

THE ART OF SMALL TALK

IIDA 2021 EMERGING LEADERS NETWORK

Presented to you by:

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MEET THE TEAM



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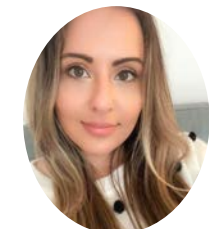


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SMALL TALK / 'SMÔL , TÔK/

NOUN

: POLITE CONVERSATION ABOUT UNIMPORTANT OR UNCONTROVERSIAL MATTERS, ESPECIALLY AS ENGAGED IN ON SOCIAL OCCASIONS.

: LIGHT OR CASUAL CONVERSATION. SEE CHIT CHAT.

WHY IS SMALL TALK IMPORTANT?

Across industries, networking is a vital aspect of professional life. It is the bloodline of your career.

As important as it is, networking professionally is a skill that needs to be practiced.

An elevator pitch is just the beginning.

Networking is perfecting the art of small talk.

Understanding how to engage with a variety of people.

Sharing information about yourself, while extracting information from others.

Nurturing those relationships and building strong connections.



WAIT, WHAT?

DOES THE THOUGHT OF THIS MAKE YOU NERVOUS?

DO YOU FREEZE UP AND WANT TO RUN?

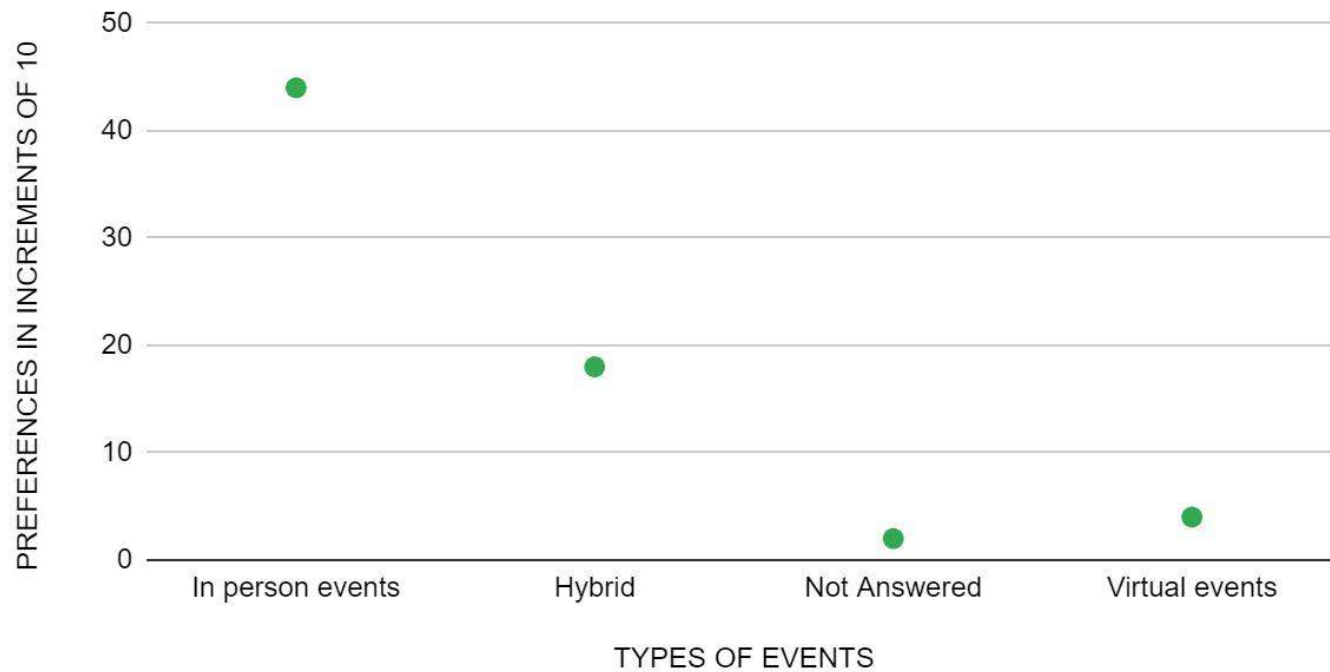
- WHAT DO YOU DO IN-PERSON OR VIRTUALLY?
- TIPS & TRICKS
- KEY TAKEAWAYS
- RESOURCES TO HELP PRACTICE



