



The Power of Networking

Presented by:

Mark M. Fallon
President and CEO
The Berkshire Company

www.berkshire-company.com



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Overview

- What is networking?
- Why network?
- Who can network?
- Where do you network?
- How do you network?
- Resources

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What is networking?

- Dictionary.com
- Harvey Mackay
- Mark Fallon

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Why network?

- “Everyone lives by selling something.”
- Education, training & talent will only take you so far.
- You don’t know who knows who.
- You don’t know who’s looking for you.
- People are interesting – as people.

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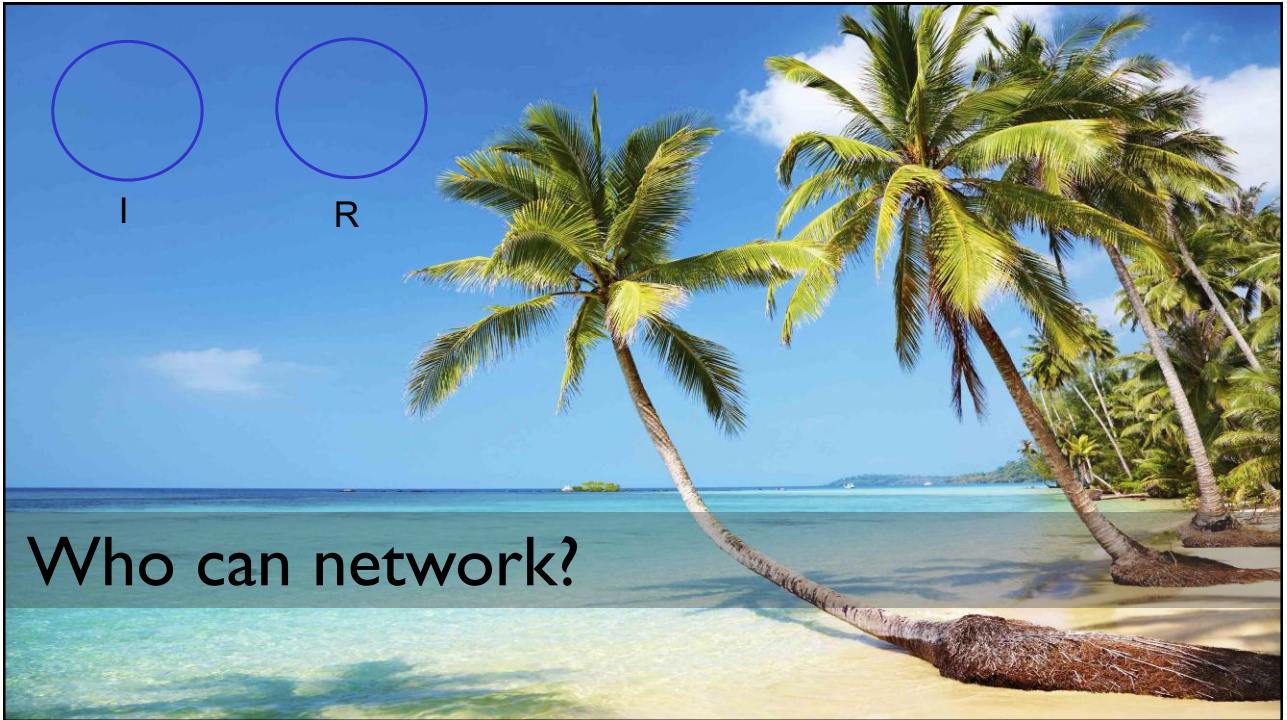
Who can network?

- **Anyone** can network.
- **Absolutely anyone** can network.
- Networking is something that **anyone** and **everyone** can learn.
- Networking is something that **anyone** and **everyone** must learn.

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Where do you network?

- Work
- Conferences and trade shows
- Training
- Career fairs and job fairs
- Social situations
- **Everywhere!**

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Professional Associations

- Joining isn't networking – **participation** is networking.
- Communicate often, through multiple channels (mail, email, website, telephone).
- Pair up veterans with new members.
- People like to be asked, so ask them!

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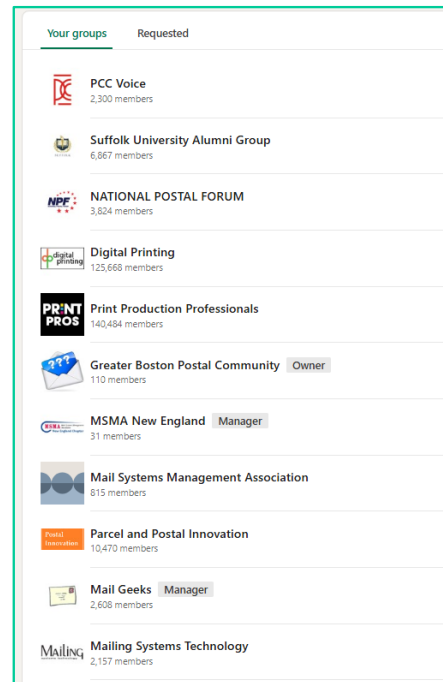
Online Networking

- Multiple channels – LinkedIn, Twitter, Facebook
- Groups, topic-specific sites
- Joining isn't networking – **participation** is networking
- Think before you post – the Internet is forever!

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LinkedIn Groups

- Professional associations
- Colleges & Universities
- Periodicals
- Personal interest groups
- Belonging isn't networking – participating is networking!



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How do I network?

