



#WIEC2023

Women IN Energy

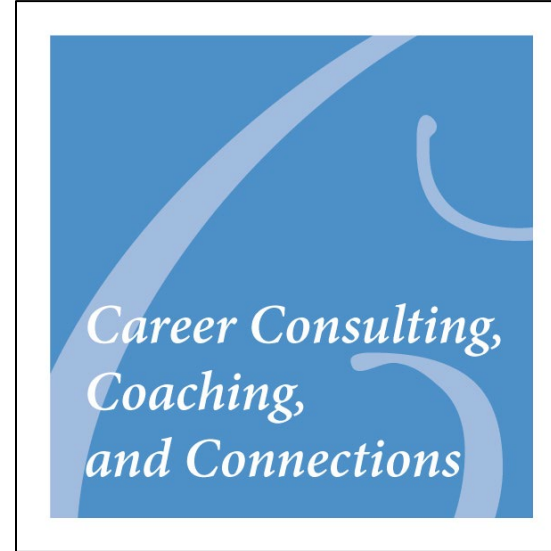
2023 Conference

Friday, October 27, 2023

Welcome!

Women **IN** Energy 

INTRODUCTION TO KERI FORNEY



Talent Business Partner | Gallup-certified Strengths Coach

Maximizer | [Connectedness](#) | Strategic | Developer | Positivity

Power Up Your Network

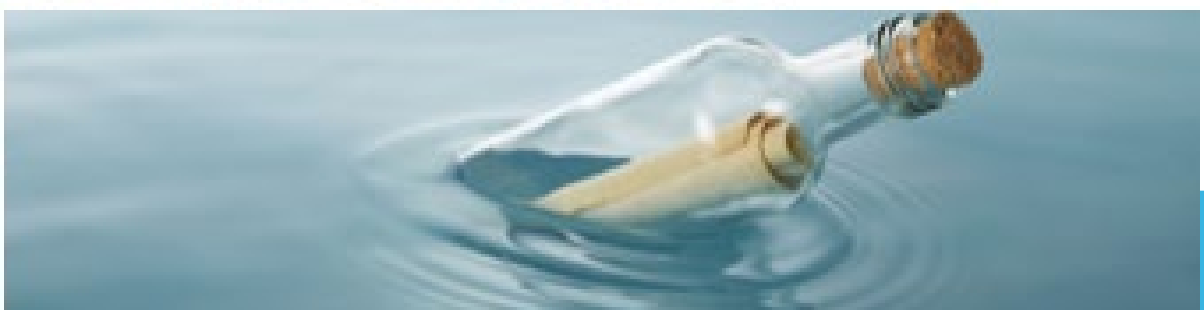


AGENDA

- Introductions
- The Value of Relationships
- How to Identify, Engage, and Connect
- Key Challenges / Overcoming Obstacles
- Speed Networking



S T O R Y



INTRODUCTIONS

- ❖ Name:
 - ❖ Career Summary:
 - ❖ Strengths / Areas of Expertise:
 - ❖ Accomplishments:
 - ❖ Brand:
 - ❖ Status:
 - ❖ Goal:
- ❖ Hello, my name is _____. I am a _____ from _____.
 - ❖ I have over #__ years of experience, including #__ years in the __ industry / #__ years as a leader.
 - ❖ My strengths or areas of expertise include: 1) _____2) _____3) _____
 - ❖ One of my greatest accomplishments has been _____.
 - ❖ I am . . . best known as _____ passionate about _____ or recognized for _____.
 - ❖ Currently, I am _____.
 - ❖ My future goals / plans include _____.

- ✓ Modify / tailor to connect to your audience
- ✓ Incorporate key metrics (\$, %, #)
- ✓ Time yourself (~60 seconds)
- ✓ Practice until it feels natural and authentic

QUESTIONS FOR REFLECTION

Why are relationships important?

Why should you invest in building / developing relationships?

Why are you here today?



