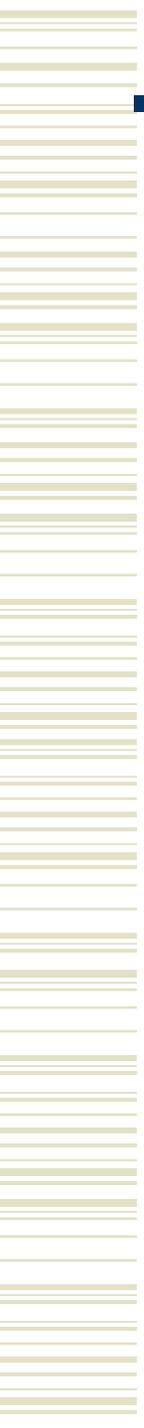


Networking and the Right Resources: steps towards being successful

Kathleen Niedert, MBA, RD, CSG, FADA, FAND, LNHA
IDHHC

How to Consult Workshop

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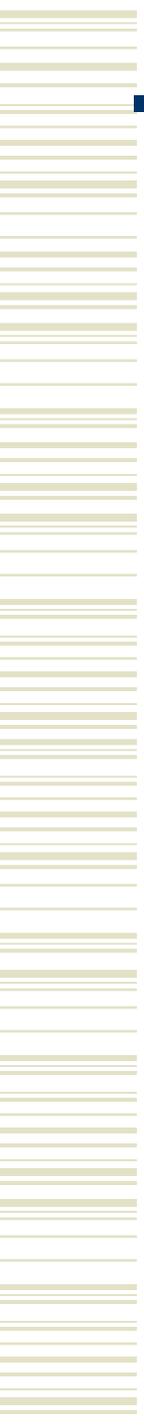


Learning objectives

- ◆ Explain why networking is important
- ◆ Recognize and take advantage of a networking opportunity when it arises
- ◆ Develop networking skills
- ◆ Increase awareness of resources that can help you utilize your time wisely

What is the Definition of Networking?

- ◆ Networking is the process of building mutually beneficial relationships which support both your personal and professional goals.
- ◆ It is a continuous and systematic approach of reaching out to others, developing a broad list of contacts, and using them to your advantage when you need assistance.



Combining those, networking is...

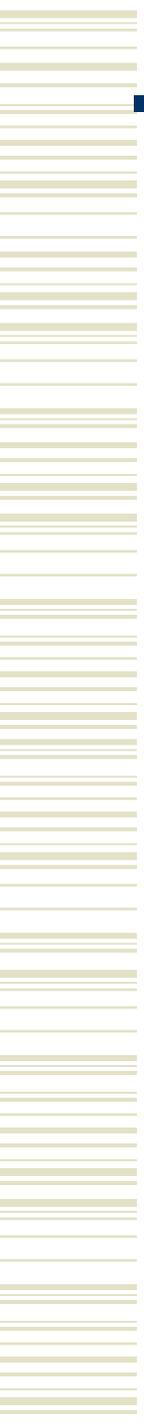
“using the personal relationships people have with one another to increase your exposure to information and opportunity”

The Benefits of Networking

Job Leads	Professional Development	Available Resources
Personal Growth	Business Opportunities	Increased Confidence Level

