

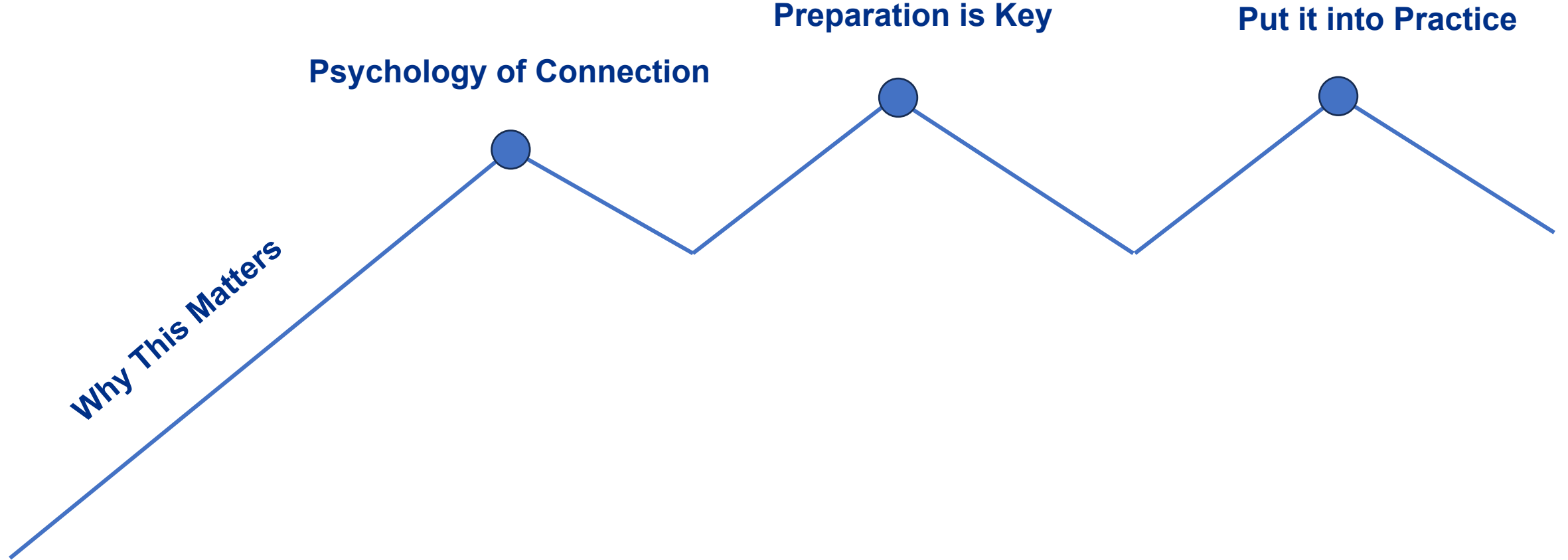


How to Work a Room: Networking Tips for the Modern Era

Lindsay Carrillo, MBA
Director of Business Development
UCI Health



Agenda



Learning Objectives



Learn the psychology behind unfamiliar interactions and how to overcome interpersonal awkwardness that can occur.



Learn how to build a strategic plan for success when preparing to attend an event.



Improve your own networking skills – and support leaders and physicians – by implementing practical and actionable tactics in future interactions.

Introductions: Lindsay Carrillo, MBA

Who am I?

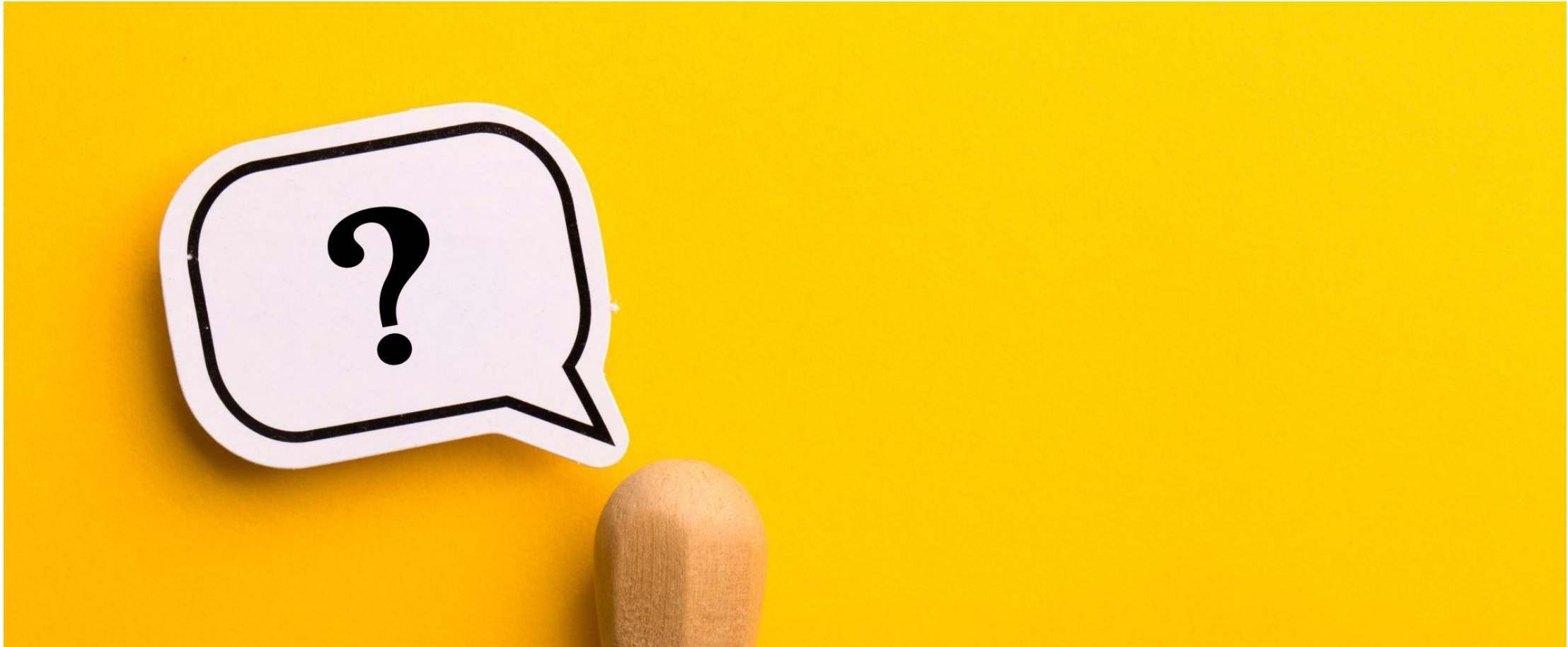
Lindsay has been with UCI Health since 2013. As Director of Business Development, she leads a team dedicated to growth and sustainability across the enterprise. The team has 20 members, dedicated to developing networks among community hospitals, physicians and patients. Prior to joining UCI Health, Lindsay worked at PIH Health and Banner Health.

