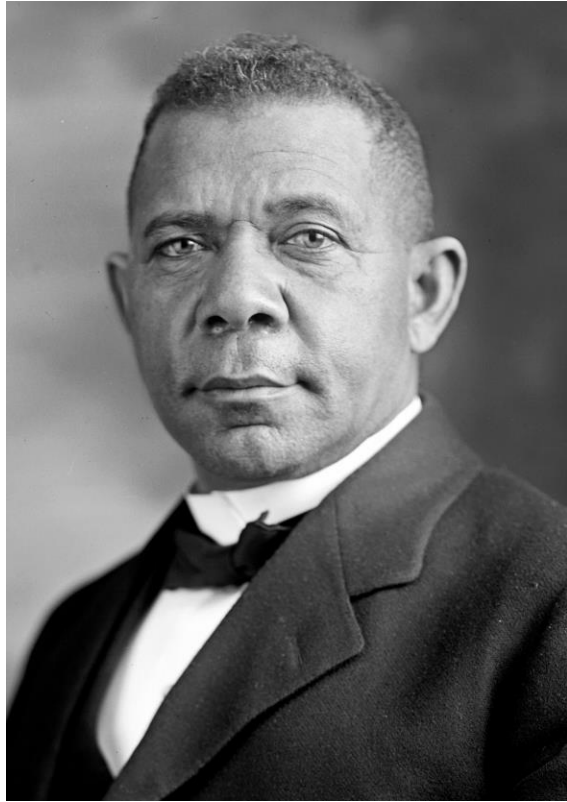

Northern Kentucky Accountability Group Presentation

PRACTICAL TIPS FOR NETWORKING



Pat Frew, Executive Director, Covington Business Council
September 24, 2025





“Those who are happiest are those who do the most for others.”
— Booker T. Washington

DEFINITION:

A resource is any source of supply, support, or aid that can be used to satisfy a need or achieve a goal. This can include physical things like natural materials (water, minerals), financial assets (money, property), human capabilities (skills, knowledge), or even time.

How to be a resource to others:

Proactively stay in touch with connections
once you land

How to be a resource to others:

Actively listen

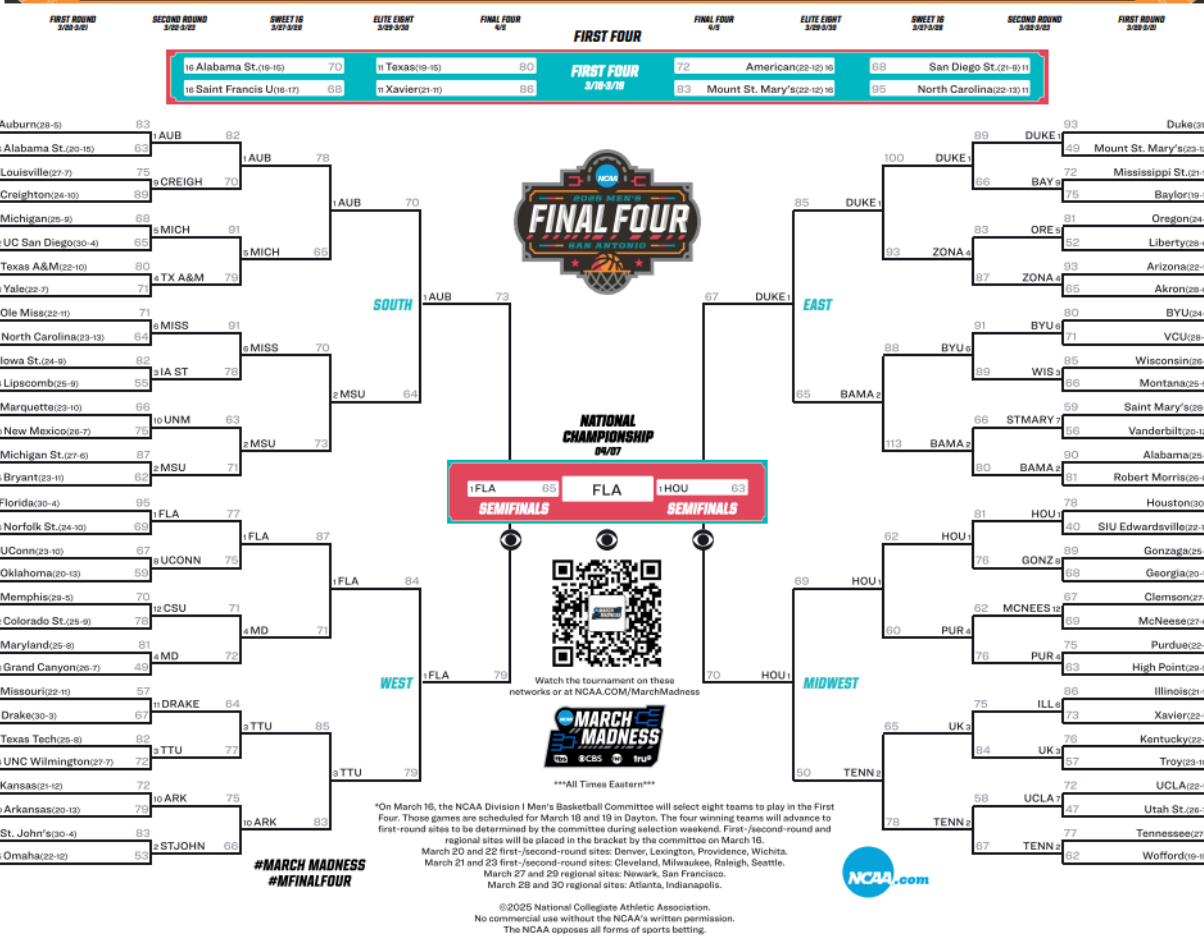
Making a Strong Impression:

What works: Have a goal/goals in mind.

What doesn't work: Don't be reactionary

Informational Meetings

2025 NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIP



Informational Meetings

- Educate yourself about the company, the culture, what kinds of people fit the culture
- What kinds of skills transition to a slightly different role from what you previously had
- Have a strong referral into the company where you are seeking the meeting
- Take good notes
- Send a follow-up thank you card in the mail
- Spreadsheets to keep influencers updated
- Let contacts know you landed. Don't have them find out second hand.

The Covington Years

Growing the Covington Business Council

- Continuity in leadership
- Increasing membership
- Strong programming
- Differentiation through personalization
- Non-profit emphasis



Any Questions?

Thank You!