THE VALUE OF RELATIONSHIPS

3 Key Business Reasons to Invest in Relationships:

- Accelerates Career Growth / Advancement Opportunities
- Improves Performance
- Increases Revenue and Earning Potential



ACCELERATES CAREER GROWTH / ADVANCEMENT OPPORTUNITIES



#1 source of hire



Cost effective



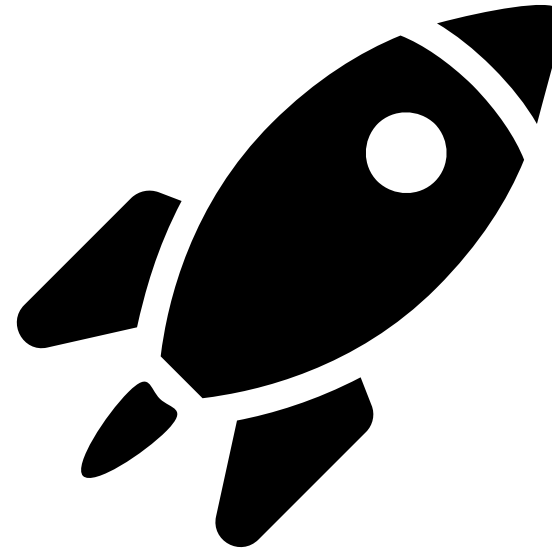
Quality hires



Greater acceptance rate

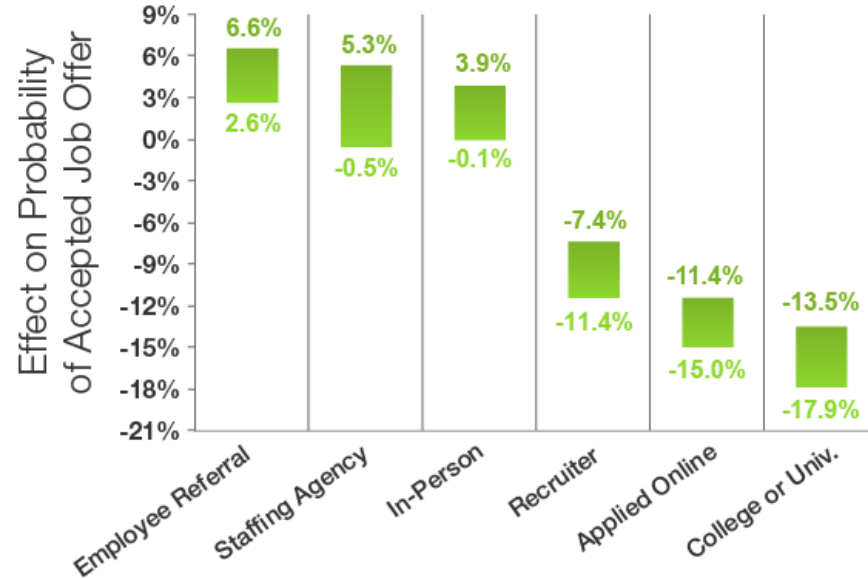


Increased retention



ACCELERATES CAREER GROWTH / ADVANCEMENT OPPORTUNITIES

Which Interview Sources Are Most Likely to Lead to a Job Offer



Note: Based on regression analysis of a sample of more than 116,000 job interview reviews.

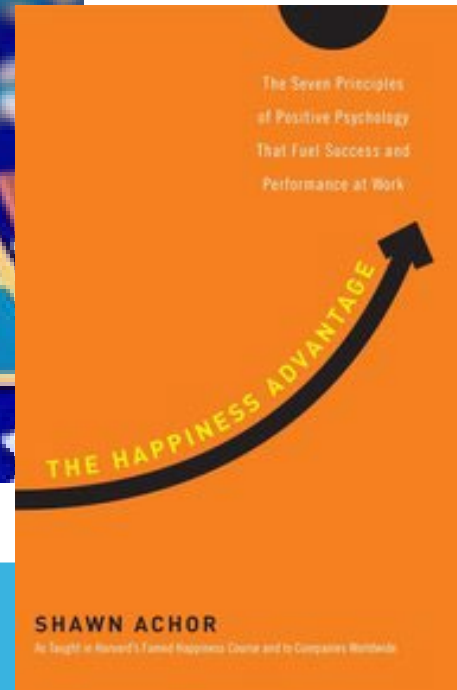
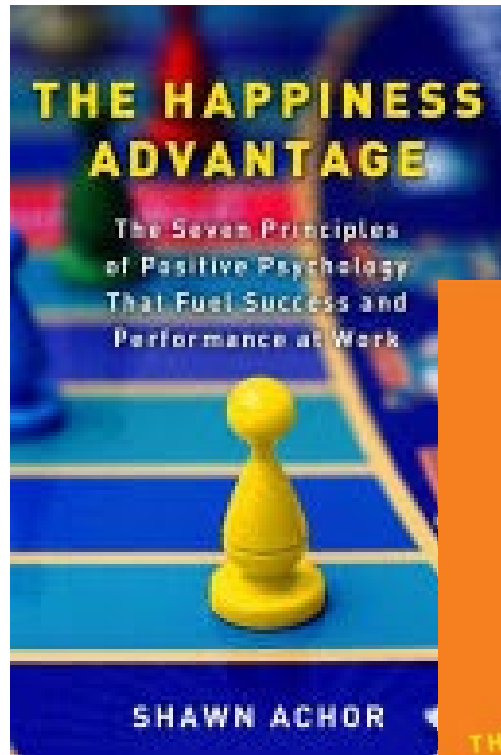


