



**The ENGINEERING CAREER COACH PODCAST
SESSION #51
Global Networking From LinkedIn and Beyond**

Show notes at: engineeringcareercoach.com/sanjay

Anthony: In this episode, I am going to talk to Sanjay Gupta about how to really network. Wait until you hear his approach. Let's do it!

Episode Intro: Welcome to *The Engineering Career Coach Podcast*, where it's all about helping real engineers to overcome real challenges and get real results. And now for your host, who is on a mission to inspire as many engineers as possible, professional engineer and certified career coach, Anthony Fasano.

Welcome to the show today. This is the show for engineers that want to create extraordinary careers and lives. I have an absolutely amazing episode for you today. I was blown away by this interview with Sanjay Gupta. He talked about networking in a way that really came from the heart. His real intention about how he approaches networking. He has so many connections on LinkedIn. He manages a group with like 140 000 people, but yet he is still responsive. He connects with people. He reaches out to them on their birthdays. It is just amazing and I get goose bumps about when he talked about his daughter who is deaf.

I really, really enjoyed this episode and I think you are going to enjoy it too. One of the things I will say is that Sanjay does have a little bit of an accent, so at times it might be a little hard to hear him but I made it a point to repeat everything just to make sure that you got all the information that he gave. I mean, he dropped so many nuggets on this show that I went back myself and I listened to it a few times and started to implement something.

So please enjoy it. I'll have expensive show notes at engineeringcareercoach.com/sanjay. I would also want to say I appreciate all the support from Episode 50. Last week I taped it with Chris Knutson. He interviewed me and I got a lot of great feedback from it and I just want to say for listeners out there, when you send me an email like some of you have sending me like I got a LinkedIn message from Ruben saying that this show changes life. I got a tweet from Morgan just supporting the show. All those things really matter. They really keep me going. Keep the feel of my fire and make me want



to do a better job at this show. So definitely feel free to send that encouragement to me. I love it. I appreciate it.

I do also want to say that the Engineering Career Success Summit is coming up and I have had a lot of questions from listeners about it. If you have questions, you can email me at afasanoengineeringcareercoach.com. The idea is that this is an event that is meant to transform engineers from technical professionals to powerful leaders. We will be focusing on communication, we have to focus on networking and we are going to focus on leadership. And you could check out all the info at engineeringevent.com. I'd love to actually meet some of you, rather than just you emailing or social media. So please check that out.

I do apologize, I have a little bit of a cold today but that is what happens when you live in the North Eastern United States and one day it's 10 degrees and the next day it is 50 degrees. That is what's been happening here. So, trying to fend it off but I will do my best here today and hopefully, you will be able to get this information. It was a lot of fun doing this interview.

So we are going to transition into the main segment of this show for the interview. Before I do, I do want to recognize our sponsor for the show today and then give you a quote to carry us in. Professional Publications, Inc. (PPI) has been an independent publisher of Engineering Exam Review Materials since 1975. More than three million exam candidates have used their publications to prepare for their FE, PE and SC exams. You can find out more about PPI at ppi2pass.com. Again, that is ppi2pass.com. I have more information about PPI and how they can help you, a little later on this show.

So to carry you into this interview now I may give you a powerful proverb by Keith Ferrazzi who wrote the book, *Never Eat Alone*, one of the best networking books out there. And the quote goes like this, "The currency of real networking is not greed but generosity." Again, "The currency of real networking is not greed but generosity."

Coaching Segment:

Anthony: Alright. So I have Sanjay Gupta here in the show with me. He is from Dubai and we are going to get into talking about networking today. We are titling this show **Global Networking From LinkedIn and Beyond**. As I mentioned previously, Sanjay really is a power networker. He created a

The ENGINEERING CAREER COACH

WITH
ANTHONY
FASANO 

margin, he created and manages the LinkedIn construction group called Linking Construction, which has over a 138 000 members, which is amazing. And we are actually going to cover six specific kind of tips, strategies around networking. The first one, we are going to talk a little bit about networking in general. Sanjay, welcome to the show!

Sanjay: Hi everybody and thanks Anthony.

