

Let's Talk:

Creating and Maintaining a Professional Network

Jodie Lash, Tech Assurance & GRC Senior Director



AGENDA



3:00 – 3:05

Introduction



3:05 – 3:15

Why Networking Matters & Activity



3:15 – 3:25

3C Framework Overview



3:25 – 3:35

3C Case Studies



3:35 – 3:50

Real World Examples & Activity



3:50 – 4:00

Key Takeaways & Questions

With you today – Jodie Lash



Professional Background:

- Experience across Big 4 Consulting & Industry roles
- IT Service Management; App Development & Testing; Risk Management; IT Audit; GRC system implementations; Resilience Management; and Cybersecurity
- Bachelors in Mathematics – Rensselaer Polytechnic Institute
- CISSP and CBCP certification holder

Fun Facts About Me:

- My last name is made up! My husband Mike and I created something unique to us and our families to get **Lash**!
- Animal lover and fur mom to 1 cat, Mowsey (L)
- Sports enthusiast, with a bucket list goal of attending a home game for all 30 NBA teams.
- Avid traveler, with over 25 different countries and 42 states visited!
- I like to read the book, before I see the movie.



The objective of today's presentation is to teach you how to cultivate a network of meaningful relationships that will support your future goals.



Why Networking Matters



*It's not who you know—
it's who knows you, and
what they know you for.*



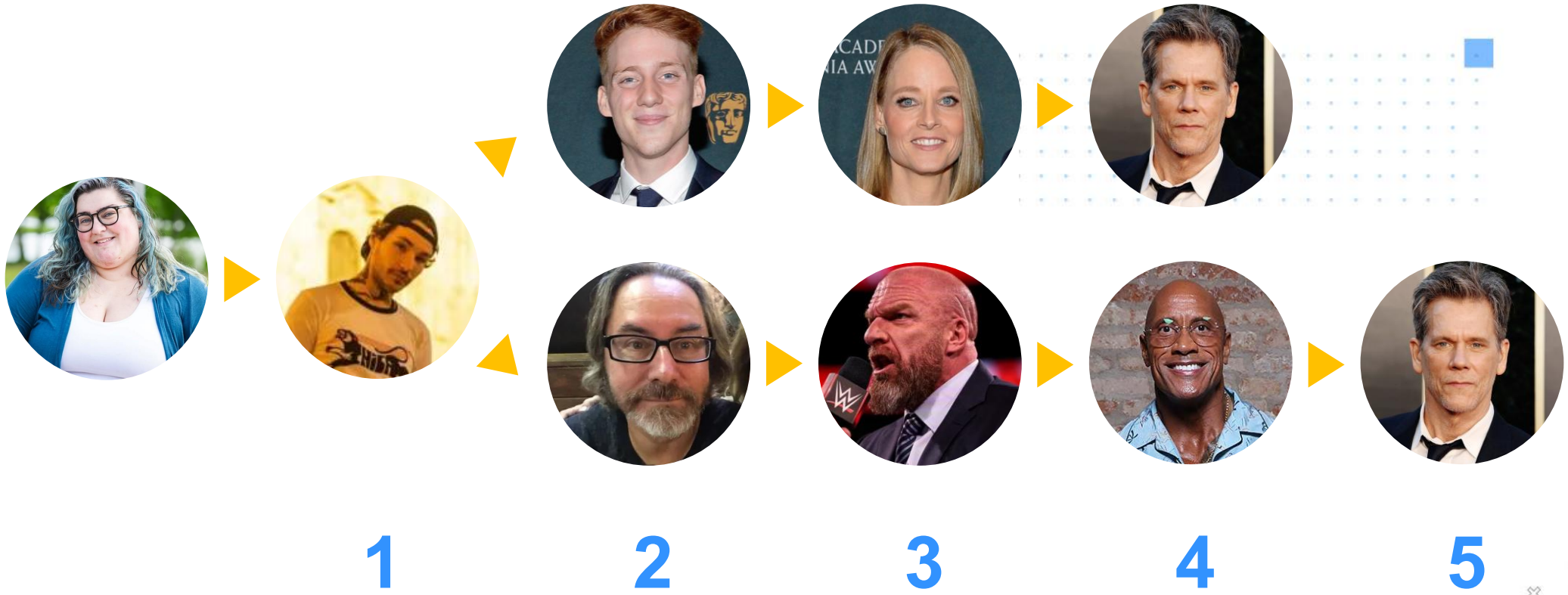
6 Degrees of Kevin Bacon

Activity #1



Why Networking Matters

Networking builds visibility, credibility, and trust



3C Framework: Steps to Craft Outreach that Create Opportunity



Context

The Why

- How you found them (shared network, event, article, alma mater).
- Why you're reaching out now — what caught your attention.
- Keep it short: one or two lines that show relevance.