UCI Health is the clinical enterprise of the University of California, Irvine, and the only academic health system based in Orange County. UCI Health comprises a 459-bed, acute care hospital in Orange, Calif., four hospitals and affiliated physicians of the UCI Health Community Network in Orange and Los Angeles counties, and ambulatory care centers across the region.

Who are you?



Why This Matters



Why This Matters



Exclusive Networking Event

Join us for an exclusive networking event where industry leaders, innovators, and professionals connect to share insights, build relationships, and explore new opportunities!

 **July 15, 2027**
 **6:00 PM - 9:00 PM**

 *Grand Ballroom, Downtown Conference Center*

Dress Code: Business Casual
RSVP by: July 1, 2027

 events@networkingpro.com  (123) 456-789-570



62% feel anxious about socializing with strangers

“Don’t know what to say or how to interact”

Video conferencing valued at \$14B growing at 10.4% per year

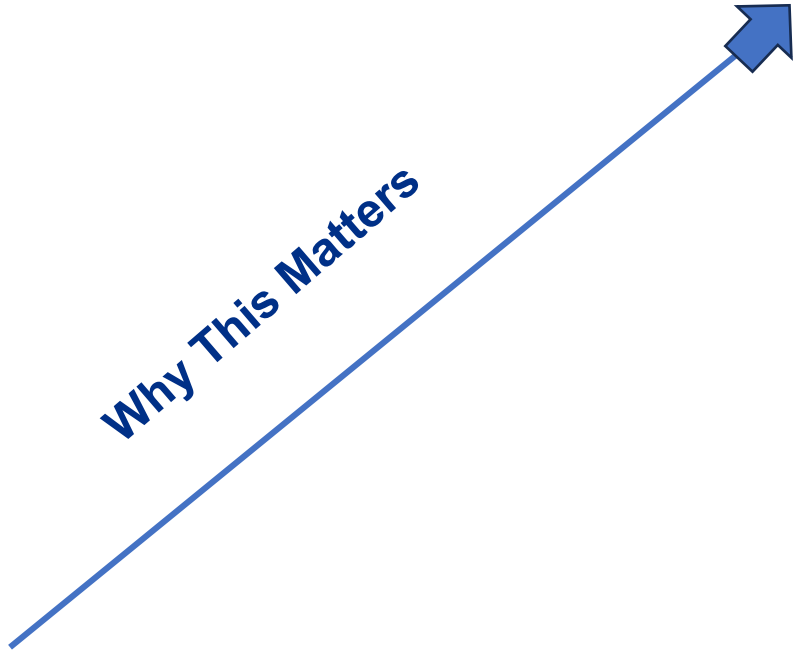
40% of adults identify as shy

Why This Matters



- Human interactions are going digital
- Digital connection has its limits
- Conferences are great practice
- With a few skills, you can stand out

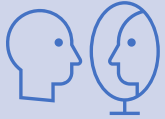
Connecting the Dots



Psychology of Connection



Psychology of Connection: Similarity-Attraction Hypothesis



Individuals are positively inclined toward people who are similar to themselves.



When people perceive themselves to be similar to other people, they experience **positive feelings of attraction** towards them.



Psychological: Personality, values, interests, education, occupation



Many studies show these similarities lead to friendships and other close relationships.

Takeaway? Our brains are wired for patterns.

