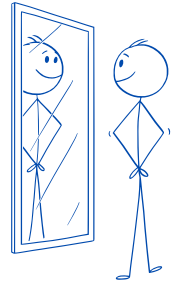


# MENTAL CHECKLIST FOR SUCCESSFUL NETWORKING



## Self-Presentation

Think about how you want to introduce yourself and your role:

1. What job do you do?
2. What influence do you have on the people around you?
3. How do you contribute to your company's success?
4. What activities do you engage in?
5. What is your work environment like?

## Strength Reflection

Reflect on your skills and how you can highlight them in conversations:

- What are you good at?
- What comes easily to you?
- Which activities give you energy? (often strengths)
- Which activities drain your energy? (often weaknesses)

## Goal Clarity

SMART goals are easier to grasp. Use the well-known acronym:

- S** – Explain what you will do.
- M** – Offer a way to evaluate your activity.
- A** – Describe why it falls under your responsibilities.
- R** – Explain why it's important.
- T** – Note your specific time frame.

*Practice!*

## Background

Research the role and professional background of your conversation partner:

1. What projects has the person worked on?
2. What commonalities do you share?
3. In which companies/industries has the person worked?
4. What educational background does the person have?
5. What makes this person interesting to you?

*Go online!*

## Interests

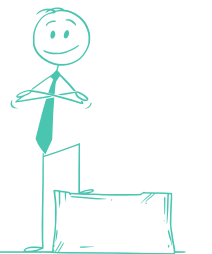
Find out about hobbies or interests that could be relevant for your conversation. Social media makes it possible:

- What does the person stand for?  
What does the person comment on or react to?
- Google their name.
- Do you share any mutual contacts?

## Expectations

Think about what the other person might want to take away from the conversation. Once you've thought about it:

- Prepare a list of questions to help confirm your assumptions.
- How could you meet these expectations? (Also think about interesting people in your network.)



## Event

What type of event is it?

1. What is the main goal of the event (e.g. networking)?
2. What topics or agenda points are in focus?
3. Are there formal or informal segments that require different preparation?
4. Will there be opportunities for small talk or group activities?

## Organizer

Does a company, professional organization, or informal network organize the event?

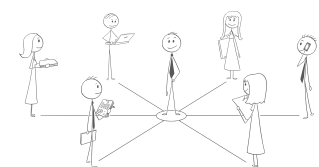
- Who is the organizer?
- What are the goals of the event?
- Is there a particular focus emphasized by the organizer, such as innovation or personal development?
- What values or interests might be reflected at the event?

## Location

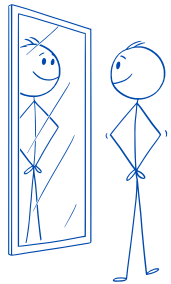
Provides clues about the meeting's atmosphere:

- What atmosphere can you expect?
- Any logistical aspects to consider (e.g., travel, parking)?
- How does the venue influence your clothing choice/appearance?
- Will there be specific requirements, such as workshops with tools you need to prepare?

*Be informed!*



# MENTAL CHECKLIST FOR SUCCESSFUL NETWORKING



Self-Presentation

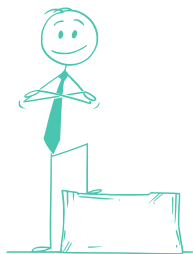
Strength Reflection

Goal Clarity

Background

Interests

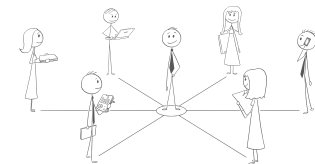
Expectations



Event

Organizer

Location



AMELIORATE  
MULTIPLY POTENTIAL