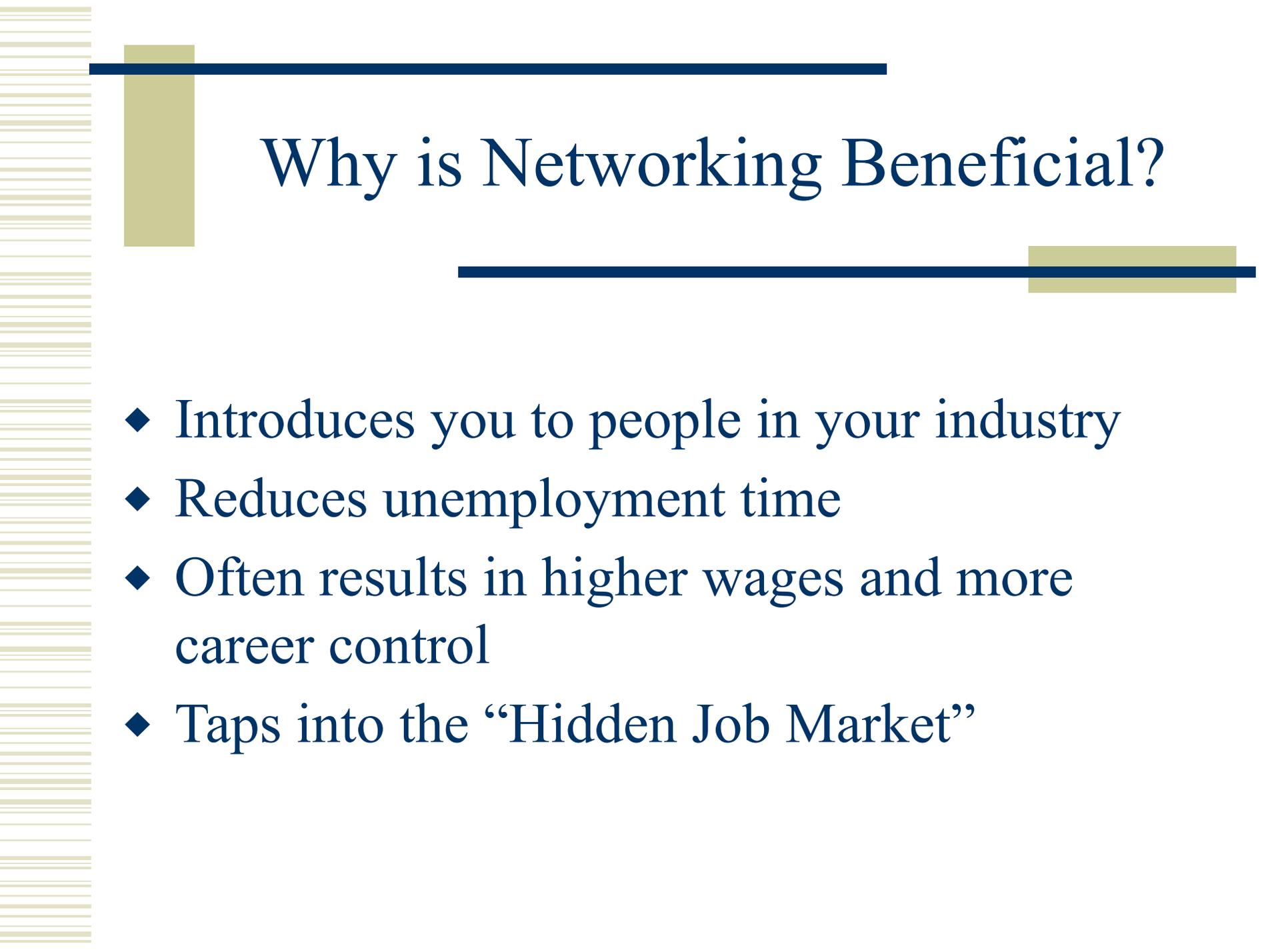
Importance of Networking

- ◆ Networking will expose you to the largest number of job leads in the shortest length of time
- ◆ 75-80% of jobs never get advertised
- ◆ Building helpful professional relationships
- ◆ Establishing a pool of resources and outlets
- ◆ References!



Networking is Based Upon Relationships

- ◆ Trust/Loyalty
- ◆ Compassion
- ◆ Mutual Benefits
- ◆ Shared Investment
- ◆ Compatibility
- ◆ Inspiration
- ◆ Motivation



Why is Networking Beneficial?

- ◆ Introduces you to people in your industry
- ◆ Reduces unemployment time
- ◆ Often results in higher wages and more career control
- ◆ Taps into the “Hidden Job Market”

Professional Associations--Mentors



- ◆ Surrounding yourself with people that are driven to succeed is important
- ◆ Enthusiasm is Contagious!
- ◆ “Its not always what you know...”

What is the Real Goal of Networking?

Your focus should be on three main objectives when networking:

1. Developing genuine relationships with another person or group
2. Creating a situation where the other party must say,
“I owe you a favor.”
3. Asking for what you want or need in return to achieve your personal and /or professional goals.

Who is in a Network?

ANYONE YOU MEET

- Family, Friends, & Colleagues
- Current and Former Employers & Coworkers
- Industry-specific Club & Association Members
- Area Chambers of Commerce & Service Club Members
- Classmates and Alumni of your College/ Internship Program
- Religious Organizations
- Volunteer / Charity Contacts
- Community Service Agents



How do you Network?



- Attending an event
- In-person meeting
- Internet
- Cold-call
- Phone call
- E-mail correspondence
- Informational interviews
- Be open to networking opportunities that can happen anywhere at anytime

Where do you Network?

- Work
- Professional Association Meetings
- Industry-specific Events
- Social Events, Weddings, & Parties
- Formal and Informal Club Meetings
- Sporting Events
- Fitness Centers
- The Park
- Houses of Worship
- The Market/Grocery Store
- Volunteer / Charity Work
- Online Social Networking Sites
- ***EVERYWHERE and ANYWHERE***

Why Does Image Really Matter?

- ◆ First impressions are formed within 10 seconds or less.
- ◆ If you want to be viewed as a professional, you must have a professional image

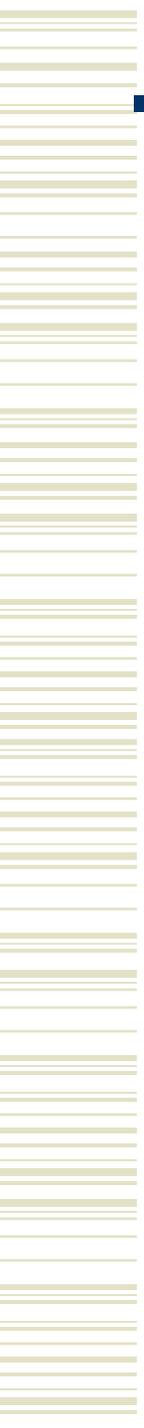


Image & Nonverbal Communication



- ◆ Studies show that nonverbal cues, like personal image and social etiquette, constitute 65%-- 80% of conveyed messages.

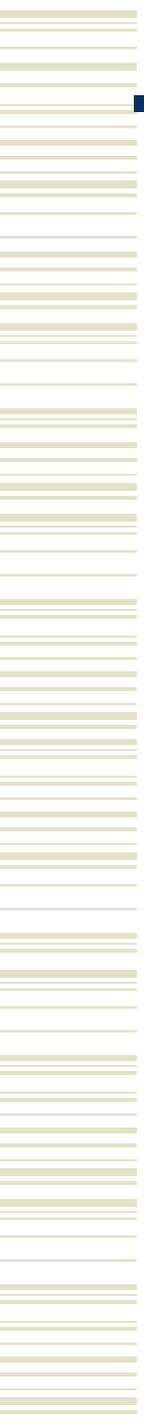


Image & Nonverbal Communication

- ◆ The 12 x 12 x 12 Rule
 - How do you look 12 feet away?
 - How do you look 12 inches away?
 - What are the first 12 words you will say?