Psychology of Connection

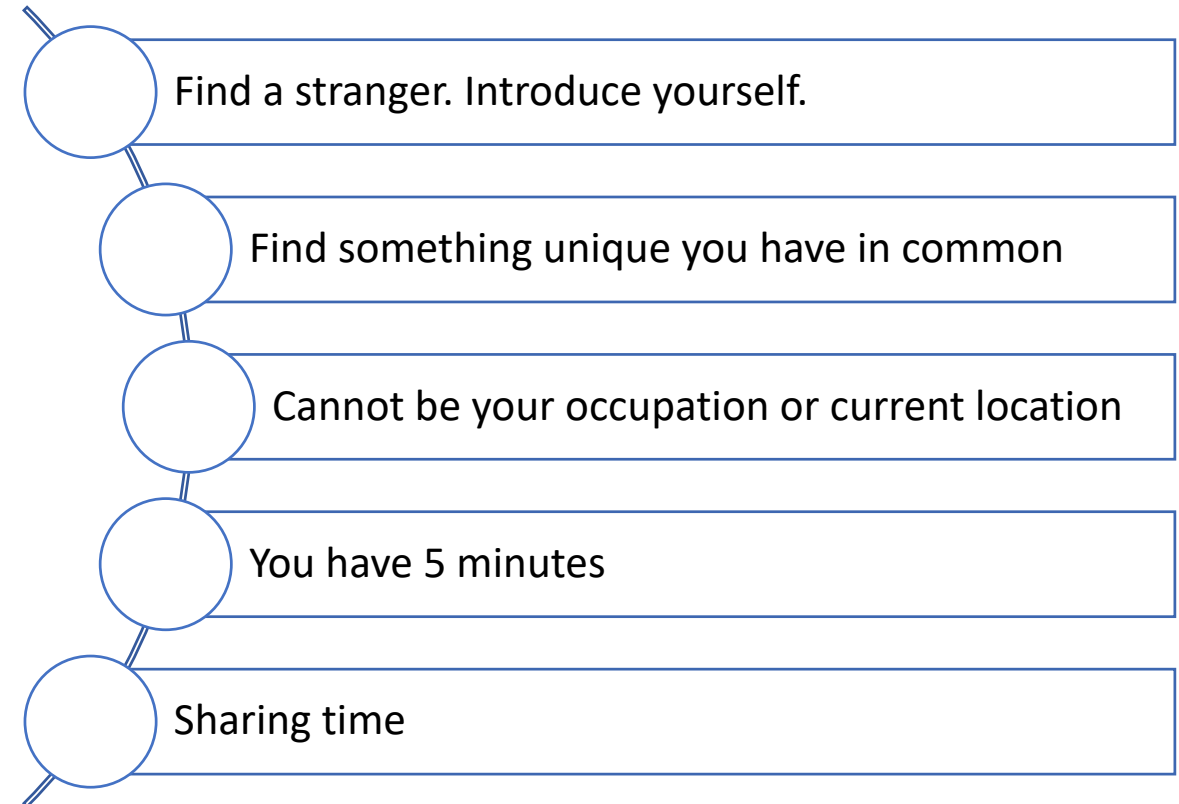


Grigori Rasputin (1869-1916) rose from humble origins as a peasant holy man in Siberia to become the de facto power behind the throne of Imperial Russia.

A charismatic mystic and advisor to Russian royalty, the “Mad Monk” was notorious for his poor hygiene, high ambitions, and **insatiable taste for women and vodka.**

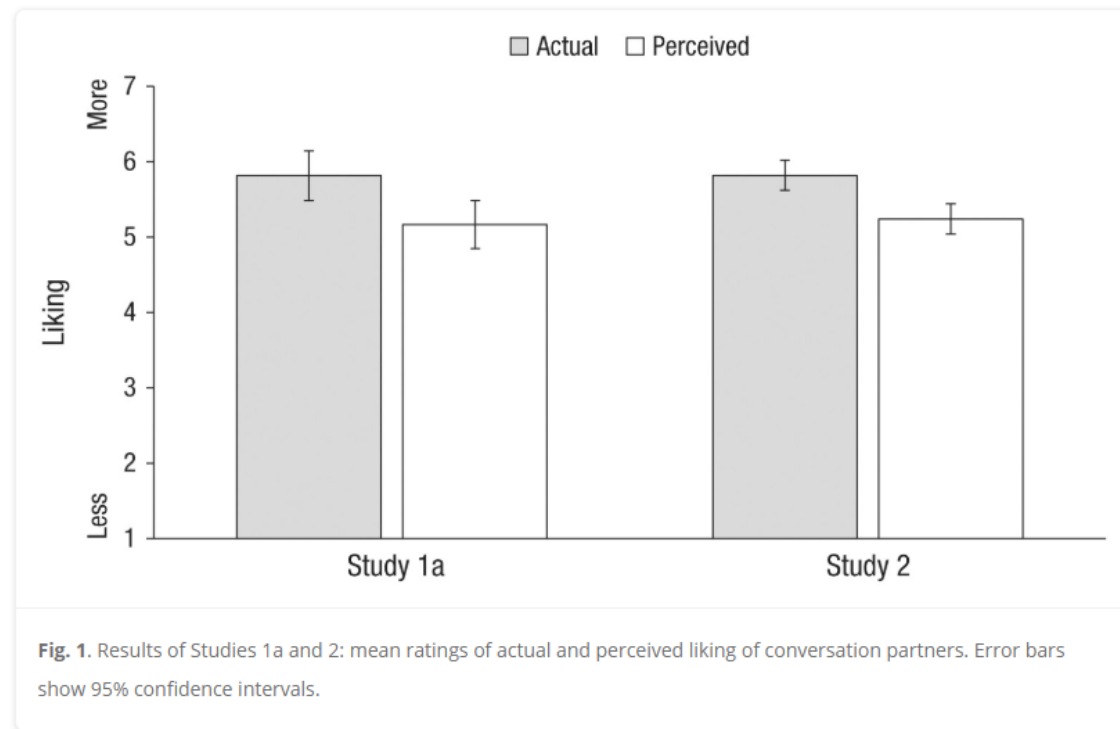
- Study of 33 undergraduates in 1989
- Participants were told they shared the same birthday (day/month) as Rasputin
- *Significantly* softened their view of his negativity

Psychology of Connection: It's Twins!



Psychology of Connection: The Liking Gap

“Following interactions, people *systematically* underestimated how much their conversation partners liked them and enjoyed their company.”



