

## Speaker Meeting: Ken Tudhope 02/13/2014

### BAP:

- 1) Introduction of BAP Board
- 2) Video of reasons to join Beta Alpha Psi
- 3) Introduction of newly initiated BAP members
- 4) Introduction of all Beta Alpha Psi Chairs

### Ken Tudhope:

- 1) Ken Tudhope explains reasons to network, because people hire other people that they like, not people who are the most technically capable or people who have the highest GPAs
- 2) How opportunity happens: need arises, someone decides, they contact people they remember or they get referrals, someone is selected
- 3) People think about people a)they remember b)they like and respect
- 4) What do I say to professionals? You want a good question to engage, and have a genuine interest in connecting with others.
  - a. If you can benefit someone's health, wealth, or children you will always have a connection with them.
  - b. You need to stick your neck out, people will not eat you alive
- 5) Key Success Factors: Sign up, show up, step up, follow up
- 6) A good, firm handshake is important to first impressions
- 7) Ken sends personalized birthday cards to his contacts
  - a. W Paper Company (5 cent birthday cards) from Brooklyn, online
- 8) Meet The Firms: Ask good questions, what makes your firm different
  - a. Follow up email: thanks for answering my question about your firm, I had some more questions, do you have time to meet for coffee
  - b. Tips of networking: go early and stay late, so you can talk to people during less busy times. If you go early you can see the names tags of attendees
- 9) A pulse to volunteer
- 10) Content to Influence (Vivek Shaw wrote a blog that gained a lot of followers)