DON'T WORRY

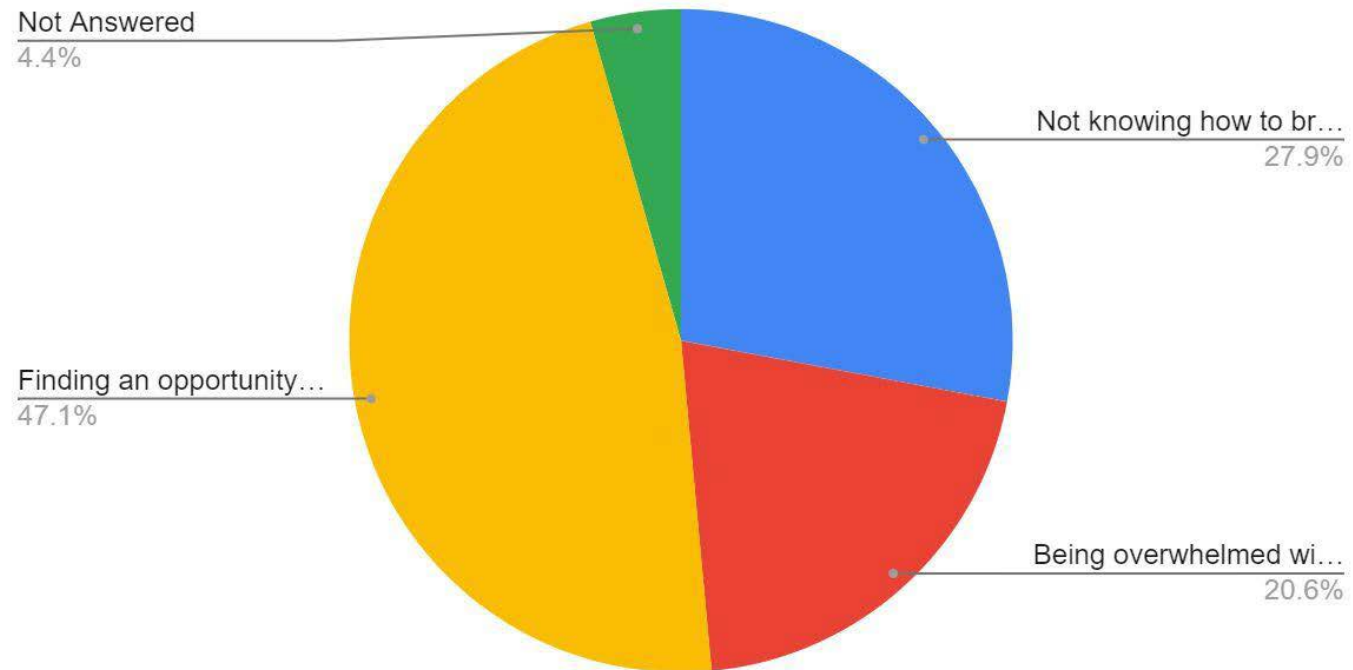
THE NETWORKING ASPECT OF OUR INDUSTRY IS ALSO CHANGING

Do you prefer to attend in person events, virtual events or a hybrid?



THE RESULTS ARE IN...

what is the biggest challenge making new connections at in person events?



WHY IS THIS IMPORTANT?

REMEMBER THAT NOT ALL SMALL TALK
NEEDS TO BE BIG.



- Useful when networking at industry related events
- Useful when explaining the industry in other social settings.
- Expands your connections.
- Can help the introverts navigate highly social settings.
- Can help organize extroverts in highly social settings.
- Key takeaway
 - Talk is talk no matter the length, size, or depth of the conversation.

HOW TO MAKE SMALL TALK (IN PERSON)

- Getting started
 - **Setting talk**..AKA what's going on in your current environment?
 - Keep.It.**Simple**.
 - Have a **prepared** elevator pitch.
- Maintaining the conversation
 - Unique questions/comments to your audience, **Compliments** never hurt!
 - Don't be afraid to fish for a conversation **non-work related**.
 - **E x p a n d** the topic!
- Key takeaway
 - **Practice** makes perfect!



HOW TO CURATE THE PERFECT ELEVATOR PITCH



- **Cater it to who you're talking to**
 - Try to avoid a pitch that sounds scripted. Pitch yourself in a way people can relate to
- **Keep it simple**
 - Cut the technical talk. Speak in a way that anyone can understand no matter their role/experience level
- **Highlight what makes you different**
 - What sets you apart from others. Give people a reason to come back for more.
- **Be ready to back your claims**
 - Show you really know what you're talking about

WHERE DO YOU BEGIN?

DO

KEEP IT BIG PICTURE

Short, concise answers allow others to talk.

BE CURIOUS

Stay genuine. Engage. Thoughtfully respond.

USE A COMMON LINK

“I saw you speaking with...We used to work together...”

MAINTAIN THE CONVERSATION

Actually, LISTEN. Take clues from the topic to expand on.

FIND A BUDDY

Work the room together.

DON'T

BRING UP HOT BUTTON TOPICS

Steer clear of Religion, Politics, getting too personal.

RESORT TO THE WEATHER

“The weather has been crazy lately!”