Anthony: Absolutely. Let's divert in here Sanjay. You gave me six tips you want to discuss. The first one is networking. Let dive into, let's talk first a little bit about LinkedIn obviously because that's where you do a lot of your networking. Talk to me about LinkedIn.

Sanjay: I will slightly start with the networking or the realization which is I am passionate about, like almost now I am like, 40 plus and the people who I have been, like in the school or secondary school, in engineering college, even in that job, all jobs, and in MBA college and now in UAE, in India, the one thing I care about is a relation, number one.

I keep the relation irrespective of anything out of that relation. Lot of people do mistake when they read the relation with the timing spent and they start the costing calculation. It doesn't work. Relations are always very long term. You never know the person to whom you are related now. Let's say 25 years back, he is a very ordinary person but you never know after 25 years of relationship, that guy has moved ahead in the market industry or in the globe and you are ahead and then you become a synergy at that level. I work on very longer term. This is one thing.

Anthony: Okay.

Sanjay: So, the people, whoever I have worked, I still maintain relation and I keep two or three noodle point in my whole year. Like, if somebody is a Christian, I will wish him on Christmas, New Year for everybody. If he is a Hindu, I will wish on Diwali and like this. It means, I have some two three excuse to interact those people. In a year like two three times so that I am in their mind. This is one thing.

Anthony: So Sanjay just gave us actually a ton of wisdom in that first couple of sentences there. I want to recap it for those of you who are listening. What he said was that he basically focuses on the relationships at all costs and I think that that's important because when you start to talk about LinkedIn, a lot of people just think you know, "How many people can I connect with?" "It's all about

The ENGINEERING CAREER COACH

WITH
ANTHONY
FASANO 

building up my online connection numbers” and obviously, what Sanjay is saying, this is someone with 40 000 connections and a group of a 140 000 people, he is saying is that he takes the time to focus on the relationship. That is the most important thing to him and I can kind of confirm that based on him and I kind of hooking up and some of the information that he has given me.

But the other thing he has said that is great as well is that he has reasons for reaching out to people. So if someone celebrates Christmas, for example, he will make it a point to reach out with them on Christmas, which is excellent. I mean, that is a great way to be in touch with people and like he said, it gives him two or three reasons a year to reach out to someone.

And the other point that he gave there, that I think is really important, especially for engineers that are up and coming is that you may be connecting with engineers that are your age right now. You may think, well, you know, I am connecting with them but there are no one in that company. But as Sanjay is saying is that basically those no ones, in ten to fifteen years from now are going to be running those companies. So while you are connecting right now with other people maybe on the same level as you, don't forget that in the future, those people are going to be the decision makers.

And some people even build strategies around that where they will network with kind of up and coming project managers knowing that they are a year or two away from making all of the decisions. So Sanjay, you made a lot of good points there so I just wanted to summarize it all up and I'll let you keep going up on this point.

Sanjay: Yeah. Now, one more thing I tell you, even when I am in the job also, I like to meet people. That is very important. Means, out of my, let's say, line network, in LinkedIn I will be showing like, first network, second network, third network, it will be going into millions. Let's say 10 millions. Because I am a very powerful network and I am connected to very well networked people.

Now what happens is the people whom I meet daily, let's say 2-3 people daily, I try to find out these people on LinkedIn and immediately I'll contact. Now what happens when you meet a person: he remembered you for a few, let's say, minutes or hour based on your relationship. Immediately when you convert it in LinkedIn relation, at least this guy is with you forever. So slowly, slowly, on that basis you can capitalize. This is one thing.

The second thing is, I made this network, slightly I am going beyond because I made networking three prongs. Three prongs in the sense: one is my powerful network which is coming purely from



LinkedIn. Second network is my work based, the people who I have been in touch in job, in college, or in relation, in family, anywhere. And the third thing which I focus entirely on my alumni.

Alumni's, like I come from very prestigious college in India, Thapar University and that Thapar University is a 60 year old institute. Initially, there was very less coming out people and now it is reaching the 2000 annual. So now out of 20 000 all time pass out in the 60 years, I am personally connected to at least sixty percent of the people. And mind it, in the first 30 years or the first 40 years, you can ignore. When I was doing engineering, computer was not there, internet was not there, Facebook, LinkedIn, WhatsApp was not there. Still, then I passed out with 180 students and out of this 180, I passed out 25 years back, still out of this 180, 175 I am personally in touch.

