



ACTIVATE **19**

The Growth Marketing Conference

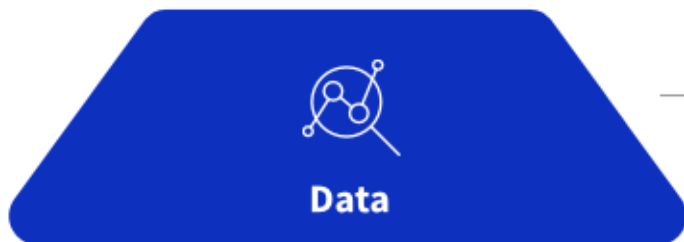
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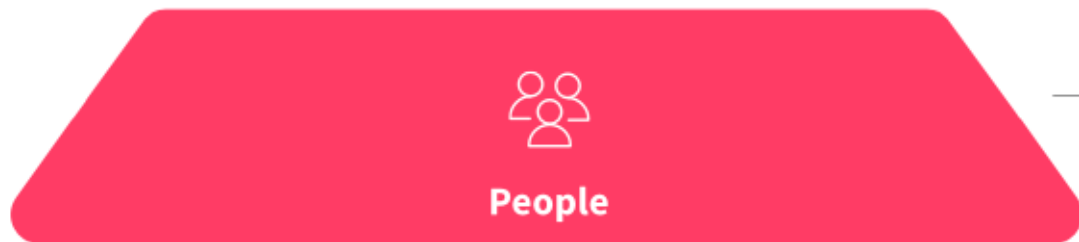
Democratizing Growth: Breaking Down the Silos



Take it to Market!



Attribution, Data + Ideas, Strategy

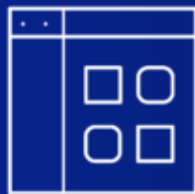


Team, Org, Permission,
Cohesive Workflow Sharing

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The Growth Marketing Awards



Growth Marketing Award Winners

BOXED

Fetch Rewards



fabfitfun[®]

Opendoor

REDFIN



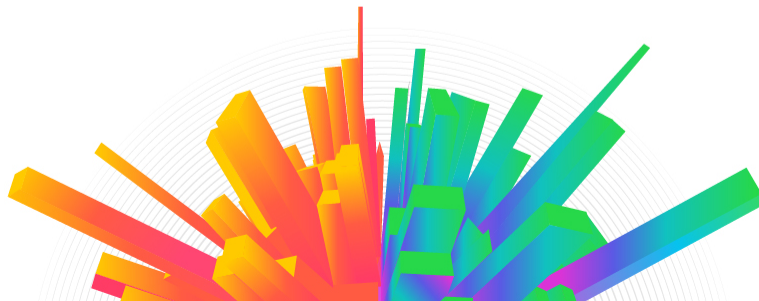
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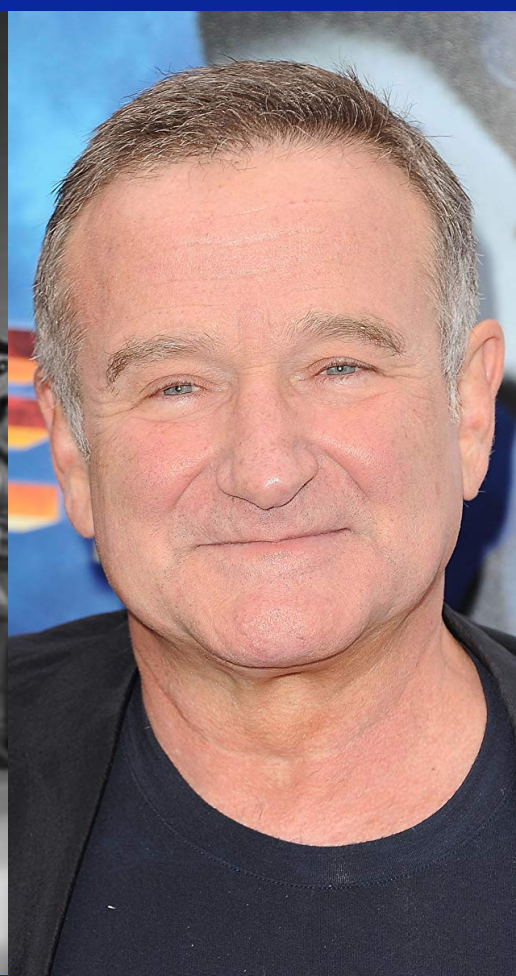


Karen Wickre

Author

Taking the Work Out of Networking



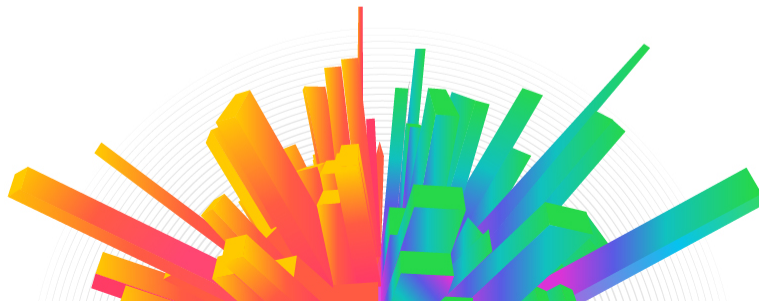




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Taking the Work Out of Networking





Making Connections That Count

Karen Wickre





Everyone seems to hate “networking”...