GIVE ONE WORD RESPONSES

See MAINTAIN THE CONVERSATION. Help the other person out.

ONLY TALK TO YOUR CREW

You're there to make connections. Set a goal. They will always be there for reinforcement.

WHEN ALL ELSE FAILS, RESORT TO A CLASSIC ICEBREAKER OR TWO

REMEMBER IT'S BACK TO BASICS -

SIMPLE CONVERSATIONS ABOUT COMMON INTERESTS

Who would you have dinner with if you could?

What was the last thing you were really excited about?

What is your favorite way to kill time?

What food do you hate that everyone loves?

What house chore do you do during the work day?

What is your most used emoji?

Where is the next place you want to visit?

Say Hello,
introduce yourself!

**What's your go to
for de-stressing?**

HOW TO MAKE SMALL TALK (VIRTUALLY)



- Get started
 - **Timing** is important.
 - **Appropriate** Small Talk During Virtual Meetings.
- Adjust to a virtual setting
 - Keep it **short**.
 - **Only** ask questions that do not require a deep answer in groups.
 - **Look at your camera** rather than the screen.
- Key Takeaway
 - Small talk is **Helpful** in virtual settings!

VIRTUAL COMMUNICATION

WHAT WE'RE MISSING

Subtle forms of communication:

- Eye Contact
- Facial cues
- Body Language
- Spur of the moment conversations
- Ect.



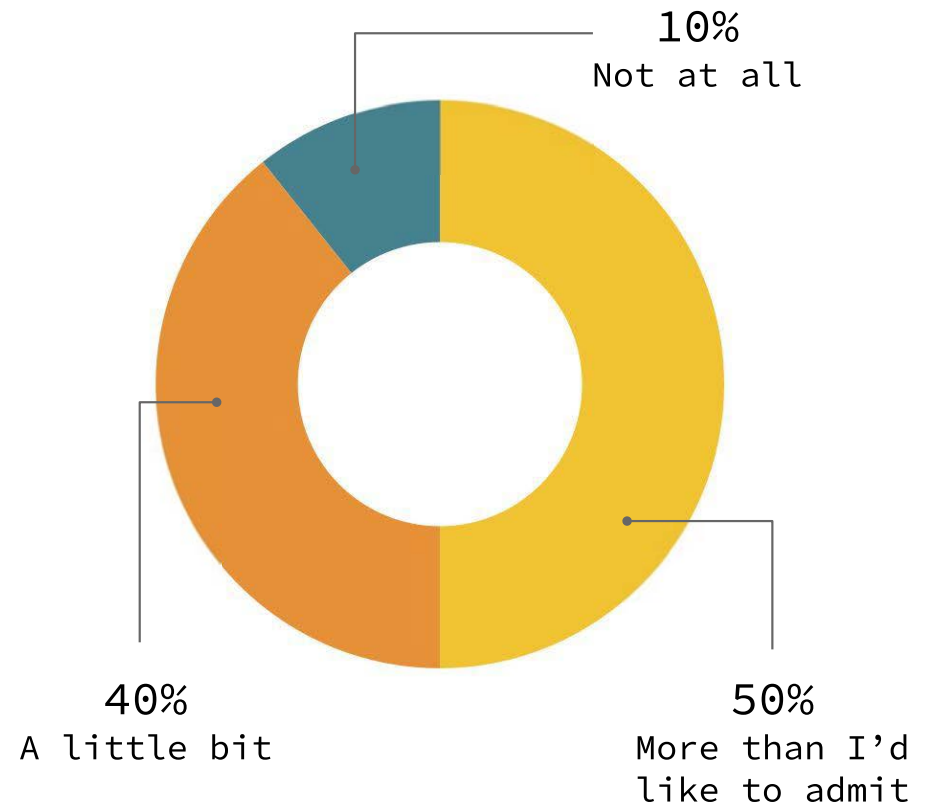
When videos freeze, blur, jerk and audio glitches our brains strain to fill in the gaps and make sense of the it all. This can cause confusion, and fatigue we can't always put our finger on.

WHAT ABOUT NOW? (COVID IMPACT)