Anthony: Wow.

Sanjay: Just I tried to be in touch and I am in touch and these people regard.

Anthony: Sanjay just gave an excellent approach for networking, this 3-prong approach. Engineers are always asking me, "Networking is overwhelming." "How do I approach it?" "What do I do?" Sanjay just gave you a blueprint.

Number one, he focuses on LinkedIn. He builds his LinkedIn network effectively with the right people.

Number two, he focuses on the people that he works with his professional contact database that he essentially built every day in industry, when he is working.

And the third one is, he focuses a lot on his alumni and this is something I think that a lot of engineers, at least engineers that I know in the US don't do enough. A lot of big universities and colleges in the United States have very extensive engineering alumni networks and you can reap a lot of benefits by being involved with those organizations.

So those of you out there that are struggling a bit with the where and how do I network, try these 3-prong approach that Sanjay just laid out for you and stack in help you to break down a big task into something more actionable. Alright Sanjay, can we go on to the next one, credibility?

The ENGINEERING CAREER COACH

WITH ANTHONY FASANO 

Sanjay: That one thing I wanted to tell you about this goods slightly, because this is my very strong strength. Now, I have formulated two groups or rather, 10 groups that time. Out of this, 3 groups are very important, other things are okay.

One I made Thaperian, my college group which has 4,000 members in one group. Means, like 20 percent of this and it matters a lot. Second thing is I started up Abu Dhabi. Abu Dhabi was a strong concept. That time, seven years back, I started and now 40,000 people, out of this, sheikhs also and the local, regional managers, regional directors, recruiters, UK people, US people. And the third group which I made, it was excellent LinkedIn construction.

140 000 members now it is reaching. Because every day 150 to 200 people are joining me every day. And this is a hub of, like mostly US, UK, Canada, the developed part, like 50 percent of the people and all out of these are managers, the owners and I keep in touch with these people.

Anthony: Excellent! Let's jump in to point number two which he said is credibility. Talk to us a little bit about credibility and networking.

Sanjay: One very simple approach. First of all, my basic habit of responding like a lightning means, anywhere I have so huge network and people from my college, from my network, from US, Spain, Denmark, everybody is approaching me. But one thing everybody should learn: people say we are busy, we are busy. We cannot attend this or we schedule this, no. Any one percent out of this one day like 24 hours, 60 minutes, 60 seconds, only one moment is calling.

If you reply that list, that very moment, he is not taking too much of your time. And after this detailed response, you can do it after 15 days. This is what people do mistake. But for me, if a people is approaching me, any level person; he may be poor, he may be rich, he may be very professional, he may be very strong, he may be a star, but I give him a equal respect so people respect me a lot. They get 100 percent response from me. This is one thing.

The second thing, I don't encroach people's privacy. Which I was saying, only I will contact three times in a year. Not every day. The other days I keep, when people approach me, I give them respect, I respond. And also, I am connected to huger people.

The ENGINEERING CAREER COACH

WITH ANTHONY FASANO 

For example, any connection, any big companies, corporates and MD, I don't go for him for some personal reason because when you start doing this, then you try to utilize your network in a bad way. Then immediately you lose that network. People go, like run away from you. This is what I basically want to tell about credibility.

Anthony: Okay. That's excellent. That is a great point. So basically those of you out there, when you think about credibility and in networking, how it reflects on your reputation and what Sanjay does, he takes a couple of steps.

He responds really quickly to people which I agree Sanjay, a lot of people don't do that. They fail to do that. I try to do that to everybody that contacts me through my website, through LinkedIn and in fact, when I reached out to Sanjay about this interview, he got back to me within minutes and that blew me away, which was awesome.

The second thing that he said that he doesn't do is that he doesn't encroach in people's privacy, he only reaches out to them periodically. I know you get a lot of spam, email, and messages through LinkedIn but Sanjay picks his time throughout the year to periodically reach out to people.

And lastly he said, don't use your network in a negative way and earn a bad way. And I agree with that. I think that's when you really can turn people off. Sanjay, it's sounding good. Let's go on to the next one which is being a connector. Talk about being a connector.

