

Networking Savvy

Point of the Assignment: To help you understand: 1) What networking is. 2) Why it is important to career success. 3) What you need to do to develop good networking skills.

<http://www.dreams-goals.com/resources/workshops/wkshp-networking/>

Networking is making connections with people so that you will increase your access to information, resources, support, jobs, referrals, professional development opportunities, career advancement opportunities, and other personal and professional activities. **Networking is a two-way relationship where both people get something out of the relationship.** It is not just about what you can get from them. It is also about what you can give them.

Networking is important to career success because most jobs are found through networking rather than through blindly responding to an advertised job listing.

Types of Contacts:

Professional:

- Mentors
- Employers
- Co-workers
- Former supervisors and co-workers
- Professional colleagues – inside and outside your current employer (*including online social network contacts*)
- Professional Association members (*i.e. AMA – American Medical Association, NCDA – National Career Development Association, PRSA – Public Relations Society of America, etc.*)
- Union for your trade or craft (*i.e. United Auto Workers, California Teachers Association, National Plumbers’ United, etc.*)

School:

- Teachers
- Counselors/Staff
- Classmates
- Alumni
- Peers

Personal:

- Friends
- Family
- Neighbors
- Professional service providers (*doctors, lawyers, tax preparers, counselors, etc.*)
- Church or other members of your religious community
- Team members or group participants (*for local sporting activities – city baseball team, bowling team, gym class, etc.*)

Miscellaneous:

- Support group members (*grief, addiction recovery, unemployment, illness, etc.*)
- Referrals from others
- Informational Interviews
- Cold calling – *Reaching out to someone of interest to you*
- Chance Meetings (*i.e. Happenstance*)

Types of Networking Activities:

There are mainly two types:

- **In person events (*Career focused activities*)**
 Classes
 Work
 Business Events
 Conferences
 Learning Activities
 School Events (*Workshops, lectures, performances, transfer, career & job fairs, career center networking activities and mentorship programs, etc.*)
- **Online Activities**
 Social networking sites: Personal and Professional
 Blogs
 Webinars
 Providing professional feedback to others' blogs
 Professional Associations/Memberships
 Informational Interviews
 Roadtrip Nation (*archive of student informational interviews*)
<https://roadtripnation.com/>
- Volunteer Activities
- Organized social activity members (*i.e. sports teams, gym classes, etc.*)
- Workshops, continuing education classes and other non-traditional learning opportunities.

Resources

See the last pages for resources to help you learn how to network effectively.

Application:

Read – at least one of the articles listed on the last pages of this assignment. Identify at least three tips you can use:

Name of Article: _____

1. _____
2. _____
3. _____

Identifying Your Current Network Pool

Identify at least three **places** (*school, work, social life activities, etc.*) where can you find at least three potential network contacts in your current sphere of influence? Who can you meet there? What is their story? How can you add value to their life?

1. _____
2. _____
3. _____

Building Your Network

Identify at least **three types of people** (*i.e. an experienced professional, a professor, a new contact in a new industry, etc.*) you would like to **add** to your network? Where can you find them? How can you add value to their life?

1. _____
2. _____
3. _____

Networking Activities

Identify at least three networking activities (*i.e. professional conference, workshop, church or other religious event, etc.*) to engage in within the next three months. How should you prepare for that activity? NOTE: **At least one must be an in-person activity!** Online networking is NOT sufficient for effective networking.

1. _____
2. _____
3. _____

Set Goals

Use the information you listed above to identify three specific goals you can set to develop your professional network. (*i.e. clean up my online presence, find someone to do an informational interview with, research some upcoming conferences to attend, etc.*)

1. _____
2. _____
3. _____

Test your understanding:

What is the main point of this assignment?

Why were you expected to do this exercise?

What type of person would need to do this exercise?

How well do you fit the profile of the person for whom this assignment was created?

