

FOR IMMEDIATE RELEASE

Teaching Networking Meant Reviewing Her Own Success

Philadelphia, PA - March 7, 2014 - It was probably the easiest presentation she ever gave. For Kathy Brunner, CEO of Acumen Analytics, networking comes as easily as breathing. She combines a natural outgoing demeanor with an approach that takes preparation and follow-up as seriously as she did when she was an accounting student at St. Joe's. Today, ten years into leading data analytics company Acumen Analytics, she was at a different Philadelphia university, La Salle, presenting on the topic: "Building an Innovative Network."

LaSalle University's Professional and Corporate Outreach/Life Long Learning Institute, holds regular topics for Women In Leadership and on March 7th, Kathy Brunner preached pre-meeting networking preparation that most of us could not imagine actually doing. When one seminar participant asked "how do you find out who is attending a meeting?", Kathy laughed and said, "Just ask!" She reminded the participants that people pay to attend most educational sessions and even networking events these days, and when asked, many educational and networking staffs will provide the list of signed attendees ahead of the meeting.

From there, LinkedIn and even Facebook and Twitter can provide incredible insight into potential connections that you might have with individuals attending an event. Same school? Same neighborhood? Same hometown? Brunner said, "Once you figure out who you would like to speak with, find out as much as you can so that you can lead a conversation in a direction where you and your target find things in common!"

Brunner stressed the critical importance of considering networking a two-way street and had the audience howling with her story of Kenny the Shark, that guy "we all know who forces a business card into your hand without really ever knowing or remembering your name." Kathy spoke about the real goal of networking being to help others, never dismissing anyone as irrelevant, because "you never know who that individual might have in his/her network who could ultimately help you."

About Acumen Analytics:

Acumen Analytics, based in Philadelphia, PA, is a WBE certified information management and analytics consulting firm focused on helping clients leverage their data, technology and organizational assets to create strategies and deliver solutions that drive business outcomes. While Acumen Analytics' consultants have specific industry expertise in life science and human resource management, their capabilities span across many industries and business functions, providing information management strategy, data management and architecture, business intelligence and advanced analytics that measure performance, identify opportunities, and forecast the future efficiently and more cost effectively.

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