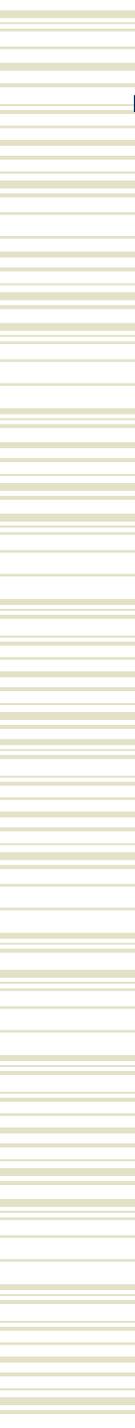
The “Elevator Speech”



- ◆ A summary statement that describes how you or your company’s unique set of knowledge, skills, abilities, & experiences would benefit a potential employer or client.
- ◆ Also known as “The Value Proposition”

The “Elevator Speech”

- ◆ The introduction should include a combination of the following four elements:
 1. *Explain who you are.*
 2. *Explain what you do.*
 3. *Explain why and how your offer is special.*
 4. *Explain which specific type of referral for you are looking.*

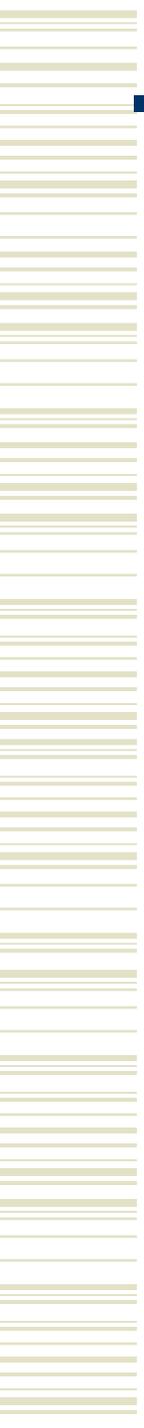


Nurture Your Network:



Networks die if they are not nurtured.

- Follow-up within 24 hours and up to 6 days of the original meeting.
- Demonstrate that you care in a thoughtful, sincere, and professional way.
- Maintain friendships and keep professional contacts current.

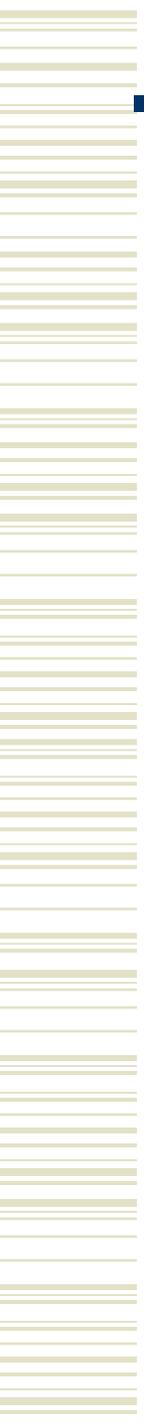


Nurture Your Network:

- ◆ Reach out to and touch your contacts every three months—4 times / year minimum.
- ◆ Communicate regularly with contacts
- ◆ Conduct small courtesies:



- ◆ Gain access to experts & network – ‘gatekeepers’
- ◆ Investigate career paths of others
- ◆ Join relevant ‘communities of interest’
- ◆ Search & enquire about jobs



Facebook



- ◆ Join groups of interest
 - Geriatric nutritionists
 - LTC Administrators
- ◆ Get your message out rapidly
- ◆ Market yourself and your product

What happens if I Google you?

- ◆ First impressions count – even online!
- ◆ 45% of employers use social networks to screen job candidates
- ◆ 35% of employers did not offer a job based on a candidate's content uncovered on a social networking site
- ◆ Facebook, LinkedIn, Instagram any others are ALL targets

What happens if I Google you?

- ◆ Provocative photos / references to drinking and drug use are cited by employers as 'red flags'
- ◆ Bad mouthing previous employers/colleagues and poor online communication skills also a problem
- ◆ Social media self-audit:

<http://mashable.com/2009/04/08/social-media-recruitment/>



So...



- ◆ Lock down your Facebook account!
- ◆ Choose and accept your friends wisely
- ◆ Be careful what you post on ANY of your accounts
- ◆ What does your online behavior/ presence say about you?

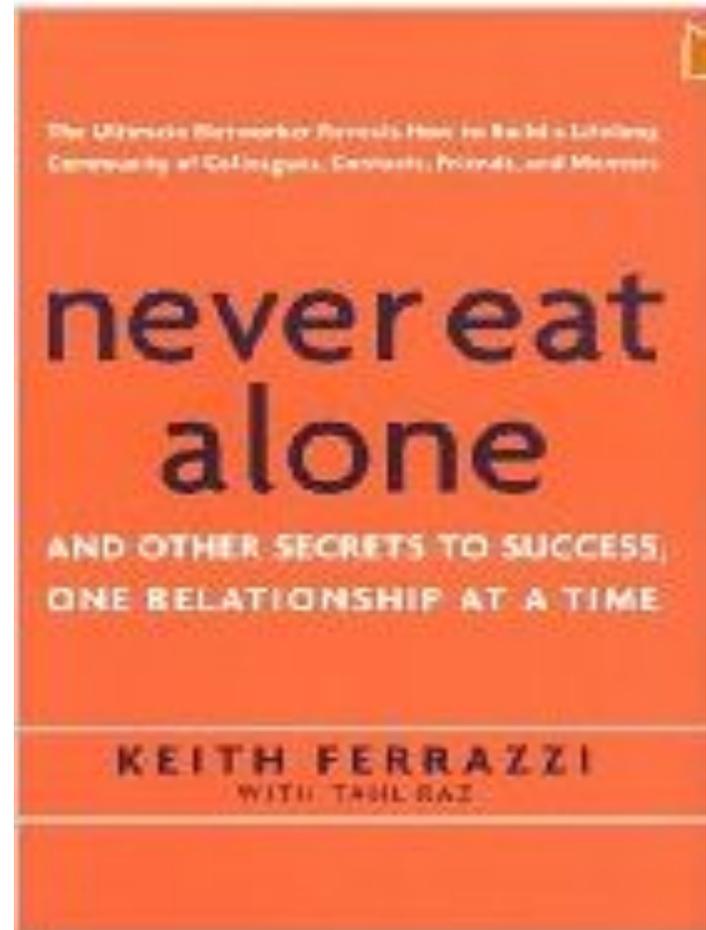
Recommended Reading Resource:

Give Yourself Permission to Network

A must read:

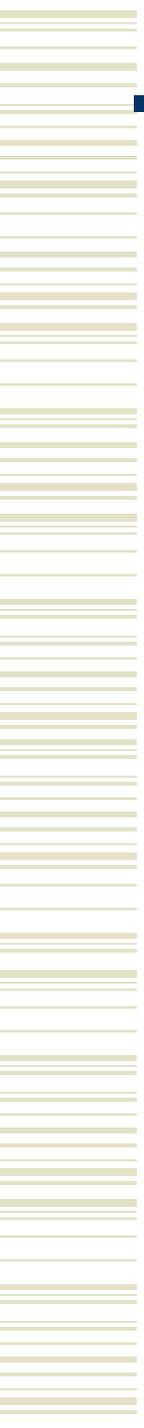
Never Eat Alone and Other
Secrets to Success, One
Relationship at a Time

by Keith Ferrazzi



Ten Tips for Effective Networking

- ◆ *Be prepared to network at anytime, anyplace, and with everyone.* You never know who you might meet or where you might meet them. Be open.
- ◆ *Focus on quality not quantity.* It is better to have 3 to 5 new quality contacts from each event that you attend rather than 20 brief introductions.
- ◆ *Talk to everyone.* Greet contacts on the way in to the event, at the sign-in table, at the buffet, at the bar, in the restrooms, and on the way out to your car. *Do not be shy or introverted.*
- ◆ *Politely greet those contacts that you already know.* Ask them to introduce you to someone that you do not know. *Keep moving.*



Ten Tips for Effective Networking



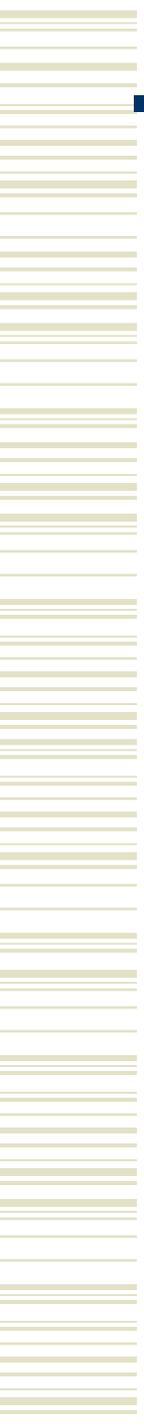
- ◆ *Stay organized.* Keep your business cards in your left jacket or pant pocket and place the business cards of new contacts into your right pocket. This way you will not mix them up.
- ◆ *Keep your right hand free* and available to shake hands with new contacts that you meet.
- ◆ *Write something personal on your business card.* People are more likely to remember you and less likely to toss the card when you include a personal, hand-written note or phone number.

Ten Tips for Effective Networking

- ◆ *Keep track of your contacts.* Use a spreadsheet or electronic address book to maintain a list of contacts. Keep it updated.
- ◆ *Follow-up.* Stay in touch with your contacts regularly—not just when you need help. Call, write, email, send birthday and holiday greetings, and invite contacts to events.
- ◆ *Be patient.* Networking is a slow, continuous process which takes time to develop, nurture, and grow. It takes patience, effort, and persistence to be successful.

Summary of Networking

- ◆ 70% job vacancies filled by recommendation or referral
- ◆ The wider your network, more likely you are to find the right connections
- ◆ Reach out to personal networks
- ◆ Volunteer, get involved to meet new people
- ◆ Keep your contacts informed – your 1st job won't be your last (long term process)



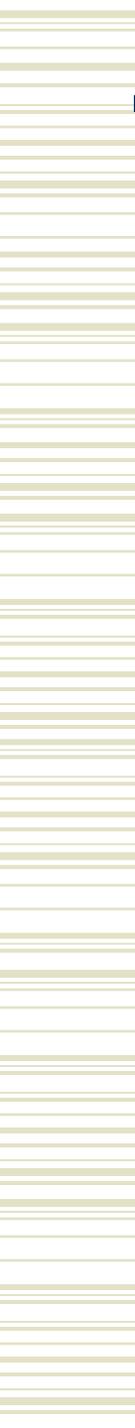
Turning Our Attention to Resources



*Trying to do your job without resources
is like trying to build a house without
power tools.*

Nutrition Related Organizations

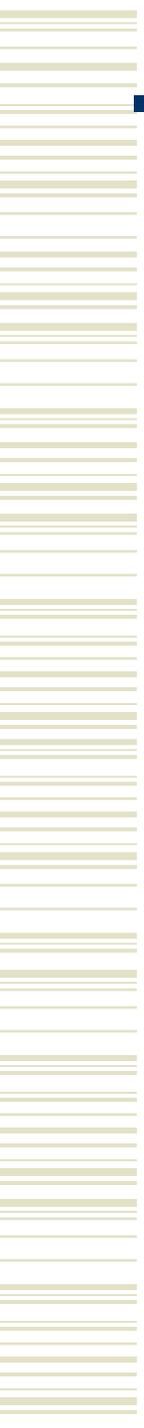
- ◆ Academy of Nutrition and Dietetics
 - Consider it the “insurance of your profession”
- ◆ DPGs
 - Select wisely—look at subunits within the DPG
- ◆ Iowa Academy of Nutrition and Dietetics
- ◆ Association of Food and Nutrition Professionals



