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Showcase Your Expertise: Tell Stories to Build Key Relationships for Influence, Leadership and Advancement

January 23, 2013

Welcome

- Housekeeping
- Today's speakers
- Overview of the topic
- Discussion
- Questions

Welcome

- Download the slides for today's program by clicking the PDF link in the upper left corner of your screen.
- Also on the left is a Q&A box where you may type your questions. We'll look at those questions at the end of the program and answer as many as we can.
- At the end of the program, you'll receive an email with a link to a survey. Please take a moment to fill that out and give us your feedback.

Coming Soon

Watch your inbox for details on the next Ober|Kaler Health Care General Counsel Institute webinar.

Meet Today's Moderators



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 *Join us on LinkedIn: Ober|Kaler Health Care General Counsel Institute Group*

Meet Today's Speaker



Lynne Waymon

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- CEO of Contacts Count LLC
- Co-author of 5 books
- Keynoter and trainer for Fortune 500 companies, professional services firms, government agencies, associations and universities

Overview

- Explore how networking skills help you gain influence in your organization.
- Learn strategies for advancing your career using the tools of networking.
- Teach people what you're good at, what to come to you for, and what kinds of opportunities to send your way... without bragging!

In the July 2012 Webinar

- Master the 3 key moments in relationship building.
- Ask questions that gather business information.
- Give your business card at 3 best times.
- End conversations with the future in mind.
- Know what to do and say at each stage of the trust- building process.
- Make the most out of meetings and events.
- Follow up, re-connect, and stay in touch.

What is Networking?

- Teaching people about your character and competence
- Listening generously so you can give
- A way of being with people



Today

- Why tell stories?
- What makes a good story?
- How can I “find” stories?
- When can I tell a story?
- How can I make sure my stories teach about my expertise?
- How can I avoid bragging, but still be visible and valued?

Why Tell Stories?

Why do you think telling a story helps to build the relationship?

Please type your answer in the Chat Box.

Why Tell Stories?

- Stories stick
- Stories teach
- Stories make conversations flow
- Stories make your expertise visible by giving a picture of you in action
- Stories make it easier for others to send the right opportunities your way



Competent or Likeable?

Harvard Business Review Study on The Formation of Social Networks



Cynthia's Story

Have you ever had to do a champagne project on a beer budget?

- Our new CEO wanted a new Orientation Program designed in 3 months for an influx of new employees.
- Our budget was small and the whole thing was on my plate.
- So I decided to pull together a group of reps from each department to help me plan it. Each rep brought a wealth of knowledge about what new employees need to get up to speed fast. They also got me the very best people to deliver pieces of the 2-day training.
- The buy-in was the key. People felt the home-grown flavor of the training. Bringing leaders in on the design process really got the momentum we needed to launch the program in record time.

What Was Cynthia Hoping to Teach You?



- That she’s a good collaborator
- That she has a wide network of people across the company
- That she can cope with tight deadlines
- That she knows the value of getting “buy-in”
- All of the above!

Check off your answer in the polling window.

Ask Yourself...

- What was most memorable?
- Did the story begin to show Cynthia's character and competence?
- Was the story interesting to listen to?
- Did the story teach without bragging?



The Formula

Segue – the transition

Situation – who, what, when, where

SNAFU – the challenge, the problem

Solution – the fix, how did you save the day, solve the problem, or serve the client?

Significance – what good came of it? for whom?

Sarah's Story

- **Segue** - Did you hear about the increased enforcement in physician contracts?
- **Situation** - Our medical staff found the new indemnification clause troublesome in the new on call agreement and raised concerns to the executive leadership and Board.
- **SNAFU** - I went to the medical staff leadership to discuss the indemnification clause and found out they had other concerns about the transition from the old template to a new system template.

Sarah's Story

- **Solution** - So I worked with the corporate legal department to create a small committee to review the new template. We redrafted the template, cutting out several pages to the agreement, and created a short but still protective plain-language template. We also wrote a list of optional clauses to give flexibility across the system and take into account business and operational issues with individual arrangements.
- **Significance** - The medical staff was happy, and I'm pleased that the new template is being used across the country in our system.

What is Sarah Hoping to Teach You?

*Please type your answer
in the Chat Box.*



Steve's Story

Segue - Have you noticed when an opportunity arises you have to be ready to jump?

Situation - I was on the Chamber of Commerce Board, in line to be President of the Chamber within 3 years. But the current President changed jobs and had to step down. The Board asked if I would become President in 6 months.

SNAFU - Serving as President of the Chamber requires a lot of planning, resource allocation, research and strategic planning. It's usually done during the 18 to 24 months before a person becomes President. I would have less than 6 months to get ready!

Steve's Story

Solution - I convened an emergency meeting of the Board of Directors to make a plan. We looked at current issues and strategic initiatives. I also called several of the past Presidents and political leaders for their input. We put together short-term and long-term plans for the year I was President.

Significance - It was exciting to see the Chamber get a fresh foothold and launch projects that put business issues at the forefront. Membership went up by over 20%. The success we had led to other opportunities for me and my law firm, but the best part was the big “thank you” I got from staff and from several individual businesspeople who benefitted.

What is Steve Hoping to Teach You?



*Please type your answer
in the Chat Box.*

Find the Turn-Around

- Once upon a time...
- Suddenly...
- Luckily...
- Happily ever after...
(or lessons learned!!)



