Welcome and thank you for attending this evening's webinar, job search support series on networking.

I'm Nicole, a member of your career services advising team and with me is career services advisor, Angie.

This is the third webinar of a four-part job search
And today, we'll be focusing on networking. It is key to management success, and we will be discussing various ways you can build your brand in order to stand out as a unique candidate. Again, this is the third year of career service's running this webinar series. And we're on our third webinar this week. We are very happy that you are joining us today. The purpose of this series is to focus on a specific process of the job such process during each webinar. So we have the series posted on this slide. If you didn't make it to the first two webinars, we do have them up on our YouTube channel and we'll show you how to find that later in the webinar.

We're going to focus on a specific process and we'll open it up to you also. And of course, pose questions. We welcome you to share your experiences, ideas, and comments of what has worked or not worked. And again, pose your questions toward the end when we open it up for questions.
For those of you who are not familiar with our team, here is a slide of our team. We have our advisors, one director, and we are located in Minneapolis, Minnesota. We all have degrees in various backgrounds. Our center aspires to be a career center preparing our learners to navigate career transitions over a lifetime. To achieve this vision, we educate, coach, and advise our learners to proactively manage their careers. Before you start your job search, you want to make sure you give priority and full attention to your physical and mental health and well-being, especially if you are out of work due to a recent job loss or out of work for more than 6 months. One in four Americans experience depression while unemployed.

Some resources to take advantage of are the student assistance program and resources along with a mental health screening through mental health America. These are listed here and we are providing them at the end of our presentation which will be archived.
on our website as well if you would like to follow up with any of them.

And before we dive into our topic of networking today, we would like to get feedback from you, our audience, as to what prompted you to join our webinar today.

So again, what prompted you to join our webinar today?

Are you currently unemployed and looking for a job?

Are you employed and seeking another job opportunity?

Are you concerned about your job security?

Are you feeling stuck in your job search and would like support from others?

Again, what brought you here today?

And we'll give everyone a minute to answer the poll.

Okay.

It looks like -- we'll give it a few more seconds.

Looks like the majority of you have voted, so we're going to close the poll and share the results.

So it looks like most of you are employed and
looking for a job, about half of you.

Followed up by feeling stuck in the job search.

Okay.

And would like some support.

And then we have equally concerned about job

security and unemployed seeking work.

All right.

Thank you for your participation and we will move on
to address openfully the answers to some of these
concerns today -- at least from the networking
perspective.

So again, today, we're going to focus on your brand
which is very important to your job search and
networking.

Today is a key topic to propel your job search
especially if you're focusing on online.

This will help you change your strategy which will
lead you out of the frustrations from the online job
search.

We will also talk about how to develop an elevator
pitch and also wrap up discussing networking
strategies, networking online and face to fails.

We like to start out with our networking universe
visual because networking leads to opportunities,
period.
Whether it's internship opportunities, volunteer
opportunities, obtaining clients through a small
business or your job search.
It's really the focus and center of the career
management process and really having a strong
network for support in and that you can reach out to
will make each piece easier.
Helping with the résumé and overall career
management, which is really important these days.
We are networking everyday.
Everyone is networking everyday whether they realize
it or not.
Think of it as talking to people, sharing ideas but
with a plan and an approach.
So if you feel like you have a strong network
already, ask yourself, one, what can I do to get
better connected to individuals in my current
workplace?
What can I know and get to be know by my peers
locally and nationally?
What can I do to become more visible in my field and
how can I establish RAPPORT with these people?
What is networking?

It is the art of building and expanding beneficial relationships. You want to provide value to them as well as them providing value to you, and that way you can feel like it's a two-way street. It does require dedication, time, and patience and needs nurturing just like any type of relationship. So again, think of its two-way street that requires time, patience, and dedication. And make sure you're engaging your relationships, not just when you're in the job search mode. Networking does lead to opportunities and also has many other benefits. You don't want to just network in the job search. So for example, the babysitter, a mechanic, a new restaurant, what do we do? We ask a trusted source? Our colleagues, our family members. We get referrals and recommendations. So the job market really works the same way. Hiring manages would much rather get someone they
know for a job vacancy than sit through a stack of résumés.