- Avoid copy/paste intros - personalize each message.

"I attended your guest lecture at Temple and appreciated your perspective on IT risk automation."

Connection

The Relation

- Highlight shared interests, goals, or background.
- Reference mutual connections or organizations.
- Show that you understand their work — not just their title.
- Be genuine, not flattery-heavy — authenticity builds trust.

"Like you, I'm focused on combining cybersecurity and business strategy through IT audit practices."

Call to Action

The Ask

- Suggest a light, specific next step — not a job request.
- Make it easy for them to say yes — short, clear, and low-pressure.
- Always close with gratitude.

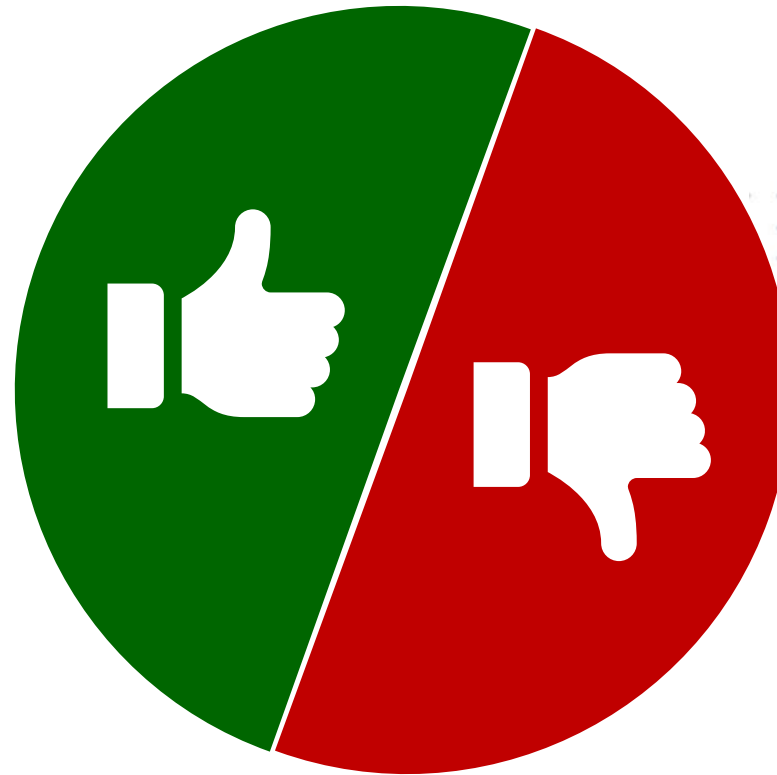
"If you have 15 minutes for a quick call, I'd love to hear how you transitioned from audit into cyber assurance."



Networking Do's and Don'ts

Do

- ✓ Be genuine and intentional
- ✓ Personalize your messages
- ✓ Lead with value, offer insight
- ✓ Follow up with gratitude
- ✓ Stay active on LinkedIn
- ✓ Maintain integrity
- ✓ Play the long game



Don't

- ✗ Ask for a job right away
- ✗ Send generic copy/paste messages or misspell the contact's name
- ✗ Over-message or follow up aggressively.
- ✗ Exaggerate credentials or experiences.
- ✗ Ghost after getting help.
- ✗ Limit networking to recruiters.
- ✗ Assume instant reciprocity



Case Study 1



Good evening and I hope you are doing well. I recently completed my internal audit internship with Krispy Kreme and also passed my CISA certification exams. I realized you mentioned FanDuel has some open roles and I kindly want to indicate my interest in roles pertaining to my studies, Accounting/Finance or IT Support as shown in my updated resume attached.