Centers for Medicare & Medicaid

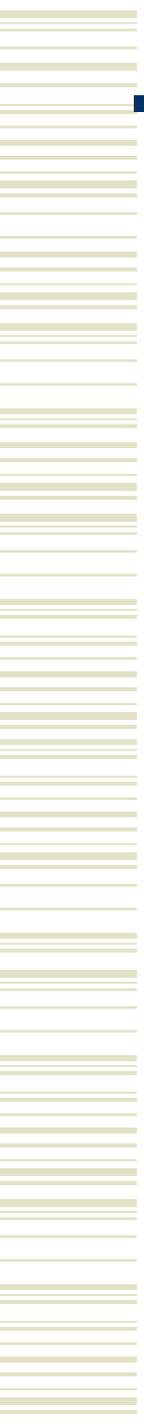


- ◆ RAI Manual
- ◆ State Operations Manual/Appendix PP
- ◆ SOM
- ◆ QSOs
- ◆ LTC Survey Pathways



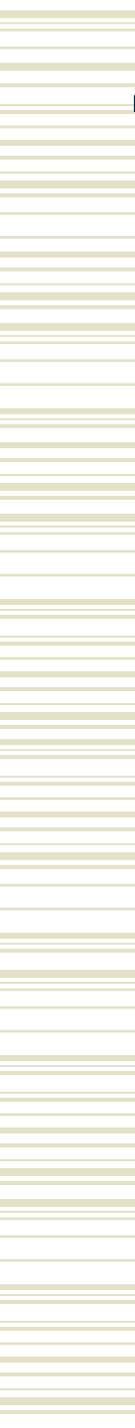
State of Iowa

- ◆ Chapter 58 – Nursing Facilities
- ◆ Chapter 57 – Assisted Living
- ◆ Chapter 31- Food Establishment and Food Processing Plant Inspections
- ◆ IDPH



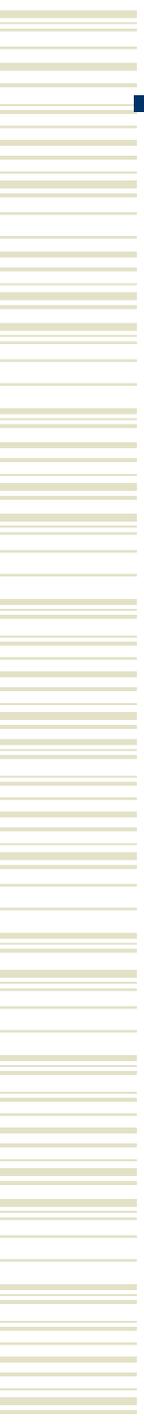
Food Safety

- ◆ Food Code 2017
- ◆ ServSafe
- ◆ Always Food Safe
- ◆ CDC



Emergency Management

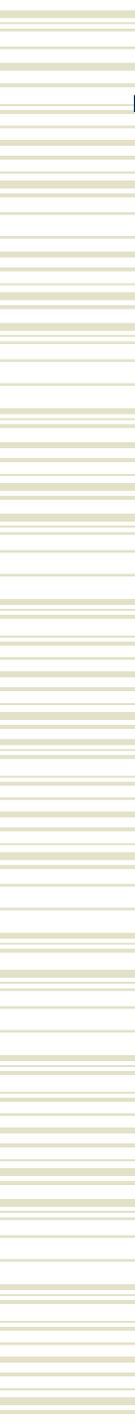
- ◆ Aspr Tracie
- ◆ CMS
- ◆ FEMA
- ◆ Meals for all



