

Lex 2X Exec™

Powering Women Transforming Law

Networking in Action

A Guide for Women Building the Future of Law

Swipe through for proven strategies →

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Networking 101: What the Research Says

Network Size & Structure

Small or large? Small and mighty is okay. Maybe even better in some ways.

It's the structure that matters. The types of connections in a network and "the connections" of those connections matter more than sheer size of the network. For example, a contact with an investor who focuses on your sector is more important than numerous finance contacts who don't support your sector.

Centrality is Key

Multiple studies point to importance of networks characterized by close contacts. Having a close group of people with whom you interact frequently is best. (Yang and Chawla. 2019)

According to a recent study by the US based women's leadership group [Chief](#): closeness and frequency of contact matters. The study found that over 80% of high performing women leaders interacted with their networks regularly.

Composition - Diversity Matters

Networks that include members from diverse sectors are the most beneficial. Think finance, operations, marketing, legal. All the sectors you or your business collaborates with to do what it does. Geographic diversity is important too regional, national, global.

Leveraging Dormant Ties

The [research](#) shows that contacts with whom you have not maintained touch over the years are important resources. Studies show that there are unique qualities to these relationships for example university friends may share a bond that endures despite the passage of time and years. When reactivated, they are often extremely helpful. Reach out and invigorate your ties with former work colleagues, schoolmates, and communities you may no longer actively interact with.

Networking Strategies: Leveraging Groups



Networking in groups can be intimidating. To make it easier and more effective, be intentional and develop a strategy.

Group Types:

Legal Professional Associations & Industry Groups

Adjacent Industry Communities, e.g., fintech, govtech, regtech, healthtech

Business eco-system groups, e.g., finance, marketing etc.

Alumni Networks

Community Groups, economic development, public interest

Think Tanks and Universities

Innovation Entities (e.g., accelerators, incubators, innovation labs)

Mix of Local, National, International



Before You Commit: Five Questions to Filter Opportunities

Whether you're considering joining a group, attending an event, or accepting a coffee meeting, run through these filters:

1 Strategic Fit

Does this opportunity connect to a specific goal I'm working toward in the next 6-12 months?

2 Network Gap

Does this give me access to people, sectors, or perspectives missing from my current network?

3 Reciprocity Potential

Can I offer genuine value to people in this space, not just extract it?

4 Cost and Energy Math

Is the time, energy, and financial investment realistic given my current capacity?

5 Compounding Returns

Will relationships built here strengthen over time, or is this a one-time transaction?



Networking Strategies: Events

01

Event selection-In-person & Online

Map key industry events for the year

02

Event Preparation:

- Establish Goals
- Research Attendees & Speakers
- Arrange Meetings in Advance

03

During Events

Coffee Breaks, Receptions, Breakout Groups

Leverage Social Media

- Write about the event. Like posts by other attendees. Monitor the organizers postings and look at who comments. Reach out to individuals whose comments resonate.

04

Follow-up

Maintain the momentum and maximize opportunities.

Networking Strategies: Online

Explore a diversity of platforms

Go beyond LinkedIn. Explore Slack, Substack, and other communities discussing your focus area. Engage with online newsletters

Meeting Requests

Reach out to individuals who may be peers, partners, or hold expertise that may be helpful to your venture or professional goals. Request a brief virtual chat.

Meeting Strategy and Follow-up

Make sure you set goals for the meeting and have an agenda for yourself. After the meeting send a thank you note right away.

Online Events

Online events create an opportunity to connect and network with speakers and participants during and after the event. Take note of individuals you want to meet. Reach out and let them know you enjoyed their presentation or connect with them on LinkedIn. Request a virtual coffee.

Networking 101: Master Interactions



Connect

Initiate conversations confidently and establish rapport.



Listen actively and show interest

Engage fully, ask questions, and remember details.



Develop a pitch to impress

Clearly articulate who you are and what you seek.



Reflect & Note Follow-up Items

Consolidate insights and plan next steps to build relationships.

Networking Strategies: You Made A New Connection. Now what?

Keep the relationship warm



Send immediate follow up note

Do something to help them right away



Send an article



Forward a LinkedIn post



Call an event to their attention

Make a connection for them



Check-in notes, calls, coffees

Supercharging: Effective Management

Develop a schedule

Integrate networking into your regular routine.

Set weekly goals

1) maintenance of current contacts, 2) outreach to new contacts

LinkedIn Connections

e.g., 5 per week

Follow up with new contacts

Reflect and Adjust Strategy



Keys to Successful Networking



According to a recent Harvard Business Review Study, Women who excel at Networking are:



Efficient



Nimble



Boundary-Spanning



Energy-Balanced



Frequent communicators (Chief 2023)

Supercharge your Network

Strive for Excellence



Adopt a master mindset



Harness strategy



Offer Value to your Network



Key Takeaways:

- **Networking is essential to your business success.**
- **You need Social Capital. You can build it through networking.**
- **The many benefits of networking include support you need as a founder.**
- **Networking interactions should prioritize making a connection, listening, and learning.**
- **Use Strategies for effective networking in groups, at events, online.**
- **Excel at network management. Offer value, follow up.**
- **Be consistent and strategic.**

Ready to level up your networking game? Share this guide with someone in your network!