Reflection: (*Write down your response after completing this assignment.*)

Resources:

- LinkedIn Tutorial – help setting up a LinkedIn account
<http://learn.linkedin.com/training/>
- Vista Print – print low-cost business cards
www.vistaprint.com

Articles of Interest on Networking:

- **“Arrive Before Your Resume”**
<http://clearedjobs.net/blog/arrive-before-your-resume/>
- **“Millennial Branding and StudentAdvisor.com Release New Study on Student Career Development:** *Few have internships, are marketing themselves on LinkedIn and are engaging in professional development activities.”*
<http://millennialbranding.com/2012/11/student-career-development-study/>
- **“7 Key Habits of Super Networkers”**
http://www.entrepreneur.com/article/224819?goback=.gde_2105677_member_185119806
- **“5 ways to stand out at your next networking event”**
http://www.usatodayeducate.com/staging/index.php/career/5-ways-to-stand-out-at-your-next-networking-event?goback=%2Egde_2095563_member_184749196
- **“7 Tips For Building a 'Power Network' on LinkedIn”**
<http://www.entrepreneur.com/blog/224651>
- **“Seven Secrets to Cold Calling Success”**
<http://www.entrepreneur.com/article/224931>
- **“8 Ways to Make Your Business Cards Stand Out”**
<http://www.entrepreneur.com/article/224000>
- **“5 Ways to Use Your Network to Grow Your Business”**
<http://www.entrepreneur.com/article/224344>
- **“How to Start Conversations That Make Instant Connections”**
<http://www.entrepreneur.com/article/223993>
- **“The 3 Types Of Mentors Everyone Should Have”**
<http://www.businessinsider.com/you-can-have-more-than-one-mentor-2012-11?0=careers>
- **“13 New Ways To Make Your LinkedIn Profile Irresistible”**
<http://www.businessinsider.com/make-your-linkedin-profile-irresistible-2012-11?op=1&sf7335567=1>
- **“Can't Spare the Time to Network? Can You Afford Not To?”**
<http://www.entrepreneur.com/article/224546>
- **“Networking Tips for Introverts”**
<http://www.inc.com/karl-and-bill/networking-for-introverts-3-tips-for-success.html>
- **Networking tips for introverts, the shy, and socially challenged**
<http://arleenbradley.com/?p=575>

- **“Make Your First Impression Last”**
http://moveupormoveout.com/wordpress/2012/12/make-your-first-impression-last/?goback=%2Egde_2095563_member_195939912
- **What to Say on LinkedIn When You’ve Been Laid Off – Forbes**
http://www.forbes.com/sites/deborahljacobs/2011/10/11/what-to-say-on-linkedin-when-youve-been-laid-off/?goback=%2Egde_2095563_member_199131450
- **9 Tips For Becoming A Successful Networker**
<http://www.careerealism.com/9-tips-succcessful-networker/>
- **4 Essentials For Reaching Out To Strangers On LinkedIn**
<http://www.careerealism.com/tips-networking-strangers-linkedin/>
- **10 Tips For People Who Hate Networking**
<http://www.careerealism.com/hate-networking-tips/>
- **Six Simple And Irresistible Alternatives To The Elevator Pitch**
<http://www.forbes.com/sites/carminegallo/2013/03/26/six-simple-and-irresistible-alternatives-to-the-elevator-pitch/>
- **What Every College Student Should Post on LinkedIn**
<http://mashable.com/2013/08/12/linkedin-college-students/#%21>
- **MBTI Personality Types and Networking Tips** (*focus on pages 5, 7, 12*)
<http://www.dbq.edu/campuslife/vicepresidentofstudentlife/careerservices/pdf/auth%20networking.pdf>
- **The Best Networking Skills of Introverts**
<https://www.linkedin.com/pulse/article/20141118170602-18172849-the-best-networking-skills-of-introverts?trk=nus-cha-roll-art-title>
- **What College Students Should Have on Business Cards**
<http://www.foxbusiness.com/personal-finance/2011/04/27/college-students-business-cards/>
- **6 Ways To Perfect The Art Of Asking For Help**
<https://www.openforum.com/articles/6-ways-to-perfect-the-art-of-the-ask/?extlink=of-syndication-sb-p>
- **10 Places To Promote Your LinkedIn Profile**
http://www.careerealism.com/promote-your-linkedin-profile-places/?utm_source=linkedin-company&utm_medium=guest-post

- **Volunteering Opens Doors to Opportunity**

http://prsay.prsa.org/index.php/2015/04/06/volunteering-opens-doors-to-opportunity/?utm_source=misc_blog&utm_medium=social_media&utm_campaign=pr_dept