



Why & How to Network & Build Relationships During & After Physical Distancing for Seated & In-Transition FEI Members & Guests

Larry Kaufman
Regional Managing Director
Experis Finance

Agenda



Setting Expectations/Adapting



Larry Kaufman/Firm Overview



LinkedIn and The NCG Factor



The NCG Factor Defined and Applied



NCG Action Items



Q&A, Wrap-up



ADAPTING

- **We need to adapt to Social & Physical Distancing to find your next career role or to take your current role to the next level**
- **12 years speaking, 3 webinars in 12 years, 3 in April**
- **WHO LOVES WEBINARS? WHO LIKES TO MULTI-TASK?**
- **We have MORE TIME to interview, network and build relationships**
- **ZOOM, TEAMS, FACETIME, DRIVE-IN INTERVIEWS, TEXTUS**
- **Creativity is important (Video Thank You I received)**



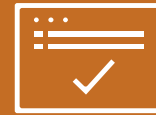
Setting Expectations



Maximize the Efficiency of
1:1 & Event Networking
Meetings



**LEAVE WITH 3 NEW
INSIGHTS YOU LEARNED
AND CAN APPLY TODAY!**



Leverage your new
Relationship and LinkedIn
SME, Larry Kaufman

Larry Kaufman: AKA *“LinkedIn Larry”*



Larry Kaufman

Regional Managing Director, Midwest Region Experis Finance

- ✓ *30+ years of business development and leadership roles*
- ✓ *Author of The NCG Factor*
- ✓ *12 years as a Global LinkedIn Keynote Speaker*



ManpowerGroup Overview

70 Years of Global Workforce Solutions Expertise



Revenues of
\$21 billion



87% of revenues
generated outside the U.S.



80 Countries
& Territories



29,000
Employees



2,700
Offices



Most Trusted Brand in the Industry



Most Trusted Brand in the Industry



Practice Capabilities and Solutions



Project Solutions and Consulting

Deliverable driven consulting and advisory services

Professional Resourcing

Skilled consultants delivering client managed solutions

Direct Hire Placement

Professional search for permanent and contract to hire talent

Risk Advisory	Finance and Accounting	Tax
<ul style="list-style-type: none"> Financial, Operational and IT Audit Services Governance and Risk Management Cyber Risk and Compliance Business Continuity and Resiliency 	<ul style="list-style-type: none"> Resourcing and Project Support Technical Accounting and Financial Reporting Consulting and Operational Improvement 	<ul style="list-style-type: none"> Compliance Recovery Accounting Consulting
<ul style="list-style-type: none"> Financial, Operational and IT Audit Services <ul style="list-style-type: none"> Co-Sourcing and Outsourcing Financial Services Audit and Regulatory Compliance Agile Risk Based Auditing Quality Assurance Reviews Construction Audit Services Data Analytics and CCM Robotic Process Automation Governance and Risk Management <ul style="list-style-type: none"> Sarbanes-Oxley Support Enterprise Risk Management Vendor Risk Management Technology Risk Assessment Cyber Risk and Compliance <ul style="list-style-type: none"> Cyber Risk Assessment SOC Readiness and Report Testing Cybersecurity / Information Security Services Business Continuity and Resiliency 	<ul style="list-style-type: none"> Resourcing and Project Support <ul style="list-style-type: none"> Interim Accounting and Financial Management M&A Support and Integration General Accounting Support Financial Planning and Analysis Shared Services Support Technical Accounting and Financial Reporting <ul style="list-style-type: none"> New Standards Implementation Accounting Research SEC Reporting Policy and Procedures Development Consulting and Operational Improvement <ul style="list-style-type: none"> Program and Project Management Digitization Assessment and Support Business Process Outsourcing Finance Transformation Software Selection and Deployment 	<ul style="list-style-type: none"> Compliance <ul style="list-style-type: none"> Federal & State Income / Franchise Tax Property Tax Sales & Use Tax Business Licensing Recovery <ul style="list-style-type: none"> Sales & Use Property Tax Cost Segregation Tax Accounting <ul style="list-style-type: none"> ASC 740 / FIN 48 Quarterly / Annual Reporting Tax Account Analysis Tax Consulting <ul style="list-style-type: none"> Process Optimization Reviews Internet Sales Tax / Nexus Studies SALT Automation Support Audit Defense / Mitigation Amended Returns