Psychology of Connection: Weak Ties

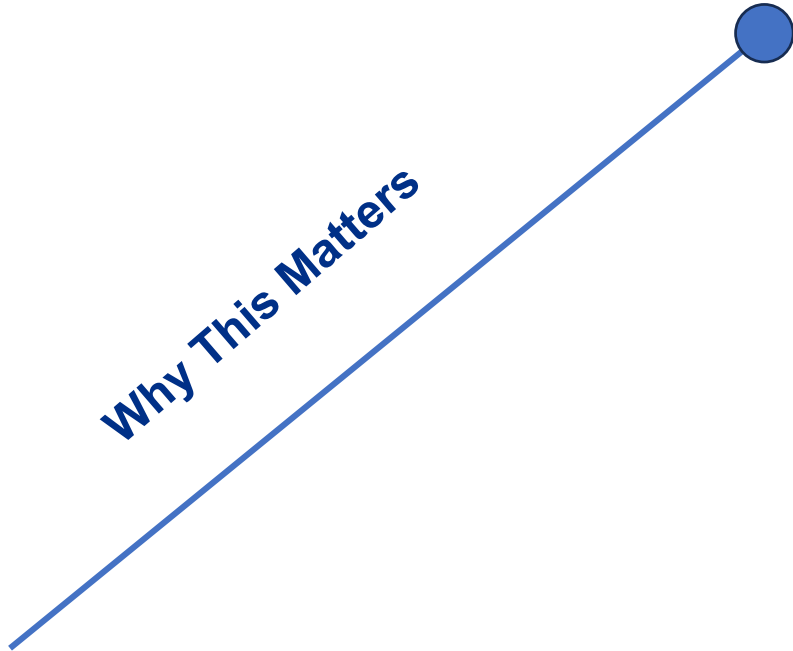
- 2 studies with undergraduates
 - Clickers and questionnaires
 - 9 strong ties; 16 weak ties each day
 - People with *more weak-tie interactions* reported greater well-being.
-
- 53 community members older than 25
 - Clickers and questionnaires
 - 6 strong ties; 11 weak ties each day
 - People with *more weak-tie interactions* reported greater feelings of belonging and slightly greater well-being

Conclusion: Interactions with weak ties are related to well-being and feelings of belonging.



Connecting the Dots

Psychology of Connection



Why This Matters

Prep Like a Pro



Prep Like a Pro: Do a Little Sleuthing



- List the people you want to meet
- Look up a few details
- Prepare some questions
- Seek them out
- Take a selfie #kiddingnotkidding

Prep Like a Pro: Set Your Intention

- Find your WHY
 - Seeking involvement
 - Building your brain trust
 - Planning your future role
- Choose a theme word
 - **Curiosity** – asking questions
 - **Generosity** – offering help
 - **Flexibility** – take what comes
- Visualize the outcome
 - Imagine how you will enter and what you will do first
 - Plan for turbulence
 - Picture yourself leaving the event and how you will feel



