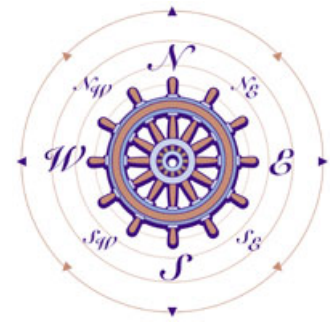
### **Never leave someone on their own**

“Just saw my ex, gotta run!” “Sorry desperate for the loo”

“I’m enjoying our conversation, may I join you for the ...”

“Really enjoyed talking to you. I’m guessing we have both come here meet people, don’t want to monopolise you. Anyone here that you want to meet? Perhaps I can introduce you?”

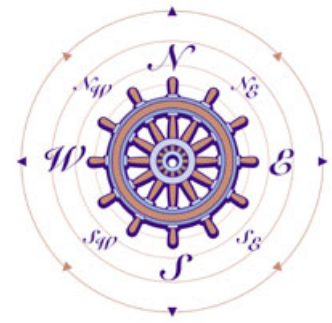
**Get a card! Write on it – except in China**



# Party's over – follow up – now!!

When Lady Diana wrote thank you





**GOOD HUNTING!!**

Thank you 😊

Bransom Bean – Executive Coach

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