This is one of the benefits of having a strong network.

This can help you discover non-advertised positions.

If you're online, you're only applying for shown job positions.

Experts say that 70 to 80% of jobs are not advertised.

Well, effect find those if you're only applying online.

It also -- when you speak to people in your network, you're gaining access to key information outside of a job position.

Networking is a contact sport.

You put yourself in the right place tomorrow by networking today with your colleagues and friends.

Potential networking venues.

As mentioned earlier, networking is as easy as talking with others.

So, for example, did you know you're networking when you go to the hairdresser, when you take your kids to a sporting activity or attend a block party, take
20 a course, even at the airport.
21 You just never know who you’re going to meet, so
22 you're networking whenever to want make it happen.
23 So one of the most common conversation starters when
24 you meet people is what do you do?
25 How do you answer that question?

1 So instead of answering with your job title or field
2 or do you remove yourself from the job title and say
3 what you do?
4 This is an opportunity to brand yourself beyond
5 something that is just your job title.
6 Okay.
7 So networking and branding go hand in hand.
8 So having a clear communication strategy will assist
9 you in being a successful networker.
10 Your brand is the unique and memorable message that
11 you communicate.
12 So some things that you want to communicate when
13 you're developing your communication is how are you
14 communicating with your network online and off line?
15 How do you want to be perceived by your network?
16 What are your goals?
It could be something like a retch topic that you’re passionate about as part of your dissertation or your thesis or a special -- if you’re volunteering in your community and you’re passionate. Your energy and motivation and enthusiasm will come across and you will be memorable in their mind.

Let’s drill down a little bit further. Again, what are you good at? You might want to make a list of your accomplishments that are related to that passion and how you provide value.

Who are you the go-to person for?

What is unique about you, your personality, and attitudes that differentiate you from others in your
Your brand should make your excited.

People should feel your energy.

You want to consider how you can add value to your audience.

It's as easy as being aware of what's going on around you.

When you're on the bus, do you chat with your neighbor, connect people, you know, to events that they might be interested in.

Share your knowledge, expertise, and value, and you will being memorable.

Okay.

Strengthening your brand.

Now that we've learned about branding, let's talk about how you can strengthen it further.

As you are developing as a professional, you will constantly need to and want to be managing your brands.

You want to update that and have your brand statement and value statement evolve with you.

So when doing so, keep in mind the following tips.
Always play and communicate to your strengths.

Be consistent, connect with your networks frequently.

Connect with like-minded individuals.

Work on closing gaps in your brand.

Are there any skills that are essential to your target career or job that you are missing?

Always think about how you can provide value to your network.

And with that, I'm going to turn it over to Angie who can show us ways you can showcase your brand.

>> Thanks, Nicole.

The elevator pitch is one way that you can put your brand into action.

This is had a 30-second statement or pitch about who you are and what you do.

Here are three statements to help you to craft your own elevator pitch.

To finish I am, state your title or field.

Focus on your field of interest.

Next, finish I hope by indicating who or what you
You may decide to change the word help to another action verb like I volunteer and I teach.

Think about people, communities, and organizations. Overvalue, you are seeking to connect others and gain advise.

You don't want to ask for a job. You are expanding your network.

So for example, an MBA student might say I have worked in the finance field for two years and I am nearing the completion of my MBA.

I help maintain an accurate budget.

I am looking to diversify my experience in a management position.

Or a mental health counseling student might say I am a student studying counseling.

I volunteer at a crisis hotline and we're busy with the holidays upon us.

I am looking for practicum experiences.

We get a snapshot of the person, what they do and what they are looking for.

I am intrigued to know more sparks conversation.
Elevator pitches are useful at social events or even connecting with others inside the organization who you do not interact with everyday. Take a moment and reflect on your own. Does anyone want to share their elevator pitch or to use the tool to develop an elevator pitch? Nicole is going to take a look at the questions box to see if anyone has anything they'd like to share.