Sanjay: It actually, it was like my childhood dream and it came like a dream come true. I am very good at connecting dots. Connecting dots in the network means, if for example, a person has some attributes, then I see his LinkedIn profile and in one second I can judge what are his capacities, where he can be good, then the other person, then the other person. I have millions of people in it.

But my skill lies in a consistency to these two guys, picking from the mob and one guy, how he can be suited for the other guy. This is one of the strength I have and which I capitalize in a way and probably after some years, you will see me as a successful consultant because that was my dream and I can do this very nicely because it's slightly intuitive also. And I remember those skills of people where I can get it connected.

So this is what I do about my network and because lots of juniors approach me for jobs, for other things also, so I try to put them in a place where other people require them. So always demand when

supply is working. If you are caring about the demand and if you have enough supply, always your market will be on. Market is bad or good, it doesn't matter. Till that time, you play smart.

Anthony: So great point there by Sanjay. And I think one point that I loved about him and enough people don't do this either is when you have a LinkedIn network or any kind of network, if you have the ability to connect one person with another person, to create a synergy between them is absolutely a skill. And obviously Sanjay has that skill because he can throw off a network of millions of people and he can pick out two people and connect them but that truly is a skill.

And if you do connect people, you will see positive results in your own life, in your networks and in your relationships. So I agree with that hundred percent. So now we are going to move on to tip number four, which is using your network in a positive way and Sanjay is going to give us an example of how he uses his network positively around a challenge that his daughter faces. Go ahead Sanjay, tell us about that.

Sanjay: Yes. People face one problem and they stick with the problem. Then they lose confidence and then they lose hope and everything. Immediately what happens when you lose confidence and when you lose hope, you lose yourself and you lose whatever. Now what happened, my daughter, at the age of, let's say less than one, like six month or seven month we identified that she has a profound loss of hearing.

Just the viewers who doesn't know what the profound loss of hearing means, if airplane go above your head, only then you will feel that something is passing. That is the meaning of profound loss of hearing. Means extreme level, which is called like 120DB. When I heard, we get it tested in India and my daughter was with my wife. She went for testing and I was in another city on job, on some market tour. She told me on phone that, she was crying, and she told that she has a profound loss of hearing.

Believe me, one second I was shocked but the second second, what I told her, I said whatever happened happened. Now, tell us or contact with the people who has the similar problems and now what we can do to make this life better.

And from that day, believe me, we did not look back and now she is studying in a normal school. She is speaking and she doesn't use sign language. And the only thing, what lot of people start thinking that deaf and dumb people are using, which is not correct. Actually, because you cannot hear that is



why you are not speaking. But 99 percent cases, this vocal cord is okay. If you make efforts to speak even without listening, you can speak. And my daughter is speaking.

And in India where Hindi language is common, she has kept media as English. She is studying in one of the best school in the world, which is Delhi Public School which has 140 branches all across the world. And she went last year for vacation from school, to Spain and Paris and this time, she is going to USA, NASA and she is preparing everything for her on her own. She doesn't want to take any help. She want to study in US through merit so she is preparing for SAT and everything and she is good at networking and I am telling her what to do next and I am telling all my activities to her, briefing her and she is taking that.

And believe me, she is taking hundred percent marks till tenth standard which is not possible even for normal person. And she is very good in computers, math, science, SST and bringing hundred percent marks means something. And especially in the country, in India, there are all competition is there. All competition.

Anthony: That is amazing!

Sanjay: And I am staying in Dubai and she is staying in India. She will keep in contact with me. And so that day I made one commitment to myself that minimum 100 000 families I have to make benefit. Through concept, through awareness, through money, through machine, or any type of disability. So this is one of my train.

On that, my daughter is working. She is teaching and what my wife is doing, my wife is going to schools principals to make this impaired children in a normal school by giving our...so, so, so. This story can go long. I can speak for ten hours for this. But briefly, this is the message.

Anthony: Yeah, that's amazing.

Sanjay: Yes, yes. Not only deaf. My ideas for all the differently abled children. All! Be it blind, be it any way suffered. Be it poor also who cannot afford money. I am working on that and I told you like, I will be launching very soon my website and you will find all these points in my website also.

