

BUSINESS EDUCATION COMPACT

NETWORKING 101



What is NETWORKING?

Networking is:

- Developing strong connections and relationships with others within your career area
 - The goal of networking:
 - Make solid connections with people which can help you find a job
- OR**
- Excel within your job





Myths About NETWORKING

- An initial meeting/contact **DOES NOT** establish a connection **UNLESS** there is **FOLLOW UP!**
 - Making “contacts” with no follow up or genuine interest will lead to **DEAD ENDS**
- Developing **RELATIONSHIPS** not just “contacts” is the **KEY**
- Contacts may be **IMMEDIATE**, relationships are established and built **ONLY OVER TIME!**



Myths About NETWORKING

- **ALL** situations or events that allow interaction with others = potential for building a network
- You will gain more by **LISTENING** than **SPEAKING**
 - Key in on speaker’s needs
 - Ask questions
 - The more you learn, the more you can:
 - Solve problems for someone (help to establish a strong relationship)





NETWORKING vs. SELLING



- Requires MUTUAL UNDERSTANDING
- “What I can do for YOU” as much as “What you can do for ME”
- Requires showing concern and interest in others
- Requires TIME to build
- Requires INTEGRITY, CREDIBILITY and TRUST



- Saying “Hello” to many people and passing out many business cards
- Does NOT include any follow up
- Ineffective way to establish a productive network



Quick Networking Tips

- Ask questions and listen to the speaker
- Identify his or her concerns or interests
- Offer solutions or connections
- Immediately follow up with the person by email or phone
- Stay in touch!!!





Quick Networking Tips:

If you have been referred to a new contact

- Copy the person that referred you on any correspondence with the new contact
- Ask questions that can be easily understood, using open-ended sentences
 - Example: *“Please tell me about your industry”* is too vague
 - *“Please tell me what you like most about your industry”* is more specific



Quick Networking Tips:

If you have been referred to a new contact

- Keep the referrer informed of your progress
- Stay in touch with your new contacts and let them know you are thinking of them
 - Send an article of interest
 - Update them on your progress
- Remember to thank ANYONE that has taken time to help you by providing information of any kind





Networking Do's and Don'ts

- **DO** realize why networking is SO IMPORTANT!
 - Only 5% to 25% of jobs are advertised
 - You can find out about more unadvertised positions by building a strong network



Networking Do's and Don'ts

- **DO** think creatively about WHERE to find network contacts
 - You can find people to add to your network almost anywhere!





Networking Do's and Don'ts

- **DON'T** go anywhere without copies of your resume and business cards or networking cards
 - You can keep your resume in your car or briefcase
 - Make sure you can access it easily if you meet someone who could pass your resume along to a hiring manager



Networking Do's and Don'ts

- **DON'T** be afraid to ask for help
 - Most people are flattered to be asked for assistance and advice with your job search
 - It makes them feel important!





Networking Do's and Don'ts

- **DO** join a professional organization related to your field
 - Professional organizations are top venues for networking



Networking Do's and Don'ts

- **DO** volunteer
 - Volunteer work is another top way to make network contacts
 - They are also good ways to exhibit and develop skills





Networking Do's and Don'ts

- **DO** find a mentor

- Someone who can guide you, help you, take you under his or her wing and nurture your career quest
- They can be the most valuable kind of network contact



Networking Do's and Don'ts

- **DO** come up with a system for organizing your network contacts

- Use a spreadsheet
- Use a file box of index cards
- Use a three-ring binder

Or whatever works for you





Networking Do's and Don'ts

- **DO** consider conducting informational interviews
 - See the BEC's presentation on Informational Interviews for more information



Networking Do's and Don'ts

- **DON'T** forget to thank everyone in your network who has been helpful to you
 - Use nice thank-you notes
 - It is common courtesy to show your appreciation for people's time and assistance
 - Your contacts will remember your good manners





Networking Do's and Don'ts

- **DO** keep networking even after you've found a job
 - You never know when you might need your network contacts again!



Networking Time Table for College Students

FRESHMAN YEAR:

- Participate in as many organizations and activities that your academic schedule will allow
- Get to know your:
 - Professors
 - Advisors
 - Fellow students
 - Find out about their interests, families and parents' occupations
 - Reciprocate with information that will help others
 - If working: establish relationships with your boss and coworkers
- Consider joining a fraternity or sorority





Networking Time Table for College Students

SOPHMORE YEAR:

- Continue to develop ties with professors, other students and people you work with
- Start thinking about obtaining an internship in your career field
- Join student chapters of professional organizations
- Do a series of informational interviews
 - See the BEC's presentation on Informational Interviews for more information.



Networking Time Table for College Students

JUNIOR YEAR:

- Develop your resume (if you haven't done so already)
- Brainstorm a list of potential networking contacts
- Make a list of companies you'd like to work for
 - Start thinking about whom you know who might be able to help you break into your dream companies





Networking Time Table for College Students

JUNIOR YEAR:

- Find out if your campus career services office keeps a database of alumni that could be added to your network
 - Check the alumni files of your fraternity or sorority, too
- Join one or more online discussion groups in your area of professional interest
 - Ask member's advice on breaking into your field
- Step up the pace of informational interviews.
 - People working within your dream companies are excellent targets for interviews



Networking Time Table for College Students

JUNIOR YEAR:

- Consider creating a “networking card”
 - A business card for those not yet employed, so you have something tangible to hand out to people you meet
- Begin to introduce yourself to every guest speaker you encounter in class
 - Give them your networking card and resume (if appropriate)





Networking Time Table for College Students

JUNIOR YEAR:

- Continue connecting with professors, students, advisors, employers
- Become increasingly active in professional organizations
- Complete an internship!



Networking Time Table for College Students

SENIOR YEAR:

- Decide where you want to live after graduation
- Narrow your list of dream employers based on geography
 - Strategize ways to contact key people in your dream companies
- Join professional organizations in your targeted geographic area





Networking Time Table for College Students

SENIOR YEAR:

- Meet with your advisor to discuss your career goals
 - Ask for his or her suggestions for people to contact
- Find out if your college has a formal mentoring program and ask to be matched with a mentor
 - OR try to scout out a mentor on your own



Networking Time Table for College Students

SENIOR YEAR:

- Fine-tune your list of potential network contacts
 - Set a goal to contact a certain number each week or month
 - Arrange to meet as many as possible
 - Always ask for more referrals
 - Send thank you notes
 - Update your contacts regularly on your progress





Networking Time Table for College Students

SENIOR YEAR:

- Continue informational interviewing
- Begin to contact people you conducted informational interviews with earlier
 - Tell them you are getting close to graduation and are very interested in their organizations
- When you have a job, write a note to all your contacts about it!



QUESTIONS?

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