6 Degrees vs The Power of 2 Degrees

Kevin Bacon

2nd

Independent Entertainment Professional

Greater New York City Area | Entertainment

Current Various Studios

Previous Various Studios

Education Circle in the Square Theater School

Connect

Send InMail



500+
connections

★ Relationship

Contact Info

Added 4 years ago

★ Relationship

Contact Info

Added 4 years ago

Connect

Send InMail



500+
connections

LinkedIn and Batman



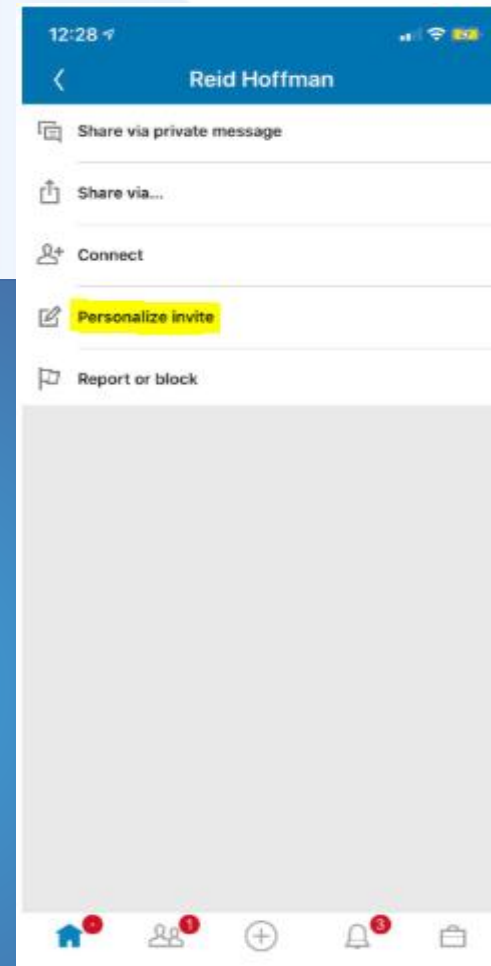
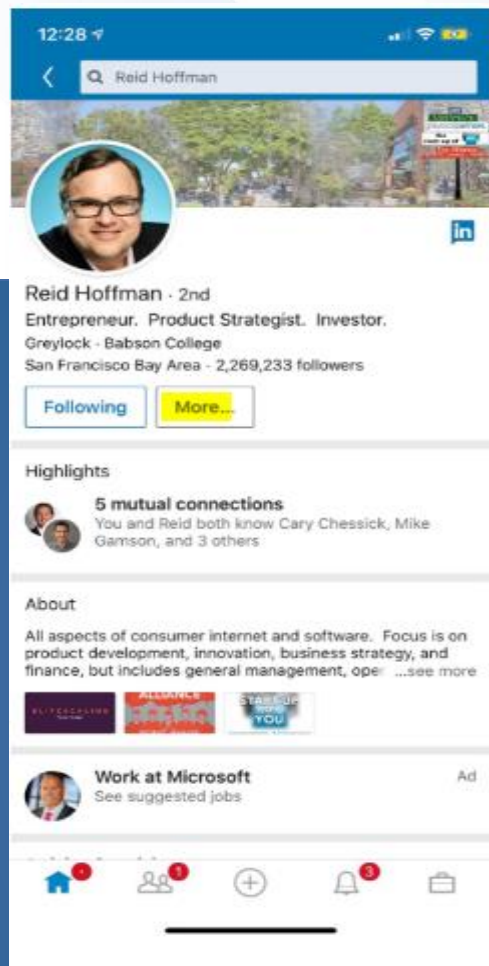
Batman The Batman

I am Vengeance. I am The Night. I am really getting sick of your LinkedIn invites.