How to “Find” Stories

- Notice your successes with clients, peers, and in life.



How to “Find” Stories

- Notice situations that brought out your best.
- Notice times when your character and competence were tested.



How to “Find” Stories

- Notice what others find unique and interesting about you and/or your organization.



Activity #1 - Brainstorm with a Colleague

- Talk with a colleague about things you've done that you might turn into a conversational story.
- Choose things you've done at work or in your leisure time.
- Then give your colleague a turn.

Bob's Story

Situation: You won't believe what happened at the conference.

SNAFU: As soon as I arrived at the hotel, I got a note from my boss saying that his wife had gone into labor 2 weeks early & he couldn't be there to give the speech he was booked for.

Solution: All of a sudden I heard myself saying, "I can give the speech for you." We'd created the slides together, but I never dreamed I'd be presenting! I had 6 hours to get ready. I asked the hotel for a small conference room where I could practice and I got to work.

Significance: After the session, one of the people in the audience asked if I could give the same presentation at a conference he was planning. I couldn't wait to tell my boss – after he told me about his new baby daughter!

Ask Yourself



What did the story teach about Bob?

Please type your answer in the Chat Box.

Where to Tell Your Stories

- Anytime, anywhere
- Chatting with the Chief Medical Officer in the cafeteria or at a fundraiser
- At a party, sports event, or leisure time event
- Over a meal or coffee, at a reception or convention
- Talking with a board member before an annual meeting
- Meeting your CEO at the company retreat
- At a client meeting

What do you want to teach?

Raj wants to teach

*“That I’m comfortable
doing long-term projects
with tight deadlines.”*

Story: The time his boss got sick and he took on a major project for him.



What Do You Want to Teach?

Clarisse wants to teach
*That I'm experienced
managing people."*

Story: The time she rallied
the team on very short notice
to travel to London to make a
special presentation.



Activity #2 - What Do You Want To Teach?

1. Make a list of 3 people with whom you are currently developing a relationship.
2. Next to each name, write one thing you'd like to teach that person to expand their knowledge of your company's capabilities, or your expertise, character, or competence.



The Next Step

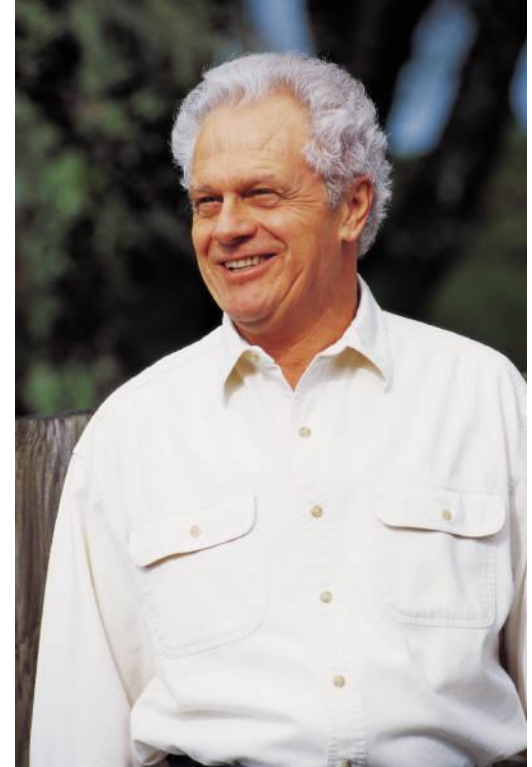
3. Now think of something you've done that will teach each person you listed about an expertise or quality.

(The experience you tell about might have happened to you or be part of the company's track record.)

How to Tell a Story with Ease

- Find a role model to learn from.
- Practice with people you know well.
- Follow the 5-S formula.

Hint: Once you've constructed a few stories, others will come more easily and you will have made story telling a conversational habit.



How to Begin Your Story

- In response to “What’s new?” or “How have you been?”
- When there’s a lull in the conversation
- “Something happened that reminded me of you/your experience...”
- Segue with a transition sentence such as, “I’ve been meaning to tell you what happened last week...”

How to Tell Your Story

- Take out all extraneous details.
- Help the listener be there with you, feel what you felt, see what you saw.
- Vary the volume and speed of telling.
- Punch important words or phrases.
- Quote other people.
- Use gestures and facial expressions.

Which Person Would You Rather Listen To?



How to Avoid Bragging

- Be amazed and humbled by your own success.
- Give lots of credit to others.
- Let your energy and excitement show.
- Find a role model who is comfortable telling stories without tooting his own horn.



Activity #3



- Make notes about a story you might tell to one of the people on your list.
- Check your story: Is it strategic, clear, short, and service-oriented?
- Does it have a turn-around to make it interesting?

The Four Nets

ProNet

LifeNet

WorkNet

OrgNet

Next Steps

- Order a copy of *Make Your Contacts Count* (2nd Edition) by Baber & Waymon.
- Get together with a colleague to practice your stories using the 3 Activities suggested.
- Find a role model or mentor who's comfortable and competent at cultivating relationships.
- Sign up for the Contacts Count newsletter – get tips and tools 8 times a year.

Thanks for attending!

Questions?



Please type them in the Q&A box.

More Questions? Contact Us.



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Thank you to our guest speaker.



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