Case Study 2



Thank you so much for connecting! I noticed that you are a Technology & Cyber Assurance and Controls Senior Director, and I wanted to express my interest in FanDuel. I've heard great things about the company, and I would love the opportunity to be considered for any open positions that align with my background and experience.

Looking forward to hearing from you!



Case Study 3



Hope you are having a good start to the week and this message finds you well! My name is [REDACTED], and I currently work at Crowe LLP in financial services consulting as a manager on our integrated risk management team. Specifically, I specialize in risk management, regulatory compliance, and project management-based consulting projects for fintech clients. Additionally, prior to working at Crowe, I received my J.D. and M.B.A. degrees from Villanova University.

I have been checking for open job opportunities at FanDuel periodically, as this is a company I respect, know well, and am interested in, and last week just applied to a Project Manager role. However, as I was searching for job openings at FanDuel further this week, I found the Enterprise Risk Manager and Corporate Compliance, and I believe my background aligns even better with these opportunities. I have attached my resume to this email for your reference and also wanted to acknowledge that I currently reside in New York City.

After researching these positions further, I saw that you are the hiring team for these positions, so I wanted to reach out to introduce myself, learn more about these positions, and discuss whether I could potentially be a good fit for one of these positions at FanDuel.

My ultimate goal is to combine my business and legal background and perspective to work in the sports industry, and I know that FanDuel would be an amazing opportunity to do just that. I am truly ready to make a career change now and I cannot overstate my interest and excitement for both of these opportunities at FanDuel.

Thank you so much for your time and consideration and I hope to hear from you, and set up a time to speak further, soon!

How the 3C Framework has Created Real Opportunities for Me



Talent Sourcing

Networking strengthens hiring

- Former client became team member
- Built LinkedIn sourcing pipeline for future hires
- Helped reroute candidates to better-fit roles

Public Engagements

Visibility attracts opportunities

- Co-presented Risk & Cyber Insurance webinar
- Invited to GRC podcast via professional contact
- Social visibility led to conference and panel invites

Career Growth

Relationships create momentum

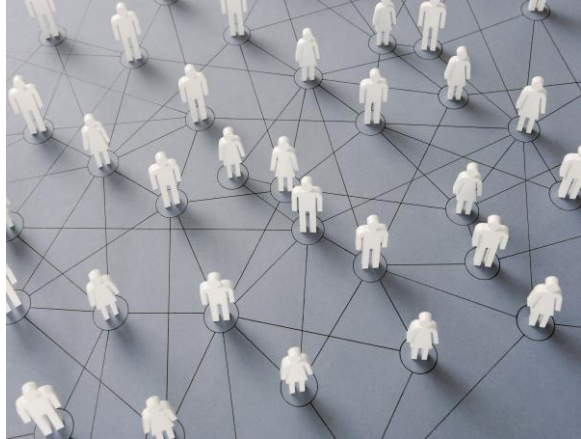
- Two former clients became new leaders
- Past peers referred new opportunities
- Past report referred me for open position



Write Your 3C Message

Activity #2

Key Take Aways



***Networking is
Relationship-Building,
Not Job Hunting***



***Apply the 3C
Framework for
Purposeful Outreach***



***Visibility Creates
Opportunity***



***Networking Works
Both Ways***



Questions?

Let's Connect on LinkedIn



Jodie (Wright) Lash  She/Her  FanDuel

Cybersecurity, Risk, & Resilience Executive |
DEIB Champion | Trusted Coach & Mentor |
Strategic Innovator (ENTJ) | CISSP

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