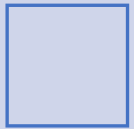
Prep Like a Pro: Have a Goal



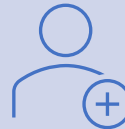
Talk to 3 new people



Circulate until your drink is gone

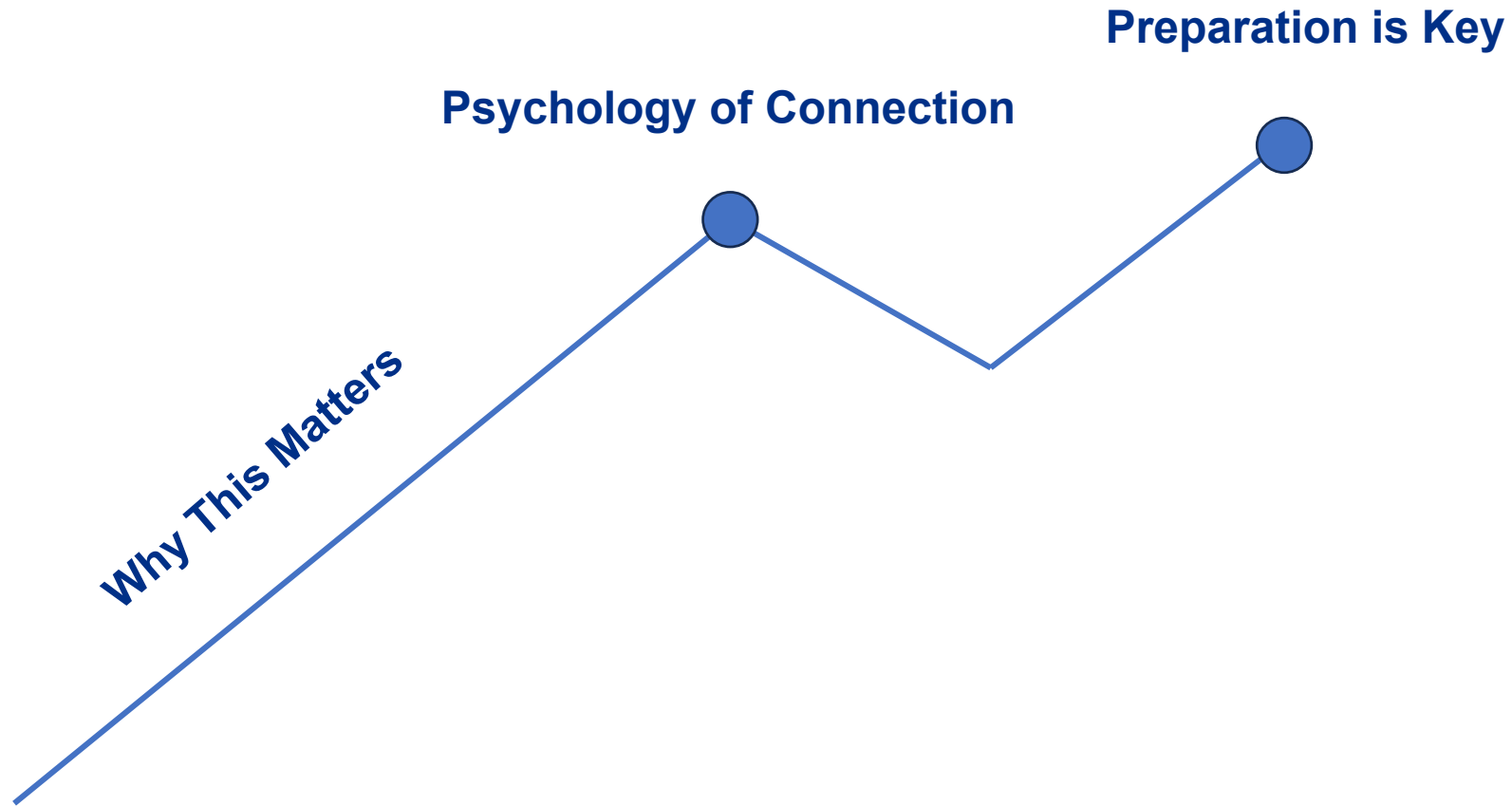


Hit all 4 corners of the room

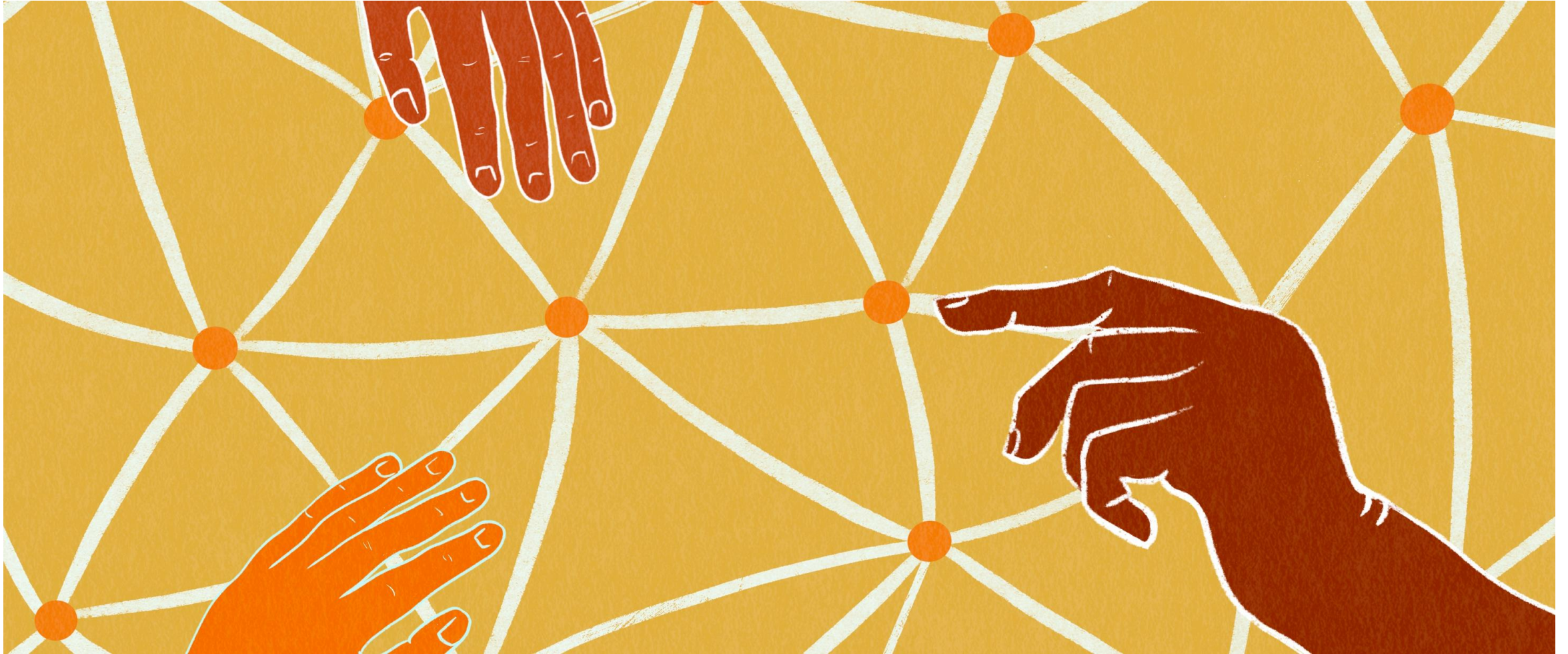


Add 1 friend on LinkedIn

Connecting the Dots



Put it into Practice



Put it into Practice: Magical Questions

“A magical question is a question that everyone in your group is interested in answering.”

Priya Parker, author of *The Art of Gathering: How We Meet and Why It Matters*



A Magical Question:

- Cuts through the small talk
- Has a specific and unique answer
- Usually has a story behind it
- Invites everyone to share

Examples:

- What was your first job?
- What's the path you almost chose?
- What was your first concert?

I'm taking a poll...

I'm asking everyone...

Have you heard of Magical Questions?