ACCELERATES CAREER GROWTH / ADVANCEMENT OPPORTUNITIES

Networking to *uncover* and *create* career opportunities

- Taking a TEAM approach – enlisting help from career champions
- Marketing your unique value proposition to become a top candidate
- Increasing visibility through LinkedIn profile, connections, and recommendations

IMPROVES PERFORMANCE



“The people who rise to the top are not those who try to do everything all by themselves, but, rather, those who can ask others for help and rally others to grow.”

- Shawn Achor

IMPROVES PERFORMANCE

- Leaders are measured on their ability to attract / retain talent
- Key decision-making factor (why candidates join / employees leave company)
- Increase knowledge / opportunity to share best practices
- “Teams with encouraging managers perform 31% better”

INCREASES REVENUE / EARNING POTENTIAL

- Strong client relationships lead to revenue / growth of company
- Employees with ability to grow, maintain, and develop new relationships (potential partnerships) valued



INCREASES REVENUE / EARNING POTENTIAL

Correlation between Strong Emotional Intelligence (EQ) and higher levels of income*

- 90% of Top Performers – High EQ
- Earn \$29,000 more per year
- +\$1,300 for every point increase

*According to Travis Bradberry, bestselling coauthor of Emotional Intelligence 2.0

THE VALUE OF RELATIONSHIPS

What are the different types of professional relationships?

- Managers
- Mentors
- Mentees
- Coaches
- Sponsors
- Career Champions
- Clients
- Team Members
- Peers
- Partners
- Advisors
- Employees



QUESTIONS FOR REFLECTION

Who inspires you?

Who has positively influenced your life, career, leadership style?

What characteristics do you admire most?



CHARACTERISTICS OF A GREAT MENTOR



Chasity Kuttrus
Executive Elements

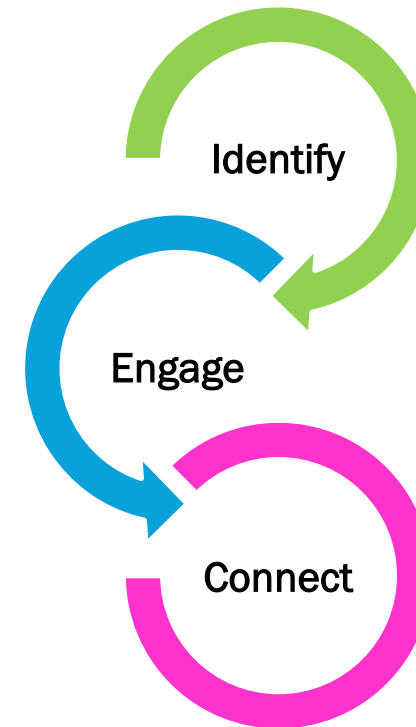
Building Successful Female Leaders

Keri Forney - CAREER Consulting, Coaching, and Connections

HOW TO IDENTIFY, ENGAGE, AND CONNECT

Identify

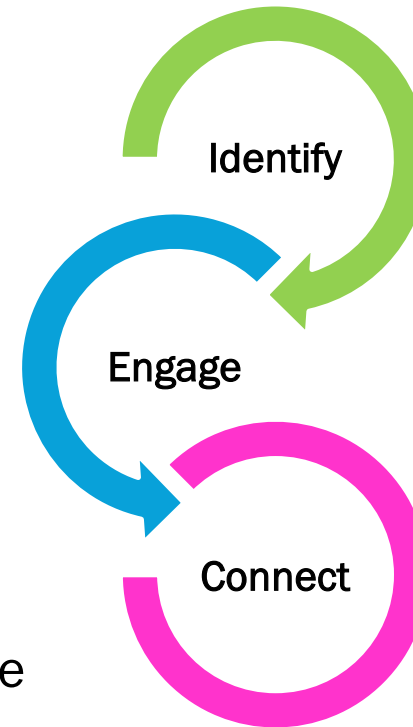
- Recognize and invest in existing relationships
- Expand your network - opportunity for new relationships to naturally develop and grow
 - Volunteer
 - Take on a special project at work
 - Leverage social media
 - Join groups / committees / associations
 - *Attend the Women IN Energy Conference!*



