CHIEF

Core Guide Materials: Discuss 'The Network Effect'

Content Summary

With a lack of research specifically looking at women's networking habits versus comparing them against men's, Chief commissioned intelligence firm Morning Consult to explore whether networking does, in fact, drive career advancement for women leaders and exactly how they achieve it if not on the range. In our survey of 751 women at and above management level in the United States, we found that networking not only played a pivotal role in helping women achieve nearly every career milestone — from securing a board seat to breaking into the C-Suite — but it also drove broader operational and revenue benefits for the organization.

Your Upcoming Core Meeting

We recommend bringing this new research to an upcoming Core group for discussion. Below are resources and possible discussion questions to pull from and utilize to meet the needs of your unique group.

Materials

1. *The Network Effect* – Full study, released July 2023 with groundbreaking new research (*Est. read time: 20 min*)
2. *No, You Don't Need to Learn Golf to Advance* – Chief article summarizing study above (*Est. read time: 10 min*)
3. The Network Effect Companion Deck – Optional slides for you to pull from for the most powerful insights/quotes

Suggested Agenda

Before Core Meeting	During Core Meeting	After Core Meeting
Share *The Network Effect* and/or summary article *No, You Don't Need to Learn Golf to Advance* with your Core group to read in advance. Offer a couple reflection questions for them to consider their own networking habits and impact on their career.	Discuss the article with your Core group, prompting discussion with relevant questions (see below for a list of suggested questions). Pull out any striking slides from the Companion Deck to discuss, or in case some did not get a chance to read in advance.	Encourage members to consider any commitments they want to make in their own networking, and share this research with their network.

Possible Discussion Questions

- **Overall** - Did the results of this research surprise you? If so, why? If not, why not?
- **Your Career** - What role has networking played in your career growth? Are there any inflection points where networking helped or lack of networking hindered your growth?
- **Networking Today** - Has your approach to networking evolved in recent years with the rise in remote and hybrid work? Where might you need to be more intentional in your networking approach?
- **Chief Network** - How can you be more intentional in leveraging the Chief network?
- **Mentorship** - How does mentorship and networking intersect? How might you think about leading more structure around or creating more opportunities for mentorship within your current organization?

- **Sponsorship** - How have you seen sponsorship yield more powerful results than mentorship alone?
- **Leading Others** - As a leader within your organization, what can you do to increase the networking opportunities for women, particularly those with intersectional identities?
- **Impact of Remote** - How has remote or hybrid work affected the pipeline of rising leaders within your company?
- **Networking Tools** - What do you notice about the most used networking tools vs the most valuable networking tools? What differences and commonalities do you see? How do they relate to your own networking practices?
- **Commitments** - What is one tangible commitment you want to make in order to expand your network more?