Anthony: So Sanjay, you are going to use your network now to try to help other deaf families.

Correct?

Sanjay: Sure. Sure.

Anthony: Now, I just wanted to say, please when all that happens let me know because I also want to help you out with that as much as we possibly can.

Alright, so let's go on to point number six. That was inspirational, fired up about that so now let's close this out with one last point here. Sanjay, one big part of networking can be an event, all kinds of event. So tell us a little bit about how events can be a powerful aspect of networking.

Sanjay: I give you one example. I am in Dubai and I am targeting Expo 2020 and I am very been connected with the top last in Expo 2020. With my LinkedIn network and with, for example, full level activities which are happening, these are very simple. Now, for example Dubai, what they did, they arrange the First Knowledge Conference. In First Knowledge Conference, they invited Wikipedia founder and Internet inventor, these two guys. These two guys, they invited and around that 1000 people they invited from all across the world and they arranged all seminar and these things. And on that day they gave one million dollar prize to these guys just to motivate others.

Now, for me I have a very good network. I can choose any event, any subject and I can call 100 people and I can choose two top brass people from my network. And we can arrange one get together, the dinner and the seminar and interaction on that specific subject. Lot of people are approaching me for different promotions so I can keep any topic. I can invite these people. We can do in on webinars, we can do it on Skype, we can do it on live, when here, like Big Five is happening so all the industries here.

For me, arranging 100 people or 1000 people or even 10 000 people is a one minute game. So that is my idea for events so that people can network and join here and that will give strength. And one thing more people should understand. I give you one very small message. People cannot grow their network by hiding it. Network has to be exposed to make it 10 times or 100 times or 10 000 times. If you are working on your own then it is not a network. It is a self only.

Anthony: That's powerful. Thank you for ending with that. And just to expand upon Sanjay's idea about events, listen, networking is great. When you are on LinkedIn you can connect with people.



You can reach out to them. But there is nothing like actual event and that's why I am starting The Engineering Career Success Summit event that we are going to be putting on DC and moving in around the country every year.

But the point is that when you actually get people together in person amazing things can happen and the more you grow your network, the more you are going to be able to do that. So like, for example, through the Engineering Career Coach site, I built up such a network now that if I travel to, now let's say Alabama, I can send out an email to everyone in Alabama saying, "Hey! Let's get together. Let's just go to a restaurant. Let's talk about engineering career, life, whatever the case may be." And then you could forge even stronger connections.

It's like taking it, that's why the name of the podcast is 'Global Networking From LinkedIn and Beyond'. You can get beyond the computer, beyond LinkedIn and into personal event. So that is something that's exciting to me.

So Sanjay, we are going to close out now. One thing I want to ask you before we close out because I am sure lots of the listeners are thinking this: you have so many connections, you have so many people that you network with. How do you manage your time? You were saying you are responsive to everybody, you reach out to everybody. How are you effective with your time? Can you give us some tips on that?

Sanjay: If you hear this 30 minutes, you will get the clue. I said it. I have live network of 10 000 people or maybe 50 000 people. And then the second network, I have probably a million. And maybe third network I have like 20 million. The only thing is the people, see, one person is asking and other people are learning or listening. Now, the only clue to my network is whoever is approaching, I am responding. This is the first thing.

Second thing, wherever I need some help I am approaching let's say, 100 people. It doesn't take too much of time. It is a people perception. Wrong perception! People think they are busy, they are busy, they are busy. No! Prioritize your world and keep writing. Every day I have a whiteboard. I will point out 3 priorities and what I want to do today. If I am speaking to you, this time half an hour, nobody out of this world called me. Nobody out of this world called me. Why I should be busy? So that means, whatever you are doing that moment focus it on respond genuinely and think about the next. When you finish, do it.



Anthony: Okay.

Sanjay: This is what I want to say.

Anthony: Excellent. So you use a whiteboard, you list out your priorities for the day. You stay focused on them and then you are always responsive to people. So Sanjay, just to kind of close off. First of all, everybody can connect with Sanjay on LinkedIn. I am going to put a link in the show notes to his LinkedIn profile and the show notes for this show will be found at engineeringcareercoach.com/sanjay. And Sanjay, is there any other information that you want people to find you, I think you said that you are going to create a website or...?