HOW TO IDENTIFY, ENGAGE, AND CONNECT

Engage

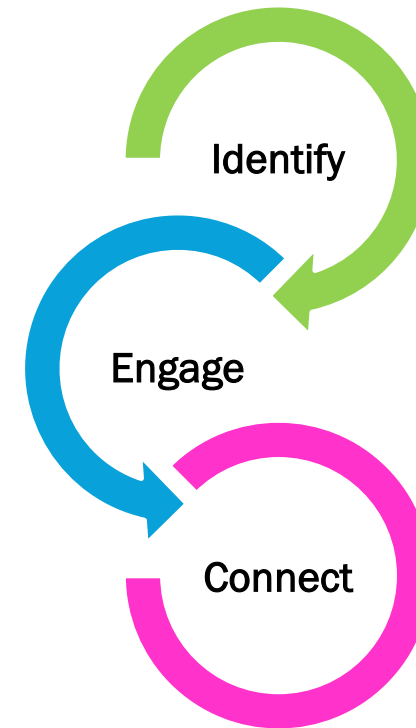
- Reach out / request connection
- Schedule a meeting and share the agenda in advance
- Prepare to listen and ask questions
- Take notes and capture action items
- Embrace being challenged
- Demonstrate an open mind and willingness to accept advice



HOW TO IDENTIFY, ENGAGE, AND CONNECT

Connect

- Meet on a regular basis
- Provide updates / feedback on progress
- Express gratitude
- Pay it forward
- Facilitate introductions



QUESTIONS FOR REFLECTION

What are the key challenges you face connecting and networking with others?

How have you overcome the obstacles to reach your goals / achieve success in the past?



KEY CHALLENGES / OVERCOMING OBSTACLES

KEY CHALLENGES

- Limited Time
- Competing priorities
- Learning curve
- Introverted personality
- Fear of networking
- Past failure / rejection
- Other: _____

RECOMMENDATIONS

- Schedule and devote time on your calendar
- Invest strategically (key success factor)
- Begin with the basics
- Select activities suited to your personality type
- Request help / help others
- Set goals, celebrate progress, keep moving forward

NETWORKING IDEAS . . .

- Create a LinkedIn Profile
- Expand LinkedIn connections (with a personalized message)
- Write, Like, Share Posts and Articles on LinkedIn
- Join Groups / Associations
- Volunteer (to build connections and qualifications)
- Invite someone to attend conferences / events with you
- Provide a recommendation
- Send a handwritten thank you note
- Celebrate with others



“SPEED NETWORKING . . .”



SPEED NETWORKING – TABLE LEADERS

Name	Name	Name	Name
Name	Name	Name	Name
Name	Name	Name	Name
Name	Name	Name	Name
Name	Name	Name	Name
Name	Name	Name	Name
Name	Name	Name	Name
Name	Name	Name	Name
Name	Name	Name	Name
Name	Name	Name	Name
Name	Name	Name	Name

TABLE DISCUSSION #1

Questions for Table Leaders:

1. Tell me about yourself. (Please share your elevator speech.) What is your management / leadership style?
2. Which of the “3 Key Business Reasons to Invest in Relationships” have you personally experienced or do you value most?
 - Accelerates Career Growth / Advancement Opportunities
 - Improves Performance
 - Increases Revenue and Earning Potential
3. How has your life been impacted by formal or informal mentors?
4. What is the best career or leadership advice you have received? How has the advice shaped your decisions and enabled you to reach where you are today?



TABLE DISCUSSION #2

Questions for Table Leaders:

1. Tell me about yourself. (Please share your elevator speech.) What is your management / leadership style?
2. How has your career changed / evolved in the past 5 years?
3. What key obstacles have you faced in your career / as a leader? How have you overcome these obstacles to achieve your goals?
4. As your responsibilities have increased, how have you achieved work / life balance? What are some practical tips you can share from your experience?