Put it into Practice: Let's Get Magical

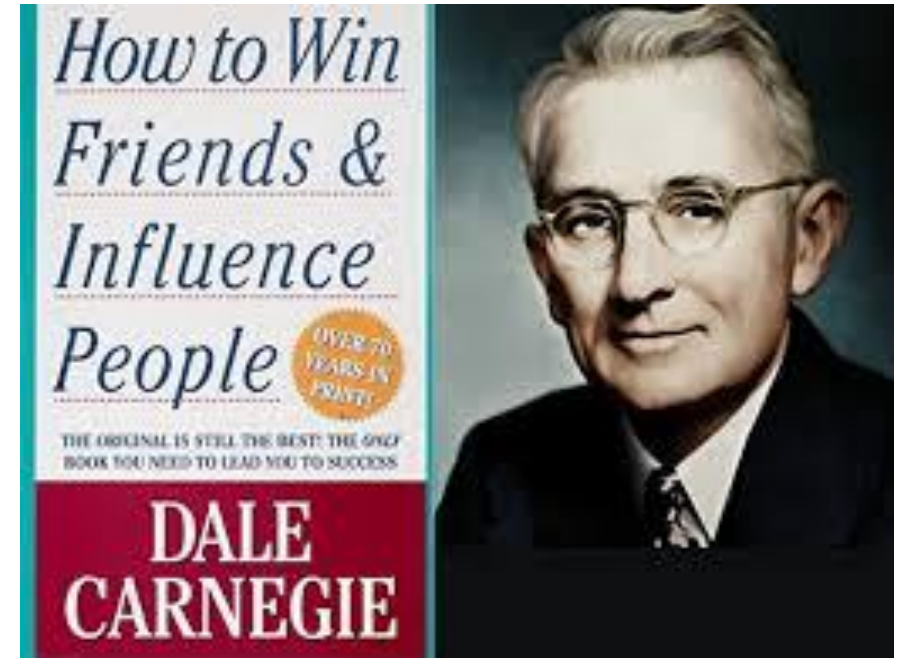


- Find a *new* stranger. Introduce yourself.
- Each choose a Magical Question
- Take turns
- You have 5 minutes
- Sharing time

Put it into Practice: Winning Friends

Dale Carnegie “Six Ways to Make People Like You”

1. Become genuinely interested in other people.
 2. Smile.
 3. Remember that a person’s name is the sweetest and most important sound in any language.
 4. Be a good listener. Encourage others to talk about themselves.
 5. Talk in terms of the other person’s interest.
 6. Make the other person feel important – and do it sincerely.
-
7. Find a *genuine* compliment to share.
 8. Don’t be afraid to be vulnerable.



Put it into Practice: Do's and Don'ts

DO



- Ask for names
- Say, “do you mind if I join you?”
- Be the *includer*, not the *excluder*
- Share some vulnerability
- Sit with someone new

DO NOT



- **Slime** the other person
- Wait for people to approach you
- Intrude
- Pitch a product or yourself

“Be in the moment.

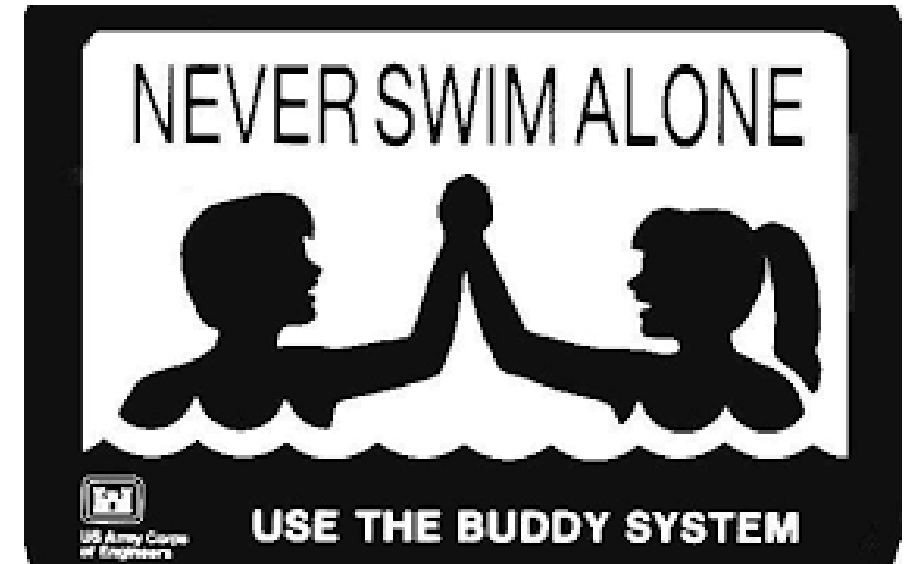
Make those two minutes with each person memorable – by giving them your undivided attention.”

Susan RoAne, author of *How to Work a Room*

Put it into Practice: The Buddy Boost

Networking with a colleague/physician/leader:

- Introduce each other around
- Include a compliment or interesting fact in the introduction
 - This is our CEO, Chad – did you know he just opened the first electric hospital in the United States?
 - Have you met Dr. Senthil? She is using AI to diagnose stomach cancer
- Become the table hosts and get people talking
- Identify a rescue signal