- Positive Attitude
- Visual Contact
- Seek Common Ground
- Be Interested, Not Interesting
- Be Polite
- Follow-up

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This is great, but I'm still too much an introvert...

1. Business Cards – Give and Get
2. Don't go it alone
3. Practice
4. Listening is good
5. _____

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Resources

- *Dig Your Well Before You're Thirsty* by Harvey Mackay
- *The Networking Survival Guide* by Diane Darling
- This presentation:

<https://www.berkshire-company.com/2026-nacus-conference>



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Questions?



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NETWORK WITH ME



Connect on LinkedIn

Mark M. Fallon

President & CEO, The Berkshire Company

Visit: berkshire-company.com

Email: mmf@berkshire-company.com

LinkedIn: [Mark Fallon](#) Instagram: [mmfallon621](#)

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Popular Presentations for NACUMS and Regionals

- Artificial Intelligence: Help, Not Hype
- Do It Now!
- No Big Wins
- The Future of Business
- What's Going On?

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About The Berkshire Company

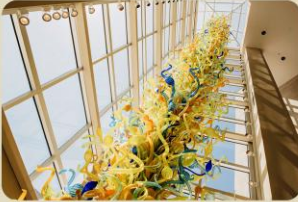
An independent management consulting firm, The Berkshire Company specializes in improving your business process, including analyzing your operation, developing and selecting solutions, and providing project management.

The Berkshire Company has helped more than 100 organizations improve their operations with:

- Process Evaluations & Improvements
- Strategy Development
- Project Management
- Outsource vs. Insource
- Mail Center Security
- New Technology

Learn more at: www.berkshire-company.com

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Job Security in Uncertain Times

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**“No matter how bad a situation,
you have to ask yourself,
‘What do I do now?’”**

**Colonel Robert Howard
1939-2009
Recipient, Medal of Honor**

2

What You Can't Control

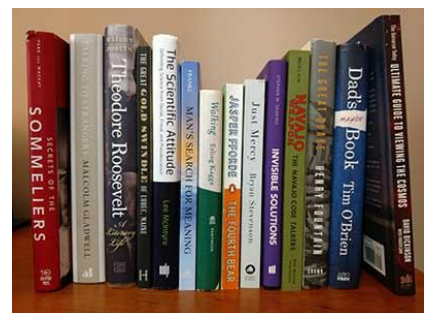
- Globalization
- Mergers and acquisitions
- Outsourcing
- Technology
- Pandemics



3

What You Can Control

- Industry knowledge
- Certification
- What you read
- Reputation



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Resumes

- Annual updates
- Professional help / AI
- Feedback



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What You Can Do Now

Learn what's out there

Premium
Jobs where you're more likely to hear back
Based on your profile, the job criteria, and recruiter feedback on similar jobs

Senior Associate, Consulting
District Management Group • Boston, MA (Hybrid) • \$90K/yr - \$120K/yr • 7 benefits
Actively reviewing applicants
1 week ago • Easy Apply

Director, Consulting
District Management Group • Boston, MA (Hybrid) • \$150K/yr - \$200K/yr + Bonus • 7 benefits
Actively reviewing applicants
1 week ago • Easy Apply

Oliver Wyman - Business Strategy & Innovation-Focused Principal - P&C
Oliver Wyman • Boston, MA (Hybrid) • 1 benefit
3 months ago • Be an early applicant

- Online
- Recruiters
- At your organization
- What interests you?

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What You Can Do Now

Network, network, network





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Social Networking


- Keep profile up to date
- Use personal email for credentials
- Networking is a verb
- Ask for assistance
- The network of your network

Experience + ✎

 **President & CEO**
The Berkshire Company - Full-time
May 2001 - Present - 25 yrs 2 mos
The Berkshire Company is an independent management consulting firm, specializing in the print and mail industry. We help by improving your business process, including analyzing your operation, developing... more

 **Vice President**
State Street Corporation
1996 - 2001 - 5 yrs
Manage the Document Technology and Delivery department, providing specialized services in:
- Computer output control... more

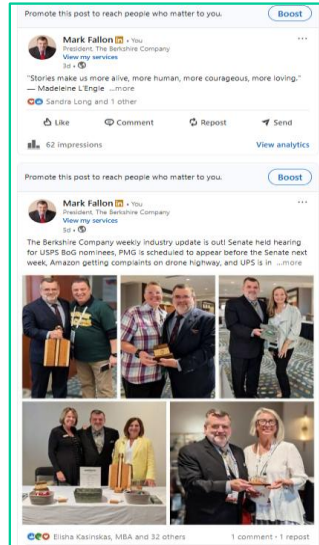
 **Claims Supervisor**
Plymouth Rock Assurance
1995 - 1996 - 1 yr
Oversaw Crashbusters, an automobile physical damage appraisal unit, for a property and casualty insurance company. Assigned ten certified appraisers to service insureds and claimants throughout... more

 **First Lieutenant**
US Army
1967 - 1990 - 3 yrs
Fort Carson, CO
Infantry officer, Airborne qualified.
Served on 4th Infantry (Mechanized) Division staff... more

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Social Networking

- Reputation
- Supporting others
- The truth – with edits



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Three Questions Only You Can Answer

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What do I want?

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What is Success?

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What do I do now?

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Resources

- *What Color is Your Parachute* by Richard Bolles
- *LinkedIn Jobs*: <https://www.linkedin.com/jobs/>
- This presentation:
<https://www.berkshire-company.com/2026-nacums-conference>



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Questions?



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LinkedIn: [Mark Fallon](#) Instagram: [mmfallon621](#)