

Career Skills 2



Networking

Today's lesson will focus on:

How to effectively apply your personal brand to create a community of support.

Class Agenda: Networking

At the end of today's session, you should feel better answering the following questions:

1. What will I talk about when I meet new connections?
2. How can I create new connections with those in the field I'm interested in?
3. How can I utilize my current network to further my job search?

This session's topics will be:

- Networking Overview
- Your Elevator Pitch
- Your Message Map
- Creating, Maintaining, & Rebuilding Connections

Deliverable: Assignment 04-Networking
Due: End of Session

Networking: Overview

Most effective Job Search Tool

- 70% of people in 2016 were hired at a company where they had a connection.
- 80% of professionals consider professional networking to be important to career success.
- 35 % of surveyed professional say that a casual conversation on LinkedIn Messaging has led to a new opportunity.
- 61% of professionals agree that regular online interaction with their professional network can lead to the way into possible job opportunities.

Networking: Misconception

Doesn't just have to be at happy hours or large conferences.

Networking includes connecting with all of the following:

- Personal Contacts
- Professional Contacts
- Social Media: LinkedIn, Twitter, etc.
- Past or current clients and customers
- Past or current teachers or professors
- Current Classmates
- Anyone you meet and have a productive, professional conversation about your career path!

Networking: Introducing Yourself

Assignment 4: Networking Worksheet, Section 1

Introduction

- Say a quick greeting and state your name.

Objective

- State general career goals.

Why Me?

- Hit on topics in your personal brand
 - Purpose, Passions, Abilities, Skills/Strengths

Ask:

- Finish the conversation with a request to further the connection you just made.



Elevator Pitch Example

Introduction, Objective, Why Me, Ask

Hi, my name is Sally Student and I'm making a career change into the IT field. I've decided to this because I've enjoyed working with computers since I was 10. In fact, during high school, I was always the go-to person for fixing computers for friends and relatives. To pursue my goal I'm taking A+ certification where I've already learned how to set up a network. Do you have any advice for someone entering the field?

Pleasure to meet you, my name is Bock Szymkowicz and I came to this event to learn more about technology needed in the administrative workforce. I've been working in the customer service field for 5 years now and want to bring my skills into this field. I've always really liked manipulating data in Excel, so I'm glad to hear it's so vast. It sounds like you have lots of experience in this field, would you be open to meet sometime to tell me more about your career journey and experience.

Networking: In Reality...

“Hi, my name is Bock and I’m interes-”

“Hi Bock I’m Michelle! Pleasure to meet you...”

- Outside of the interview question, “Tell Me About Yourself,” conversations rarely flow where you can speak uninterrupted for several minutes straight.
- Don’t use the IOWA Pitch just as a sentence structure, rather use it at points you’d like to hit on throughout your conversation.

Networking: In Reality...

Assignment 4: Networking Worksheet, Section 4

Similarly, you probably don't want a conversation that lasts only 2 minutes. Often, you'll need to expand on the ideas presented from your Personal Brand.

How?: Expand Upon Your Personal Brand
Utilizing [the Message Map!](#)

Networking: Starting a Conversation



~~What do you do?~~

Good Idea	Bad Idea
What brought you to this event?	How much do you make?
Reference the presentation <ul style="list-style-type: none"> Have you heard this speaker before? I thought it was interesting when she said...what do you think? 	Any profanity
Discuss a topic you're passionate about related to your reason for being there.	What can you do for me?
General Complements	You look bangin'

Networking: Building New Networks

Assignment 4: Networking Worksheet, Section 2

Goal: I plan to expand my professional network by ____ people monthly, and maintain a meaningful connection.

Timeline: You can always meet new people, but you should have a focused goal to expand your network AT LEAST once per month

How:

- Attend Networking Events
 - Workshops
 - Classes
- Ask your current network for referrals
 - Informational Interviews

Tips:

- **Quality over Quantity:** Better to have 1 meaningful connection over 10 “Hi and byes.”
- **Focus on learning, not benefitting:** Focusing on status or objectives comes off as ingenuine.
- **Confidence:** Be able to clearly state your goals and show you have a plan.
- **Prepare:** Know what you’re going to say and be able to talk about the subject you’re interested in, as well as yourself.

Maintaining a Network (Early)

Goal: Turn a new connection into a long lasting person on your side.

Timeline: Follow up in AT LEAST 2 business days

How:

- Connect on LinkedIn
 - Send a contextual comment with it
- Send an e-mail

Tips:

- Set context
- Give a clear next step
- Relate to them on a personal level

EXAMPLE Follow Up E-mail

Hi Jane,

This is Bock from the networking event last Thursday. Go Giants! I really enjoyed hearing about your journey on getting into the IT field and wanted to hear more about how you pursued it, as I'm currently entering that field and related to your story about overcoming stereotypes. Would you be interested in chatting over the phone or getting a cup of coffee sometime to discuss this? Please let me know, thanks!

Maintaining a Network (Ongoing)

Goal: Continue to connect with your current network so relationships don't fade away.

Timeline: You should always be maintaining connections and generally aim to hit every connection every 1-2 months.

How:

- **Provide major successes to your contact:** I completed my A+ certification! Your advice on XYZ really helped.
- **Congratulate on major successes:** You got a new job? That's awesome!
- **Share Related articles and/or invite to event:** Thought this might interest you.
- **Like and respond to posts and updates on social media:** *Not every single one though*

Tips:

- Focus on giving, not what they can offer you.

Rebuilding Old Networks

Assignment 4: Networking Worksheet, Section 3

Goal: Strength old relationships you haven't had time to focus on so they'll be stronger by the time you end class.

Timeline: You can do this anytime, of course. The least "awkward" time to do this would be during the holidays, where people are more thoughtful and focused on thanks.

How: Similar to Maintaining Networks

- Sending Articles
- Commenting (FB/LinkedIn, etc.)
- Asking for Advice
 - "I'm transferring into this field, and I always respected your ability to..."
- Attend events in current networks
 - Alumni Events
 - Byte Back Events **Hint hint**

Class Review: Networking

How do you feel about answering the following questions?

1. What will I talk about when I meet new connections?
2. How can I create new connections with those in the field I'm interested in?
3. How can I utilize my current network to further my job search?

Please turn in Assignment 04-Networking