- phony
- transactional
- bragging/begging



But ...
we will *always* need to
make new connections.





- New people = new opportunities
- Contacts = currency
- We change jobs a lot (that's OK)
- More indie + gig work
- Longer work life!



Why am I telling you this?

- **Classic introvert . . .**
- **. . . with a great network . . .**
- **Long career in Silicon Valley**





**Networking is more about farming
than it is about hunting. - Ivan Misner**



Making great connections: 3 tips

- 1:1 conversation
- Default to “yes”
- Keep in *loose touch*

1:1 conversation



1:1 conversation

- In person / video chat
- Offer context
- Up to 30 / 60 minutes
- “Tell me about yourself”
- Prompt followup

Default to “yes”



Default to “yes”

- “You two should meet”
- Personal recs are powerful
- Your Spidey sense
- Long game

Keep in loose touch



Keep in loose touch

The background of the slide features a photograph of two monkeys in a natural, outdoor setting. The monkey on the left is sitting and looking towards the right with a thoughtful expression, its hand near its face. The monkey on the right is also sitting, looking upwards and to the right with a surprised or attentive expression. The entire image is overlaid with a semi-transparent green filter.

- **Note their interests**
- **Intermittency**
- **Thinking of you / Just FYI /**
- **“Catch up soon?”**



Online tools to find, connect, stay in touch

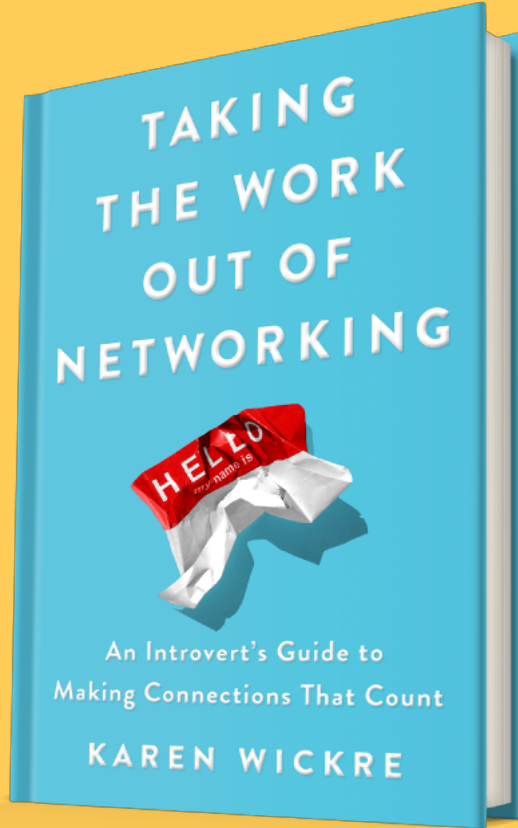
- LinkedIn, Twitter, Instagram
- Go native
- Use each one appropriately





So to recap...

- Cultivating connections is a long game
- Practice reduces stress
- We will all need help from someone we don't know



Simon & Schuster 2018

- **e-book, audiobook**
- **paperback Oct 2019**

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Questions?

Thank you!





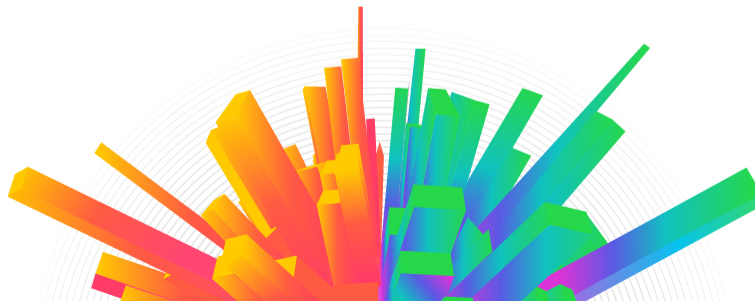
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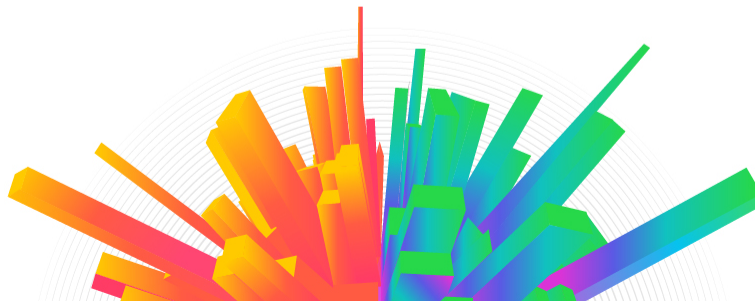
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ACTIVATE **19** - LONDON

3rd October 2019

Tickets will go on sale soon!

[SAVE THE DATE](#)