Sanjay: Yeah. On 8th April, just to tell everybody, 8th April I am going to India. And I am going to my Alma matter which is Thapar University. I started one very good concept there. I will be meeting like all 500 students there, live. I will meet all the top bosses who are my like friends, like registrar of the company, dean of student affair, dean of heading affair and industrial relation people just to create some job globally for my college.

And at the same time, I announced this event on Facebook and believe me, 200 top brass, my alumni, they clicked that they want to be with me on this show. So I will connect one by one to these people on Skype. So person who is sitting in Australia, Singapore, US, UK, Canada same time I can attend him and I can share with my student so you imagine, this is like a movement.

So I bring all that globe in one point which I want to be me for example, or I have a official position in university also, Alumni Association. So that way we are working. And for example, Dubai get together on 12th March and 14th November we have a engine delegate together globally. And 2016 also. And 2020 I want to be in Dubai for six months. This way I am connected to people.

Anthony: Very, very inspiring. Will definitely put the link for his website on the show notes as well as soon as that is up and running.

Sanjay listen, thank you for your time. I look forward to continuing to build a relationship with you and kind of working with you and helping you out with some of the extraordinary things you want to do. And I appreciate it so much you taking the time.



Sanjay: Thanks a lot and wish all the best to all the listeners and I am very open, very simple and very free to join any network. People who have some idea, some opportunity in mind approach me. Believe me, I will give the very transparent and very result oriented feedback to them. Thanks. Thanks Anthony.

Take Action Today Segment:

I hope you enjoyed that interview with Sanjay. Now it's time for the take action today segment of the show. I have a very specific action for you today. Before I challenge you with this action, I'd like to again recognize our sponsors for this show today, Professional Publications, Inc.

Professional Publications, Inc. wants you to know that they are here to help you pass the FE, PE and SC exams with their review courses and study materials. Many of you might know Michael Linderberg, PE, an author of those big yellow books you use to study with. Not only is Michael an author, but he is also the CEO of PPI. I personally have used his book to help me pass the PE exam. In fact, I mentioned it in my book, *Engineering Your Own Success*.

PPI has a special offer for ***The Engineering Career Coach Podcast*** listeners to help you save a lot of money. Head over to ppi2pass.com, again that's ppi2pass.com and use the promo code **coach** and check out to get fifteen percent off your order. Again, that promo code is **coach**. PPI is proud to support, The Engineering Career Coach is proud to provide, the power to pass your exams.

So for today's take action today the kind of challenge I want to give you is, I want you to do one thing. I want you to keep it easy. Everyone is busy. When you are done with listening to this podcast or if it's too late, you can do this tomorrow. But I want you to reach out and make a call to somebody. Somebody on your contact database and I want you to call them for no other reason than to connect and ask them how they are doing or what are they up to, "I am just checking in" "I just wanted to say hello". That's it.

One of the challenges that I see in today's world is that because of the time limitations that everyone has, everyone tries to squeeze something out of everything. And it's always like, let me get into this conversation and get out. Let me get what I need and get out. And it's like, what about the whole idea of connection and generosity? Like Ferrazzi said in a quote at the beginning of the show and like



Sanjay said, all has different points. This will help you to build your generosity in your network approach and it will come back to you in a million times more.

So again, make a call without a purpose other than to just truly connect with someone. And that's your challenge and your take action today challenge for this week.

Anthony's Closing Remarks:

With that, I hope you enjoyed the show. I hope you put these ideas into action. Ideas are nothing unless you implement them. And until next time, I hope that you continue to engineer your own success.

*If you want to hear more episodes of **The Engineering Career Coach Podcast** you can subscribe on iTunes or go to engineeringcareercoach.com, where you will find tons of free engineering career resources. Just click the 'start here' button on the site for an easy to navigate index of all the resources available.*

You can also follow Anthony Fasano on Twitter @anthonyjfasano or Facebook at [facebook.com/engineeryourownsuccess](https://www.facebook.com/engineeryourownsuccess). Until the next time, thanks for listening!