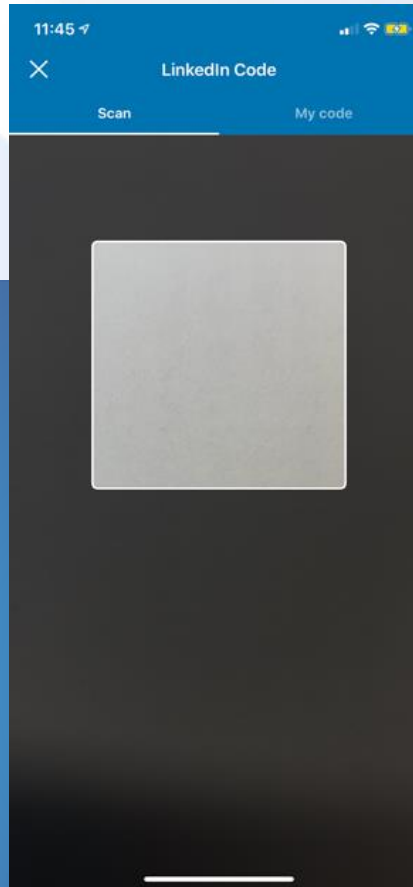
8 Dec

- 29,000+ 1st Degree Connections
- 29,000+ Followers
- TAKE OUT YOUR PHONES, DROIDS, etc.

LinkedIn – Personalizing an invitation through your iPhone or Droid



LinkedIn – Connecting through your LinkedIn Code



LinkedIn – Joining the “Unknown”

6:34 5G

LARRY KAUFMAN

LARRY KAUFMAN
Regional MD for Experis Finance | Global Speaker & Author on LinkedIn | Sales Leader-Mentor | Investor-Advisor-Connector
Experis · Loyola University Chicago
Greater Chicago Area · See 500+ connections

About

Strategic Connector, Global Speaker on LinkedIn, Keynote Speaker with ★★★★★29,000+ 1ST DEGREE CONTACTS ◆◆◆29,000+ Followers◆◆◆Ranked in the Top 50 ...see more

Your Dashboard Private to you ALL-STAR

674	596	822
Who viewed your profile	Post views	Search appearances

Career advice hub
Participate in the career advice platform: Off
Give back and help those who can benefit from your experience

12:57 5G

My Communities

Invitations See all 9

John Brubacher
My passion is helping organizations take their busines...
97 Mutual connections

Let's expand our personal networks. My L... Show more

Alexandra Zaporozec
Managing Director at Marengo Hampshire Partners, MBA, SHR...
270 Mutual connections

People you may have worked with

Janece Schoeberle Operations & Recruiting Manager - Kelly Service... 13 mutual connections Connect	Jerry Gumbleton Partner at Plante & Moran 11 mutual connections Connect
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12:58 5G

My Communities

Invitations See all 10

Michael Wheaton
President at Web Wel...
33 Mutual connections

John Brubacher
My passion is helping organizations take their busines...
96 Mutual connections

Let's expand our personal networks. My L... Show more

People you may have worked with

Patricia Harris CPA/MBA experienced in risk management, inter... 13 mutual connections Connect	Oliver Wolf SF Bay Area 24 mutual connections Scan QR code
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Find nearby (ON)

12:59 5G

Nearby

Share my nearby status On

14 People

Tracey Schulte
Executive Assistant at ManpowerGroup
20 Mutual connections
Nearby just now

Kurt Huizinga
Client Services and Business Development Manager
29 Mutual connections
Nearby 3 hours ago

Jamie Grab
Managing Director at Experis
141 Mutual connections
Nearby 3 hours ago

Andy Ziemer
Client Relationship Manager at Experis
111 Mutual connections
Nearby 3 hours ago

Brian Beeman
HR Business Partner; O&TD Leader - GE Healthcare
16 Mutual connections
Nearby 3 hours ago

Steve Tewes
Business Development Manager-Engineering at Experis, A ManpowerGrou...
75 Mutual connections
Nearby 3 hours ago

Mallory Lepkowski
Talent Acquisition Consultant for Associated...
Invited

Incorporating LinkedIn Today Thought Leadership/Updates/Articles...

2:36

LARRY KAUFMAN

LARRY KAUFMAN
Regional MD for Experis Finance Author of The NCG Factor Global Speaker on LinkedIn Investor-Advisor-Connector
Experis · Loyola University Chicago
Greater Chicago Area · See 500+ connections

Providing Accounting services
Financial Advisory
See all details

Public

About

Author of The NCG Factor Strategic Connector, Global Speaker on LinkedIn, Keynote Speaker with ★★29,000+ 1ST DEGREE CONTACTS ♦♦29,000+ Followers ...see more

Your Dashboard
Private to you ALL-STAR

741 Who viewed your profile

18,992 Post views

801 Search app

LARRY KAUFMAN
Regional MD for Experis Finance Author of The NCG Factor Global Speaker on LinkedIn
2d • Edited

