



NETWORKING YOUR WAY TO SUCCESS



WHAT IS NETWORKING?



- **A process of discovering and utilizing connections between people.**
- It is a process of building and sustaining relationships.
- A network helps you build contacts and share information for professional and personal gain.
- Ongoing communication and exchanges that develops alliances and informal contacts and relationships



WHY SHOULD YOU NETWORK?



Common reasons to network are:

- To **gain information or advice** about a career field, industry, or organization
- To learn about **possible job opportunities** (but not asking for a job!)
- To connect with people who are **doing the things you want to do**
- To tell people **about you**
- To be a **resource to others**



WHERE SHOULD I NETWORK?

✘ **STRUCTURED** events

- + Campus networking events
- + Informational interviews
- + Mock interview sessions
- + Mixers
- + Job fairs
- + Conferences
- + Company/organization information sessions



WHERE SHOULD I NETWORK?

✗ UNSTRUCTURED events

- + Campus/home city alumni events
- + Social clubs and groups
- + General polite conversation with people you do not know
 - ✗ You never know who knows who and what they know!



WHERE SHOULD I NETWORK?

× Networking Online

+ Social Networking Sites

- × www.linkedin.com
- × www.facebook.com
- × www.twitter.com
- × www.doostang.com

★ Campus or alumni social networking sites

+ Present yourself online professionally

- × Practice netiquette and common sense



COMMON CONCERNS ABOUT NETWORKING



Do you fear networking?

- Some view networking as being fake and bragging, using people, or being a nuisance.
- The idea of talking to someone you do not know well is terrifying and intimidating.
- Many people hesitate to contact others for fear of imposing or asking for help.



GOALS OF NETWORKING

There are two basic goals to networking:

- Greater visibility
- Increased information



CREATING A NETWORK

It is easiest to network with are those in your inner circle, for example, close friends and family members.



However, research shows that your "best" networking contacts will be found in your "outer circle," which is comprised of everyone else in the system.

CREATING A NETWORK

- **Before approaching a contact**, decide what do you want to learn from them? Advice? Info on their organization? Other contacts?



CREATING A NETWORK

- **Keep a well-documented record of contacts.**
- **Be patient and persistent.** Things may take time to develop.
- **Be polite, professional, timely, and thankful!**
 - Send a thank you after any conversations or meetings.
- **Keep in touch.** Follow-up with short communications like email, phone calls or scheduled visits/meetings.



CREATING A NETWORK

Types of networks

Personal networks:

- Family and friends, like-minded people
- People who make you feel good or recharged when you're around them, who love you, and who want to see you happy.



CREATING A NETWORK

Types of networks

Social networks:

- Networks of acquaintances you see less often
- People you have fun with and see at parties, or people who enjoy similar hobbies such as working out, hiking, biking, or going to the movies.
- Expand your social networks by meeting people at places you enjoy, or by volunteering



CREATING A NETWORK

Types of networks



Professional networks:

- People you meet even less often than social acquaintances.
- You see them at alumni gatherings, at professional meetings, or in the workplace.
- Professional networks include former coworkers, bosses, academic advisors, and professors. Included, too, are career counselors that you can find in a career center.



CREATING A NETWORK



Brainstorm: Who do you know?

- **Acquaintances** (classes, sports teams, work, volunteer, Greek life)
- **Friends** (family, high school, college, elsewhere)
- **Faculty/staff** (professors, deans, former teachers)
- **Family/relations** (distant and close)
- **Alumni**



CREATING A NETWORK

ACTIVITY

Take out a sheet of paper. Create three columns and list PERSONAL, SOCIAL, and PROFESSIONAL people and resources in your network.



WORKING A ROOM

- Many of us are shy or reluctant to approach strangers in new social situations
- You must overcome any negative self-talk that could hinder you from reaching out to others.



WORKING A ROOM

Do these outlooks sound familiar?

- "Why should I bother trying to impress this person? I'm only one of a hundred students this recruiter is going to see today."
- "I don't think I know enough to engage the company reps in an intelligent conversation."
- "I've never really been good at meeting people. That's just my personality."



WORKING A ROOM

Redefine what it means to interact with "strangers"

- Take the initiative to approach others, introduce yourself, and share a piece of information that could reveal the common thread you share with them.
- During conversations, listen carefully to discover shared interests or goals.
- Use your shared background or interests as the basis for sustaining conversations.



WORKING A ROOM....

DON'T GO IN COLD – Try to find out who will be in attendance and make an effort to learn something about them.

BE PREPARED– Have calling cards ready and available to hand out in place of a business card. Carry a leather portfolio about the twice the size of the wallet with two pockets—one for cards coming in and one for cards going out.

WALK THE WALK – Move through the crowd confidently, smiling. Don't fold your arms. Look like you are having a good time!



WORKING A ROOM....

“I’D LIKE TO INTRODUCE YOURSELF...”– “My name is ...and what is your name?” State your name at the end so the person is more likely to remember it.

GET AN INTRODUCTION- Enlist a mutual acquaintance to introduce you.

BE FRIENDLY/BE ASSERTIVE– Be the first to extend your hand; it is a sign that you are eager to interact. Make sure to shake hands good-bye.



WORKING A ROOM...

BE ON THE MOVE- Ask open-ended questions to determine quickly if they can be of help and then move on.

CARD EXCHANGE- Ask everyone you meet for a business card before you offer your own contact information.

GIVE AND TAKE – Always try to be a connector, the person who brings people together.

THAT'S A WRAP- Leave the event with plans to call these leads within the week.



IN THE MOMENT...

SELF INTRODUCTION ACTIVITY

- **DEVELOP** and **WRITE** a 90-second commercial that can be used to quickly and cleverly answer the common “**TELL ME ABOUT YOURSELF**”. Focus on **WHO** you are and **WHAT** you can offer

PLAN AND PRACTICE OFTEN!



NETWORKING

Skillful networking is

- PLANNED
- STRUCTURED
- ONGOING
- A powerful tool for your professional and personal life!





THANK YOU FOR PARTICIPATING!
VISIT WWW.INROADS.ORG TO LEARN MORE