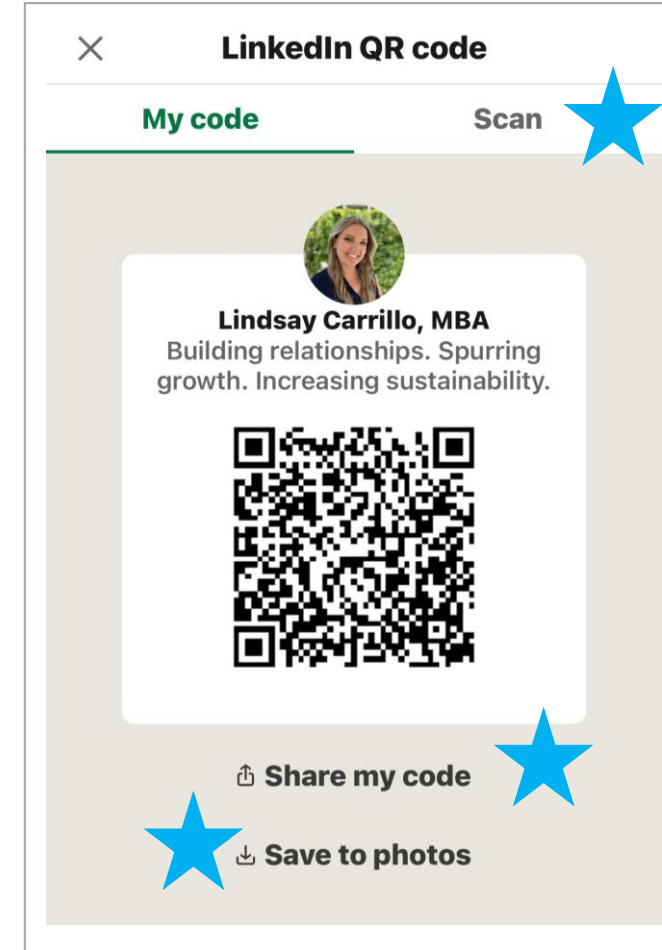
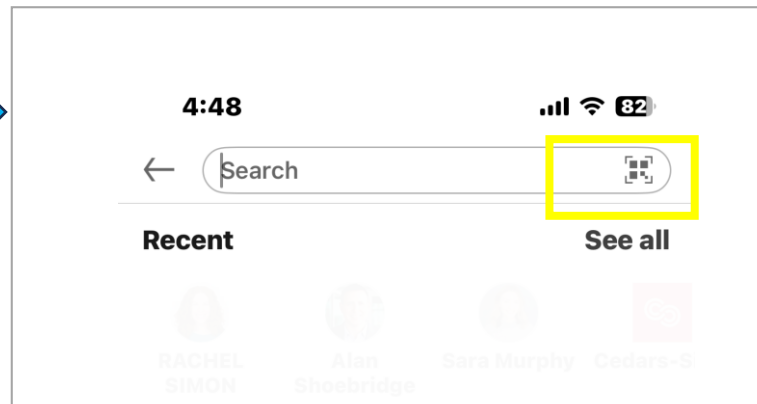
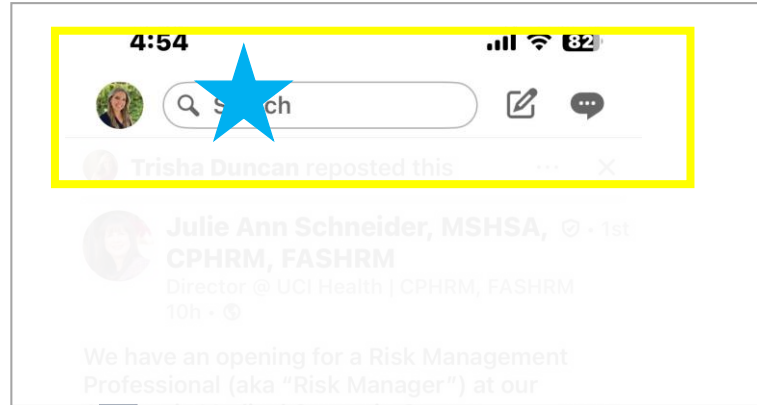
Put it into Practice: The Graceful Exit



Top 5 Ways to End a Conversation

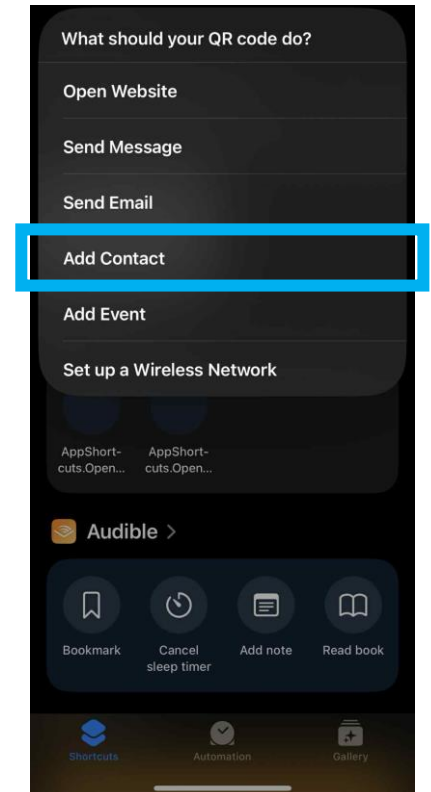
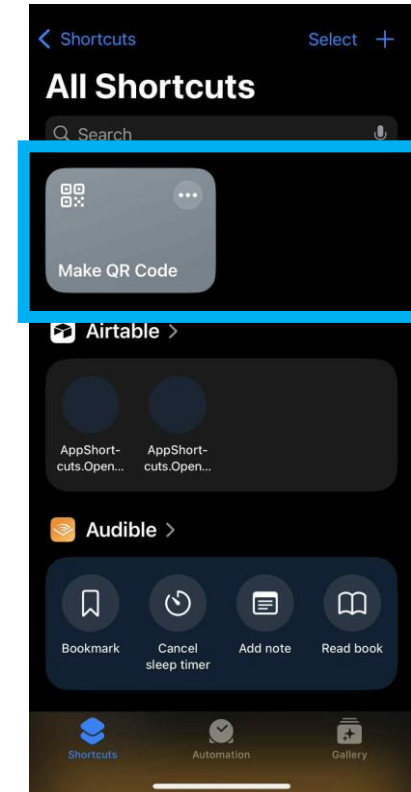
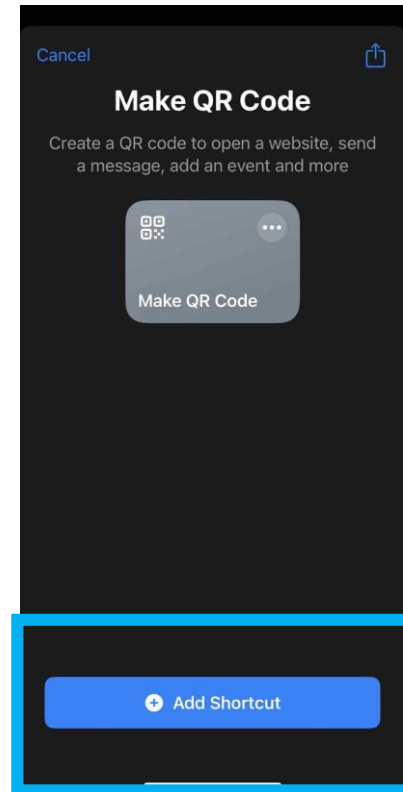
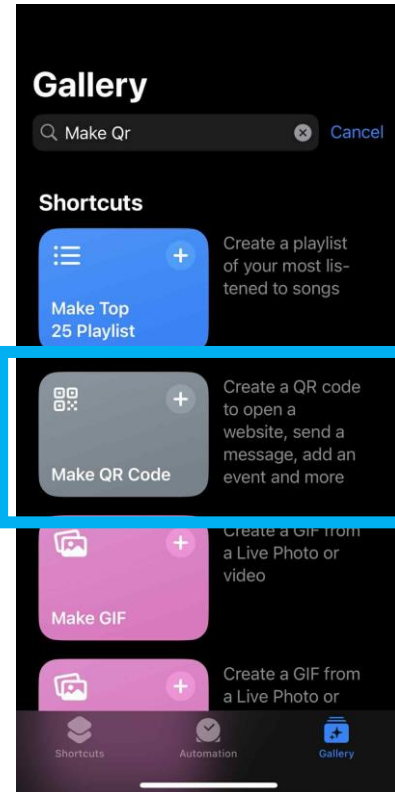
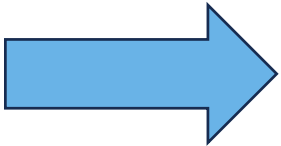
1. “I’m going to grab a refill, but I really enjoyed our chat.”
2. “I’ll let you circulate, but it was a pleasure meeting you.”
3. “You seem really connected. Who else should I meet here?”
4. “Do you have a card? I’d like to follow up after the conference.”
5. “Let’s connect on LinkedIn—I’d love to keep the conversation going.”