Well I did it! I have authored my FIRST BOOK! The NCG Factor is live on Amazon in paperback and via Kindle. Thank you to Jacqueline Camacho-Ruiz and Fig Factor Media LLC as my publisher and team to get this book out to the world! ...see more

THE NCG FACTOR™
Networking in the beginning. Connecting is the journey. Giving is the goal.
When networking, connecting, and giving collide you create the NCG Factor: an expertise formula for best-looking anybody to author, powerful life-changing personal and business relationships. With practical, real-world examples from successful "NCG Masters," the NCG Factor is a playbook for life. It includes special one-liners that offer invaluable wisdom for those in college, career transition, and entering retirement. All show that we can find greater success and create our legacy through the lives we impact with the NCG Factor.

"The experienced the power of the NCG Factor and found that connecting and giving is not only a great strategy for living a more successful, fulfilling life... it's what the world needs. It's a BIG FACT!"
- JONATHAN, Chairman of the President's Council on Competitiveness and Innovation of LinkedIn

"NCG Factor shows you how to 'Play it Forward' in today's fast-paced business world and provides a new, creative roadmap to a meaningful legacy of GIVING. Larry's approach should be heeded and applied for anyone wanting to enrich their lives with life-changing relationships and friendships."
- MARK SLAPP, Investor and Independent Director of Jeco Research, Co-Founder of PsychoEducation Fund

"NCG has been the blueprint for my retirement of success. The principals have made a huge impact on me, and in fact, thousands of people in my companies that I have been able to help. Thank you, Larry!"
- SHYLLMA, Co-Founder, Shareboard and Ideology

THE NCG FACTOR™
LARRY KAUFMAN

NET WORKING
GIVING
CONNECTING

LARRY KAUFMAN

269 • 203 Comments

Like Comment Share

23,182 views of your post in the feed

Incorporating LinkedIn Today

What if you could have access to the rolodex of your most trusted contacts 24X7?

A rolodex to help others you know...
You can/could be:

“CONNECTORS, GIVERS and TRUSTED ADVISORS“



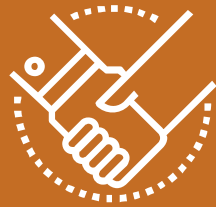
Strategic LinkedIn Networking



Family or Personal



Business Updates



Introduction to Contacts
you Select to Meet



Have you Created your
own Introduction?

Introduction Example

Dear XXXX,

I hope all is well. Please allow me to introduce my very good friend and business peer, Larry Kaufman. He is the Author of The NCG Factor. Larry is the Regional Managing Director for the Midwest Region for Experis Finance helping companies with their Accounting/Finance, Tax, Risk Advisory, Project Solutions & Consulting, Professional Resourcing and Direct Hiring needs. You may already know of him, since he has a stellar reputation in Chicago and in other markets across the country. Larry is a global published keynote speaker on LinkedIn, investor, advisor to a technology startup and on the board of a respected charity, Holiday Heroes. He is a connector with an unbelievable rolodex and a very giving person. Expect to hear from Larry to coordinate next steps.

The NCG Factor Defined and Applied

**What is your legacy today?
Rewrite it through connecting & giving?**



The NCG Factor Defined and Applied



Before NCG: Networking is the action or process of interacting with others to exchange information and develop professional or social contacts.



After NCG: NETWORKING is the action or process of initiating a relationship to CONNECT them with my circle of influence and knowledge, ask questions and really listen to find out what they need and GIVE back to them and those most important to them.



