

# Video Transcript Alyssa Guillory

March 2023

By Alyssa Guillory

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I think the biggest advantage to reaching out to your network, whether you know them or it's just friends of friends, is growth, both personal growth and career growth. Personally, it has helped me tremendously has gotten to me where I am today.

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I actually, I'm not originally from Texas, I grew up in well grew up in Louisiana, and I started at a credit union in Louisiana. And when we were looking to move over here, I had a connection who knew a connection at our league. And so they got me a meeting in with this gentleman. And from there, I had an interview, and he's kind of the one that really helped me get both my prior job at a credit union here in Texas, and then this job at my current credit union in Texas. So I would say growth personal and in career, it's just so valuable, I mean, in the way to connect with people too.

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You know, what I do is I live at a networking event, I always just sit down next to somebody and make it a point to ask them questions about themselves first. I'll introduce myself, you know, and I'm always usually the first one to speak. And I will just say my name, and you know, where I'm from or what I do, and then I start asking them questions, and trying to find a personal connection with them, whether their kids have, whether they have kids, whether they play sports, whether they have dogs or cats, things like that, and getting them talking, and usually something that they say will spark something within me. And then we are able to kind of form that personal connection.

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I always like when I meet people at like events, and I get their business cards at the end of the event, or even while I'm talking to them, I'll just jot down little notes about them. So I remember and then I send a follow up email when I get back to the office, not always like within 10 or 15 minutes of getting back in the office, maybe it's two or three days later. But I'll reach back out and be like, hey, that's so great to sit with you, I had so much fun talking about, boom, boom, boom. And then usually they'll respond and it's good. And it kind of goes from there. I mean, I have met so many people that have helped with events and projects that we have, and it's funny how, you know, work connections bleed over into your personal life. I mean, I, we partnered with Goodwill for one of our back-to-school events, and they were kind enough to donate new uniforms for all the attendees. And one of the the women that I worked with on that, ironically, never lived close to her, we both happened to move into the same city a same suburb, and our sons go to the same kindergarten class.

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I use LinkedIn a lot, I to research people, to find those commonalities, whether we went to school together, whether we know people that are in common. It's always just so much easier when I'm reaching out to like know kind of what is going on at their credit union or in their career. I just feel like it's just such an easy opening for people when when you can go and approach them with something that you already know about them. And I feel like it puts them at ease, it puts you at ease, you're not as nervous, because you're not trying to think about what you're going to say. It's just, it makes it so much easier.

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I have an inner circle, a lot of them are colleagues that I work with now. But some of them are former bosses that I've had as well. So I have one former boss who I met at my last credit union here in Texas. And he's just phenomenal. And I just know that like I can reach out to him for anything if I have, I have a lot of wild and crazy ideas. And I think that's just the like the marketer in me. And so sometimes I just need to be like brought back down to earth. And he's a really good balance. And he's very, he's got an finance background. And so he's very, like numbers oriented and me, not that I can't be, it's just not my first like thought and intuition is to be like, "Oh, let me look at the bottom line."

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So I'll call him and just bounce ideas off of him. And he has probably been one of the most instrumental people in my whole career. A lot of our senior management team, you know, the ones I work with on a day-to-day basis, they're all in different departments. But you know, building those personal relationships that whenever I have those business requests, it's much easier to work with them.

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I think it's so funny how I wound up here today with you, Lisa. Like two years ago, there was a little blurb at the bottom of an Advancing Women e-newsletter article and I shot her. That said if you want to be a guest editor, email Theresa, and I shot her a quick email and I said, "Theresa, I'm interested in this, you know, what do I need to do to get started?" And from that, I mean, I just feel like everything with like my relationship with CUES, has kind of just exploded. I got a I got accepted into the CUES Emerge program, which was great. And I met wonderful CUES staff there. And then I feel like just all the connections and everything that has happened since that one email that I sent to Theresa. I've gotten featured on, you know, CUES, the RealTalk, I've gotten to guest edit, I have had an article written and now here I am doing this interview. So I mean, it's it's really kind of mind-blowing when you think about just the power of an email and raising your hands.

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The value of reaching out is really to build your network, both personally and professionally. It is to share knowledge that you both possess about your industry. There's a lot of power in networking. But you never know who you meet and where they're going, what kind of impact they're going to have on your career.