



Video Transcript

Executive Networking: How to Network for a New Opportunity

I'm Dave Arnold of Arnold Partners, and these are some thoughts on how to network yourself into a new career opportunity. My advice holds true whether you're looking for your first career opportunity or your first board seat.

You want to meet people with influence. People of influence are in a position to make introductions that matter. They are people in a position of power. Every industry has captains and what you want to do is meet the captains of your industry.

Make a list, make a list of 100 people if you can, and narrow it down to the top 10 people that can really make a difference for you and your career. What you want to do is get in front of them. You want a belly to belly meeting and be able to explain what it is you do, and what you are looking for.

Have your elevator pitch ready to roll. Mine is: "I'm Dave Arnold and I'm the leading independent CFO search consultant for technology companies nationwide. We create value by finding exceptional CFOs for our client companies. In the last nine years, we created over \$11 billion of value."

Your goal in meeting with people of influence is to ask for two referrals to other people in their network. You want to be specific as possible when you ask. If you ask just a general question like, "Will you refer me to someone?" you are putting them in an awkward position, they may not know what you're asking for. Or if you say, "Can you refer to another VC?" that's not as powerful as: "Can you refer me to two people you co-invest with on these deals, A B and C?" Be very specific; that way the person you are meeting with is very comfortable and knows exactly what they are asked to do with their referrals.

That's it, in a nutshell. Do this and you will have a new career opportunity in short order. And have fun doing it.

Happy networking!

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