Put it into Practice: Close the loop



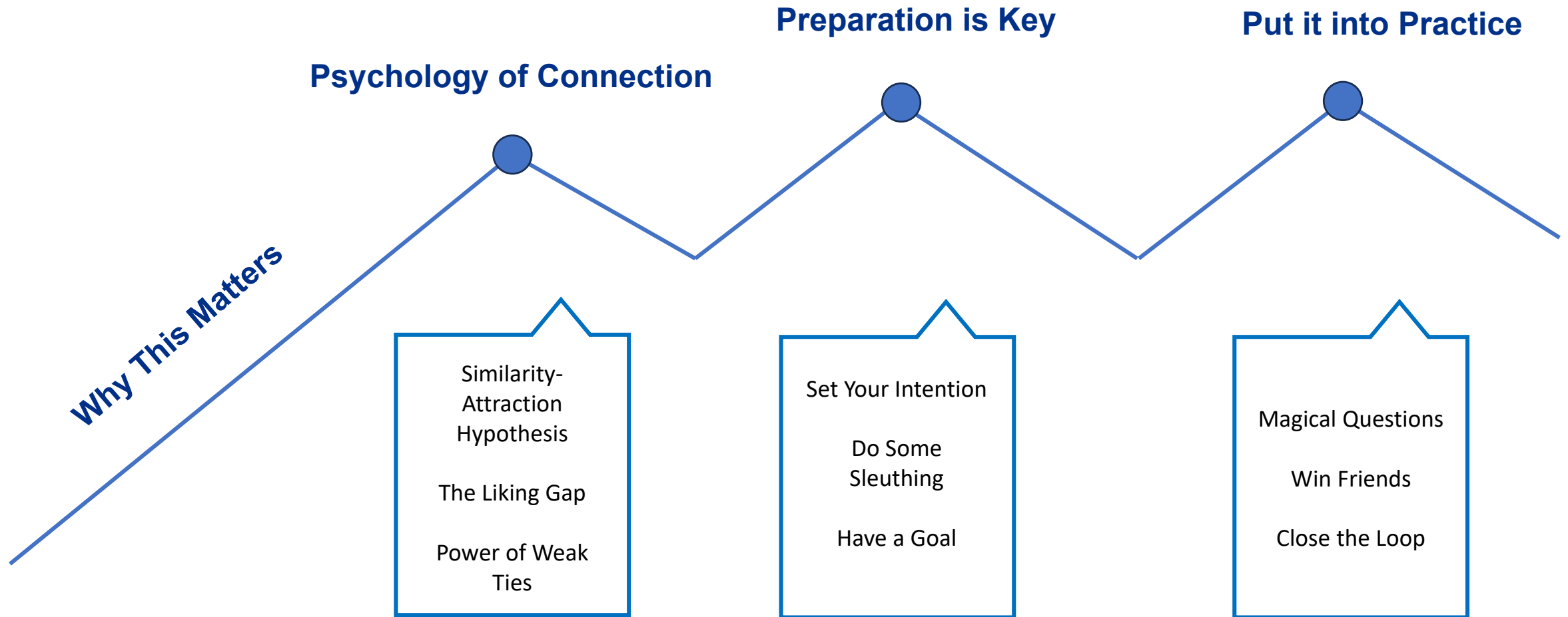
Put it into Practice: Close the loop

Creating a QR code to share your own contact information (iPhone)



Alternative Tools: dot. card, vCard QR code generator

Connecting the Dots



Connections







Questions?

Please be sure to complete the session evaluation on the mobile app!

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