Covid Resources

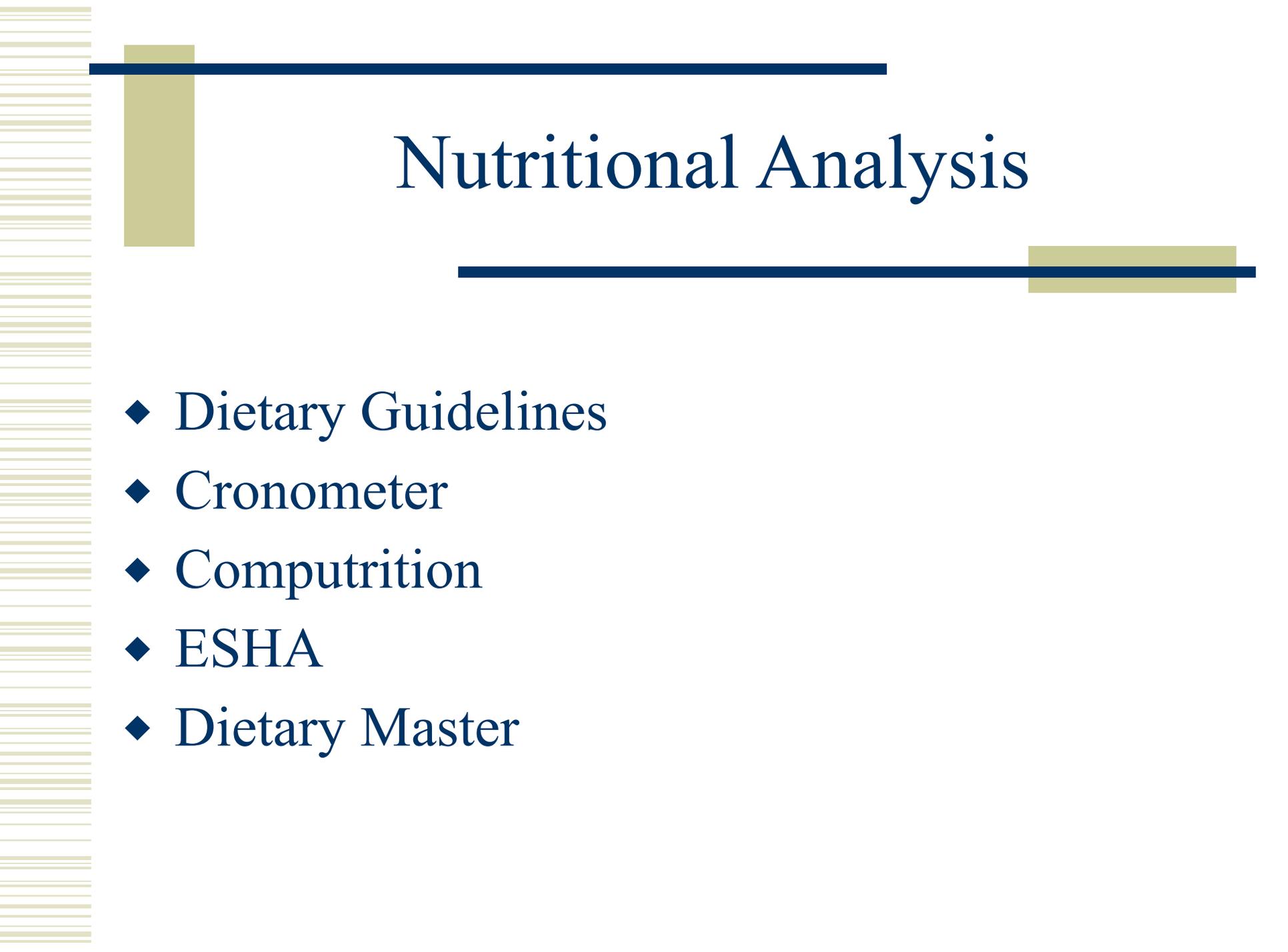


- ◆ ANFP
- ◆ CDC
- ◆ CMS
- ◆ Eatrightpro
- ◆ FEMA



SNF/ALF Organizations

- ◆ AHCA
- ◆ IHCA
- ◆ LeadingAge
- ◆ LAI



Nutritional Analysis

- ◆ Dietary Guidelines
- ◆ Cronometer
- ◆ Computrition
- ◆ ESHA
- ◆ Dietary Master



Human Resources

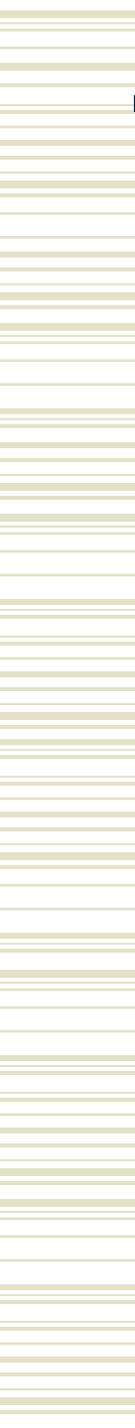
- ◆ SHRM
- ◆ Dept of Labor Wage and the Fair Labor Standards Act
- ◆ Association for Talent Development