The NCG Factor Defined and Applied

Strategic NCG Networking from 1:1 to Events –Virtual/Live

Goal and Purpose Driven



The NCG Factor Defined and Applied

**How will NCG Help Me
to Advance in my role
today...?**

**The Story of a \$20B+ Company
CFO**





Inner & Outer Circles

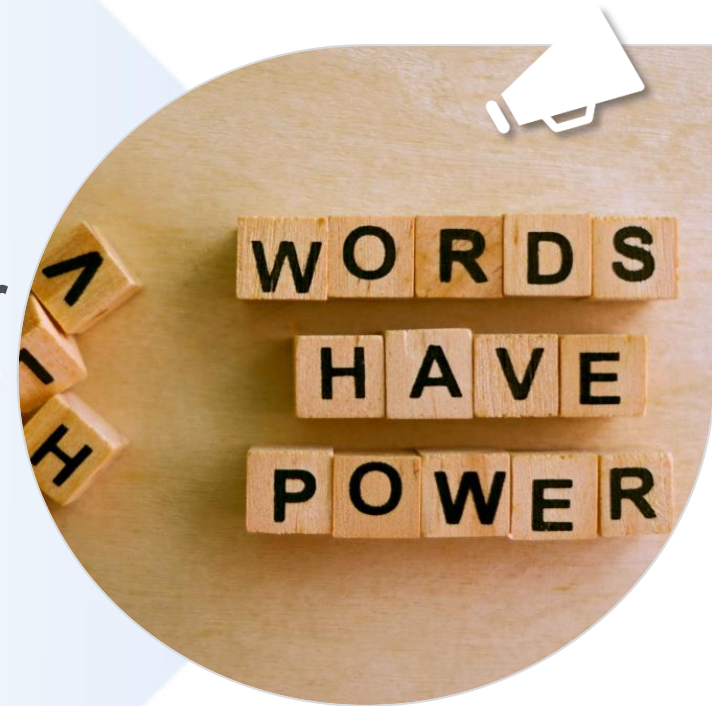
Why and How?



The NCG Factor Defined and Applied

5 Powerful Words to redefine a career transition/networking meeting:

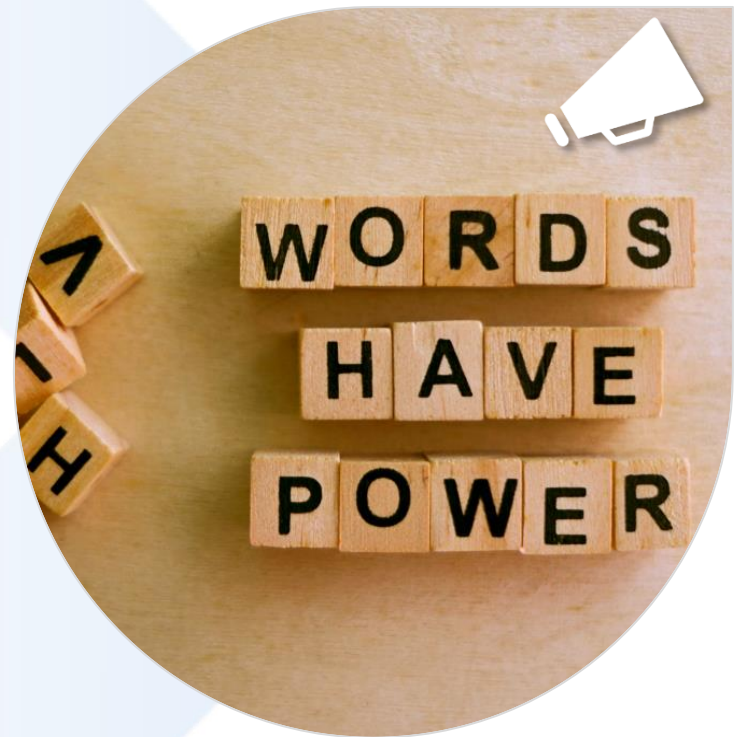
HOW CAN I HELP YOU?



The NCG Factor Defined and Applied

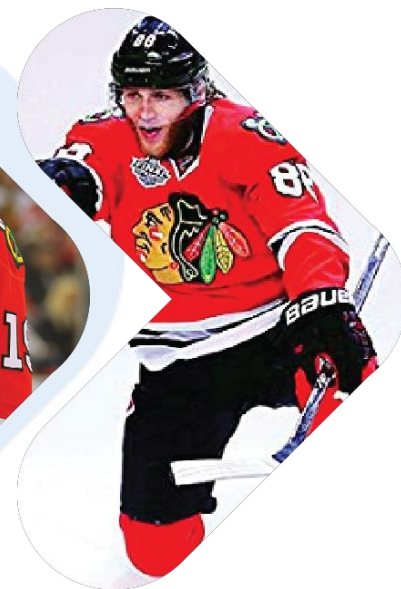
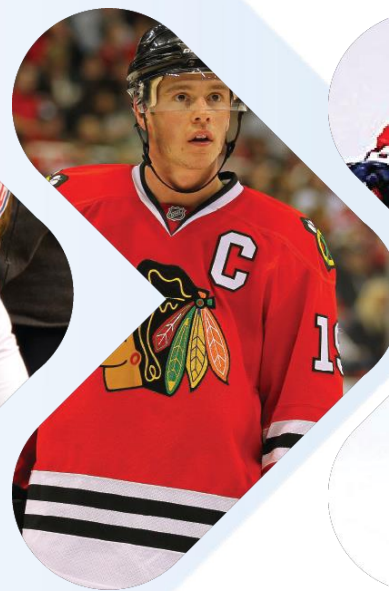
Hard to say “No”

CAN YOU DO ME A FAVOR?



