Job Search Support Series: Networking

Presenters:
Angie Lira, Career Services Advisor
Nicolle Skalski, Career Services Advisor
Job Search Support Series

- Research Career Information and Jobs
- Resume Nuts and Bolts
- Networking
- Interviewing
The Career Services Center Team

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Associate Director

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Senior Director

Angie Lira, M.A.
Senior Career Advisor

Nicolle Skalski, M.M.
Senior Career Advisor

Denise Pranke, M.Ed.
Career Advisor
Wellness Check-In

• Psychological effects of unemployment may include:
  – Depression
  – Social Isolation
  – Lowered self-esteem

• Available resources:
  – Student Assistance Program at 1-866-465-8942
  – www.guidanceresources.com
  – http://www.mentalhealthamerica.net/mental-health-screen/patient-health

Poll: What Brought You Here Today?
Learning Objectives

• Discuss how networking and branding complement each other
• Develop your “elevator pitch”
• Review networking strategies
The Networking Universe
Networking is the art of building and sustaining mutually beneficial relationships. Be sincere and give back.

Networking ...

• Is a two-way street
• Requires time, patience and dedication
• Needs nurturing
• Is building one relationship at a time
The Power of Networking

• Get referred and recommended – employers like to hire referrals from a trusted source
• Discover non-advertised positions
• Gain access to information outside of a job description
• Impress an employer in a non-interview context
• Increase your visibility and showcase your expertise both internally and externally
• Reinforce your brand—your reputation
Potential Networking Venues

Wherever You Want To Make It Happen!
Networking and Branding Go Hand in Hand
Define Your Brand Identity

• What is *unique* about you—your accomplishments, experiences, personality and attitudes that differentiate you.

• What are you passionate about?
Strengthen Your Brand

• Play to your strengths
• Connect and communicate with people via the most effective way for you and for them (e.g., LinkedIn, meetup.com)
• Recognize the gaps in your personal brand and work on closing them
• How can you add value and help your connections meet their needs?
Prepare Your Pitch!

- I am ___(title/field)_______
- I help ___(who/what)_______
- I am looking to connect with ___(who/what)___

http://motivatednetworker.com/constructing-your-elevator-pitch-2/
What Would Your Business Card Look Like?

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Expand Your Network Offline and Online
# Best Places To Network In Person

<table>
<thead>
<tr>
<th>Where</th>
<th>Recommended Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Associations</td>
<td>Attend meetings and conferences</td>
</tr>
<tr>
<td>Walden Community and Alma Mater</td>
<td>Conduct informational interviews</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>Volunteer to organize an event</td>
</tr>
<tr>
<td>Volunteer</td>
<td>Serve on the board</td>
</tr>
<tr>
<td>Career Fairs</td>
<td>Write articles and book reviews</td>
</tr>
<tr>
<td>Professional Networking Groups</td>
<td>Form a mentor/mentee relationship</td>
</tr>
<tr>
<td>Toastmasters</td>
<td>Events or fundraisers</td>
</tr>
<tr>
<td>Classes, lectures, and seminars</td>
<td>Join a recreational league</td>
</tr>
<tr>
<td>Social, recreational or community activities</td>
<td>Talk about best practices for using software and other technology</td>
</tr>
<tr>
<td>User groups</td>
<td>Give a presentation</td>
</tr>
</tbody>
</table>

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The Power of Informational Interviewing

- Build relationships through authentic conversations
- Could turn into future mentors, friends, business partners, or colleagues

# Best Places To Network Online

## Online Networking

<table>
<thead>
<tr>
<th>Where</th>
<th>Recommended Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn: <a href="www.linkedin.com">www.linkedin.com</a></td>
<td>• Create online profiles/pages consistent with your brand</td>
</tr>
<tr>
<td>Facebook: <a href="www.facebook.com">www.facebook.com</a></td>
<td>• Update your status regularly</td>
</tr>
<tr>
<td>Twitter: <a href="www.twitter.com">www.twitter.com</a></td>
<td>• Bring offline relationships online and vice versa</td>
</tr>
<tr>
<td>Meetup: <a href="www.meetup.com">www.meetup.com</a></td>
<td>• Join groups and participate in discussions</td>
</tr>
<tr>
<td></td>
<td>• Follow organizations and key thought leaders</td>
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<tr>
<td></td>
<td>• Start a blog, website, e-newsletter, and/or group to increase your online presence</td>
</tr>
<tr>
<td></td>
<td>• Google yourself and maintain your image!</td>
</tr>
</tbody>
</table>
A Networking Success Story
Who Will You Connect With Next?
How Will You Contribute To Your Network?

- Give a presentation
- Share an interesting article
- Stay in touch via email
- Be a mentor
Identify Your “Personal Currency”

• Deep Relationships
• Career/Professional Growth
• Spirituality
• Intellectual Stimulation
• Physical Wellness
• Financial Success
• Giving Back

(Keith Ferrazzi’s Book *Who’s Got Your Back?*)
Questions?
Resources


• http://www.quintcareers.com/networking_resources.html
• http://motivatednetworker.com/constructing-your-elevator-pitch-2
• https://www.themuse.com/advice/how-to-ask-for-an-informational-interview-and-get-a-yes

• www.linkedin.com
• www.facebook.com
• www.twitter.com
• www.meetup.com
• www.vistaprint.com
• www.zazzle.com
Connect with Career Services

Access Everything from Our Website:
http://careercenter.waldenu.edu

E-mail: careerservices@waldenu.edu
A Final Thought

It is not your environment, it is you – the quality of your mind, the integrity of your soul, the determination of your will – that will decide your future and shape your life.

BENJAMIN E. MAYS