MNT

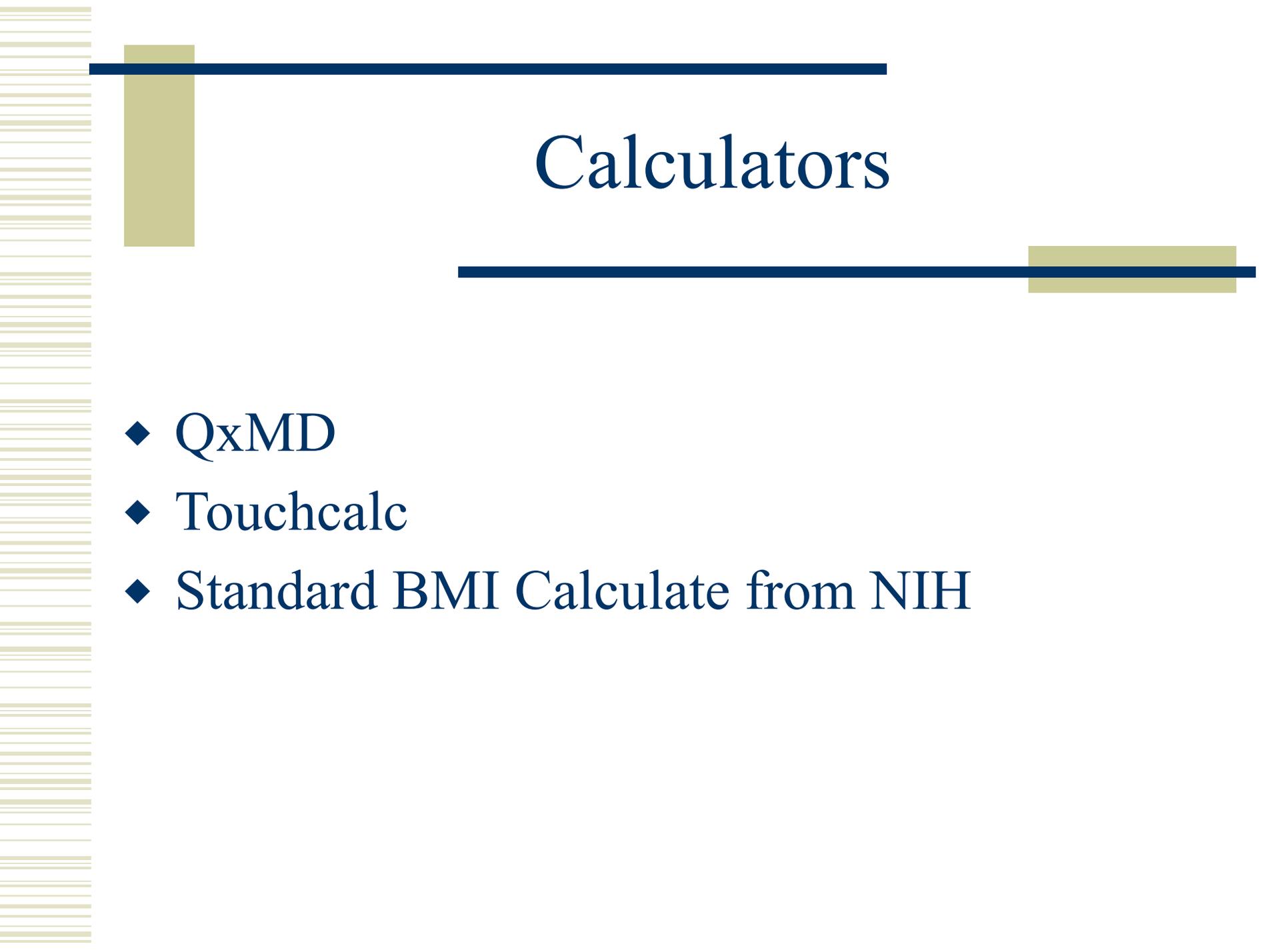


- ◆ Nutrition Care Manual
- ◆ Simplified Diet Manual
- ◆ Nutrition Care Process
- ◆ IDDS
- ◆ Supplement Companies



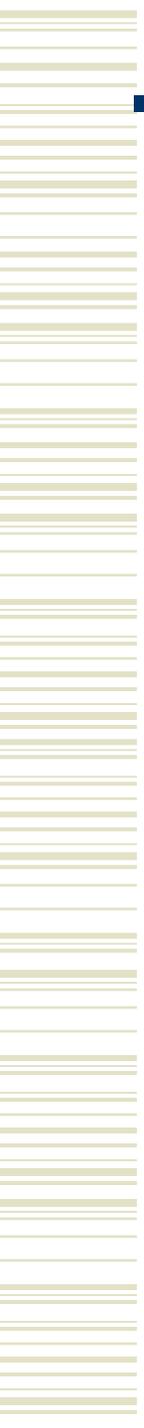
Journals, Magazines, Websites

- ◆ JAND
- ◆ Eatright Weekly
- ◆ Pioneer Network
- ◆ Food Management Magazine
- ◆ FoodService Director
- ◆ McKnights
- ◆ Today's Dietitian



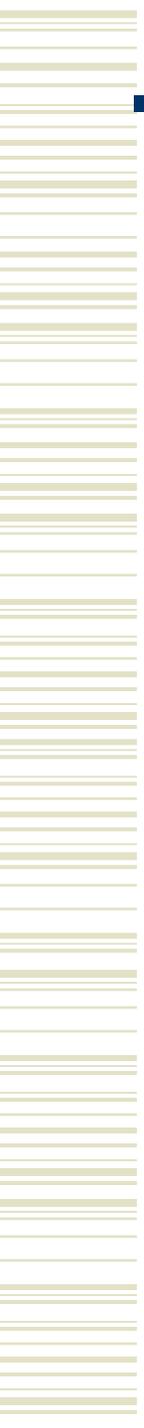
Calculators

- ◆ QxMD
- ◆ Touchcalc
- ◆ Standard BMI Calculate from NIH



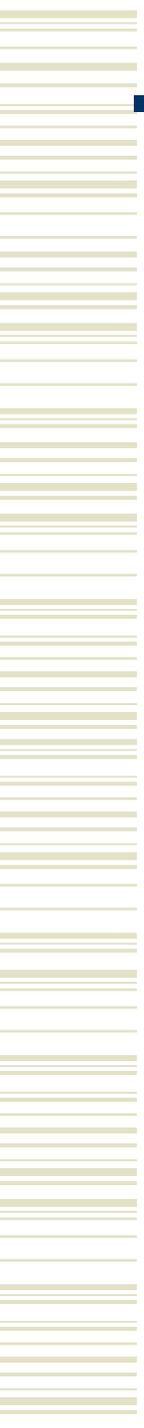
Food Drug Interactions

- ◆ Pdr.net/drug-summary
- ◆ Medlineplus
- ◆ [Meded 101 Guide to Drug Food Interaction](#)