TABLE DISCUSSION #3

Questions for Table Leaders:

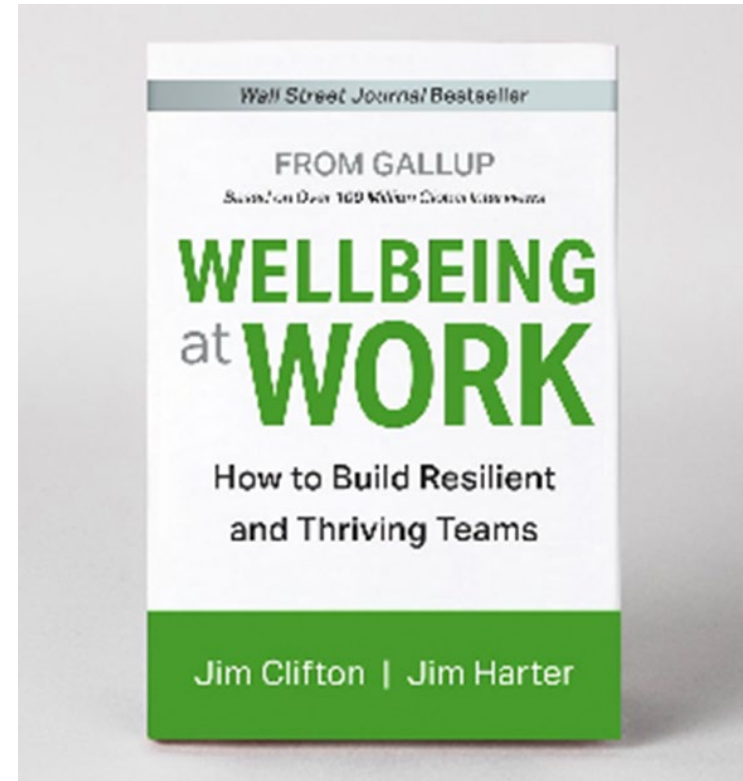
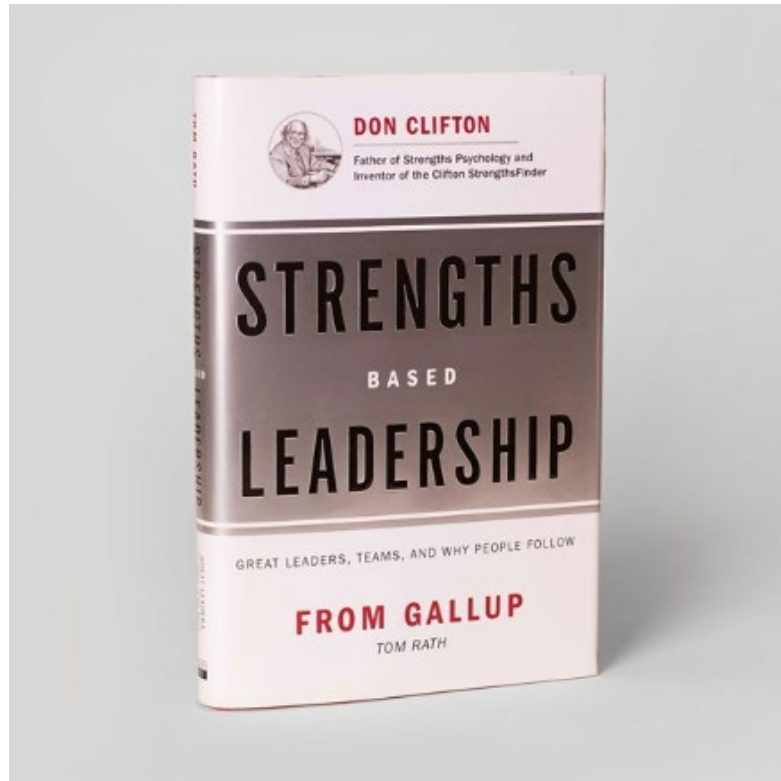
1. Tell me about yourself. (Please share your elevator speech.) What is your management / leadership style?
2. Describe a time when felt overlooked or undervalued. How did you handle the situation? What was the outcome and what lessons did you learn?
3. Has there been a time in your career when you have taken a big risk to pursue a dream? What steps did you take and how did you find the courage needed?
4. Do you have a favorite book, tool, or resource that has positively impacted your career / leadership development?



NEXT STEPS

- ❑ During the break, challenge yourself to meet someone new and to facilitate an introduction. Practice your Elevator Speech.
- ❑ Connect and network virtually on LinkedIn. Send me an invitation with the words “Power Up Your Network” to enter a prize drawing.
- ❑ Schedule a 15 to 30-minute networking meeting / continue the conversation.

RECOMMENDED READING



Thank
You