The NCG Factor Defined and Applied

**Desmond Clark
The Blackhawks**



The NCG Factor Defined and Applied

How will NCG Help Me in Career Transition

The Story of Jake



The NCG Factor Defined and Applied

Your friend, a fellow peer in transition, your manager or a trusted advisor mentions their child is looking for an internship while in college...

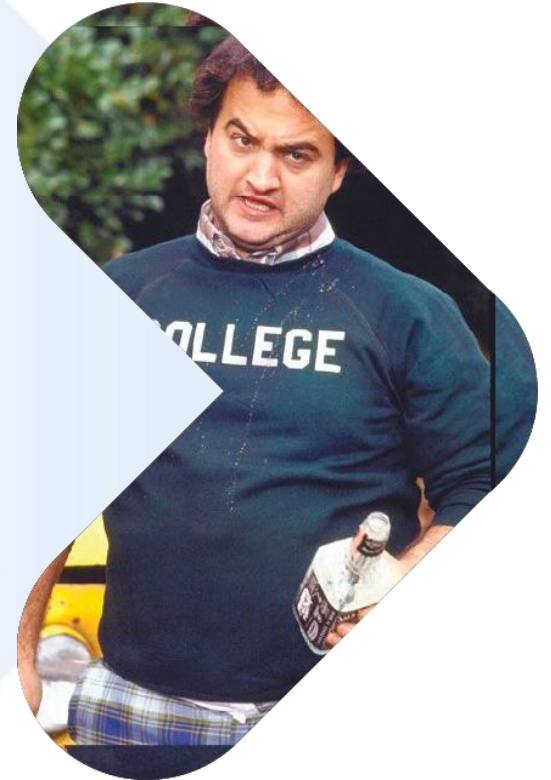
Pre-NCG Conversation?

Post-NCG Conversation?



The NCG Factor Defined and Applied

**Larry in College in
1982....**



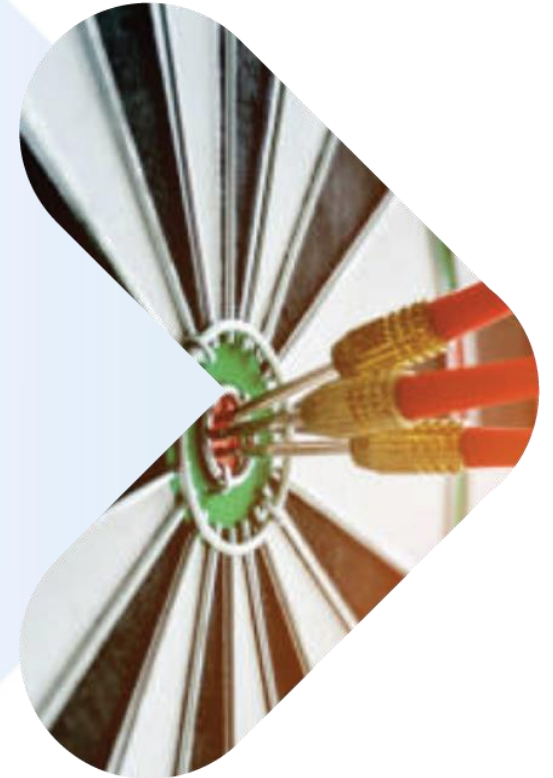
The NCG Factor Defined and Applied

**Larry with NCG in
College...**



Set an NCG Goal

Daily, Weekly, Monthly



The NCG Factor Action List

- 🔑 Self Assess/Reflection/Adapt
- 🔄 Build and Define your Inner and outer circles
- 🎯 Set a goal to help others – Embrace NCG
- 🔗 Create your introduction
- ▶▶ Pay it Forward / Share NCG with others



Larry Kaufman

Regional Managing Director, Midwest Region

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[The NCG Factor](#)

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