



Meaningful Small Talk

Small talk is an essential part of networking, yet for most of us, making small talk can appear to take away from why we are at the networking event. Rather than engaging in small talk, make small talk work for you.

When meeting people for the first time, our goal is to collect information, to learn what we have in common with them, what they do, who they know, and how they can benefit our goals. Thus, our job is to listen, to collect information, to learn as much as we can in a short amount of time and create the beginnings of a meaningful connection.

Before entering the networking event, define your objective for the night. Once you have, you can begin to create the template for small talk which will help you meet your objective. If your goal is to meet three people who work in the same industry as yourself, then create a template of questions designed to drive the conversation to this goal. This method will allow you to have focused conversations, where you are engaged with the other person and working towards your objective.