Manuals and Books

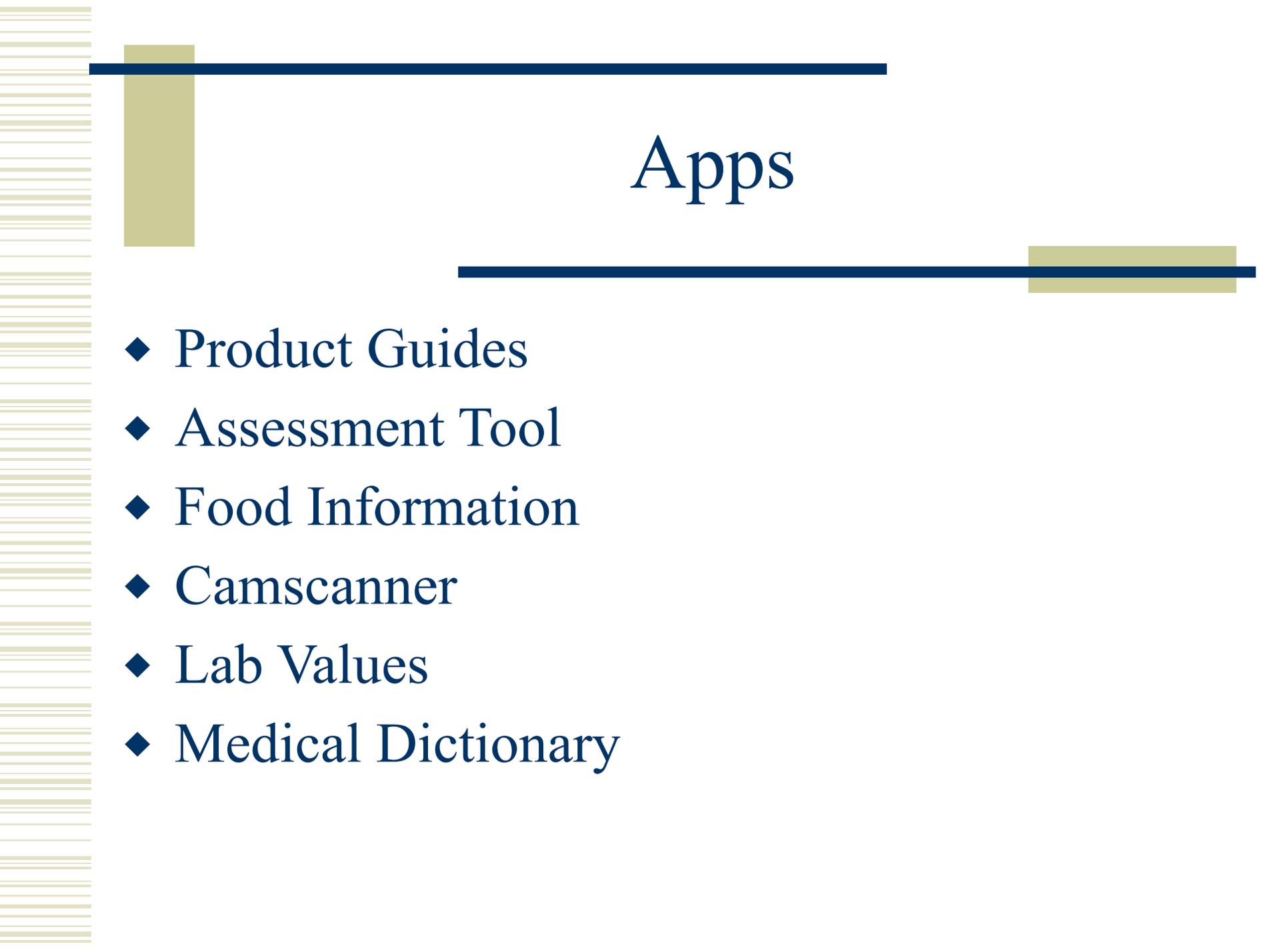
- ◆ Nutrition Care of the Older Adult (Niedert)
- ◆ Geriatric Nutrition (Chernoff)
- ◆ International Nutrition Diagnostic Terminology
- ◆ Dorner
- ◆ Litchford (Case)
- ◆ Nutrition and Diagnostic-Related Care
- ◆ Nutrition Focused Physical Exam Pocket Guide



Recipes

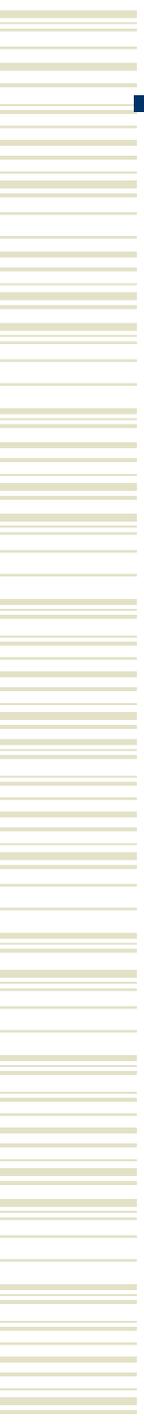


- ◆ Food for Fifty
- ◆ Flavorful Fortified Food



Apps

- ◆ Product Guides
- ◆ Assessment Tool
- ◆ Food Information
- ◆ Camscanner
- ◆ Lab Values
- ◆ Medical Dictionary

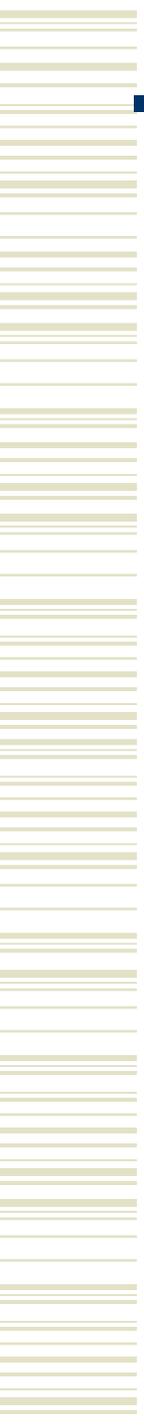


Resources



The GREATEST Resources are those that support evidenced based research and science-based practice---our “power tools.”

KEEP THEM HANDY



Learning objectives

- ◆ Explain why networking is important
- ◆ Recognize and take advantage of a networking opportunity when it arises
- ◆ Develop networking skills
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