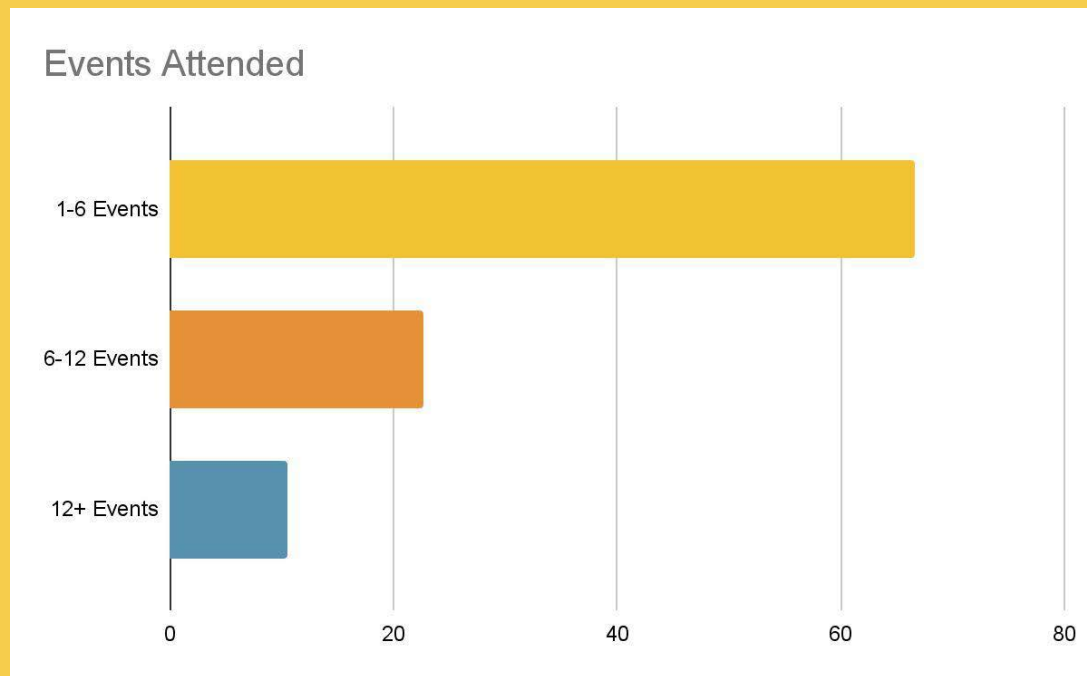
“Humans are creatures of habit, so initially, adjusting to isolating at home was incredibly challenging, but now, a year later, we’re accustomed to the new normal,”

– Paraskevi Noulas, PsyD

We’re now in another challenging time of adjustment...getting back to the in-person world



WHAT ABOUT NOW? (BACK TO WORK ADJUSTMENTS)



IT'S NORMAL TO BE NERVOUS!

- Acknowledge the awkwardness
- We all have things in common
- Talk post Covid plans
- Exposure therapy!
- Be kind to yourself!

KEY TAKEAWAYS

WHAT DO YOU WANT TO GET OUT OF THE CONVERSATION?

- PERSONAL CONNECTIONS
- CASUAL CONVERSATIONS
- BUSINESS RELATIONSHIPS
- JOB OPPORTUNITIES

WHAT ARE YOU CONTRIBUTING?

- PERSONAL CONNECTIONS & FRIENDSHIPS
- BUSINESS RELATIONSHIPS
- MAKING PEOPLE FEEL WELCOME AND INCLUSIVE IN THE CONVERSATION



KEY TAKEAWAYS

Say my name, Say my name.

Repeat the person's name during your conversation. Remember who you've met & fun fact to help.

Don't Interrogate.

Try not to ask too many questions in a row. Pauses are natural.

Make an entrance and an exit.

"It was so nice to meet you." "Hope to see you at future events."

"Have you tried the (insert food/drink)?" "Great to catch up, have you met my (coworker/friend)?"

Stay connected.

Follow up with an email or LinkedIn connection. Nurture the relationship and foster its growth into the future. Schedule a coffee chat.

Practice makes progress.

For some, it comes naturally, others not so much.

Sometimes it is not meant to be, but it always helps to have a handful of topics in your pocket.

RESOURCES

USE YOUR NETWORK



COLLEAGUES



FRIENDS



FAMILY



LINKEDIN



YOUR HAIRDRESSER,
YOUR TRAINER,
ANYONE YOU KNOW!

GROW YOUR NETWORK

IIDA

<https://www.iidane.org/>

CORENET

<https://newengland.corenetglobal.org/>

CREW

<https://www.crewboston.org/>

Women in Design (WID)

<https://www.architects.org/knowledge-communities/women-in-design>

EVENTS WITH INDUSTRY REPS

VOLUNTEER OPPORTUNITIES

SOURCES

<https://www.healthline.com/health-news/after-a-year-of-isolation-social-interaction-may-cause-anxiety#How-to-cope-with-social-anxiety>

<https://www.bustle.com/wellness/small-talk-conversation-starters-post-pandemic-socializing>

<https://www.theatlantic.com/health/archive/2021/03/vaccine-small-talk/618446/>

<https://www.forbes.com/sites/alejandrocremades/2018/09/08/how-to-prepare-the-perfect-elevator-pitch/?sh=2026eeaa70e5>

<https://www.surveymonkey.com/results/SM-22LCP2729/>

QUESTIONS? COMMENTS?



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