So we'll give everyone a minute to type in their elevator pitch. And in the meantime, I can tell you one of my own. If I repeat my title, that's not memorable, but obviously, we have very different brands. So if I were to say I'm an advisor with a prominent online university and I utilize my background in marketing and communications to support professionals with identifying their unique brands, identifying their brands on profiles, résumés and other career documents.
We do have another one coming in through the question box, and this one says I am Tim from Anaheim. I am a police officer and help people feel safe in their community.

Thanks, everyone, for sharing your story. Another way to stand out is with a business card. Consider making a general business card, removing yourself from your current title and telling your branded story.

You can find resources online to make such business cards and you can get around 100 cards for under $20.

Let's highlight the features.

We have the name and the highest degree earned. Next, our John has highlighted his field of interest and expertise with his field he will be in.

A contact phone number.

Just keep in mind that the phone number should have a professional voicemail message as potential
networking contacts or employers may be calling you at that number.

Also, include your email address.

And finally, you can consider adding a link to a linkedin profile.

You can also add a link to the optional résumé portfolio or website.

John has also decided to add a picture of an apple which adds a nice visual to the card while keeping it simple.

You may consider adding your mission statement or values on the back of the card.

Business cards can be helpful to have at networking events, job fairs, job interviews, and conferences.

You may always want to keep a few in your Walt because you never know who you might meet and what opportunities may arise.

Now that we've learned more about your brand, let's review ways you can expand your network online and offline.

In person, you can consider joining professional associations, being active in the Walden community, connecting with your peers, joining organizations like toastmasters, attending classes and lectures or
1 join a social or recreational group.

2 Consider attending meetings or conferences, having

3 informational interviews, writing an article or

4 finding a mentor.

5 Two of our advisors recently presented at a

6 development professional group.

7 It was a great way for them to network, but they

8 also were able to add value.

9 One of the best ways to exercise your networking

10 skills is to have an informational interview.

11 So when you are networking, keep potential contacts

12 to reach out to.

13 Meetings are in person or on the phone during which

14 you ask for advise on a career topic.

15 This is a professional already working in your

16 desired field.

17 You can request an informational with someone in

18 your network or someone you already know.

19 An example message might be I'd lob to buy you a cup

20 of coffee so we can chat.

21 It would be great to hear your experience.

22 I know how busy you are so 20 to 30 minutes of your

23 time would be appreciateped.
The goal of an informational interview is to gain information in the job search and establish an all.

Avoid asking for yourself.

You can make more friends in two months by being interested in other people than two years trying to get people interested in you.

Create a list of questions to ask.

You can do this by asking the professionals about their career paths and how they achieve success.

Additional questions might include how can I become more active in the field.

What are the trends that you see in your industry.

And most importantly, is there anyone else that I should connect with?

These are just a few ideas to help generate a conversation.

Be sure to thank them for their time and follow up with a thank you card.

In addition to offline networking opportunities, there are present of opportunity to network online.

Linkedin, Facebook, Twitter and social groups are
great ways to connect you with other social professionals. Once you decide which is best for your brand and audience, you can create a profile, update your status. And start networking by searching for groups and individuals and then take it offline and meet in person. As you start to think about who you'll connect with, I want to share a Walden networking success story. Alicia completed her MBA at Walden. She made a career transition from billing quality control coordinator to quality consultant. She helps clients develop business strategies with a focus on finance, which is her specialization. So how did she make that transition? She made an effort to connect with other students at residencies and in the online classroom. She stayed in contact with her connection and stayed in contact with strategies and informs throughout her program. At her second residency, he started by coaching and mentoring students in her doctoral study.
19 Ship recently flew to the Caribbean to have training in the hospital industry.
20
21 Ship launched her career as a consultant.
22 Now, we have discussed various ways you can reach out and cultivate your work, we want to know who will connect with next.
23
24 Without mentioning any names, tell us who will connect with.
25
1 connect with.
2 A former classmate, a professional association?
3 And Nicole is going to take a look at the question box, and I'd like you all to take a few minutes to think about who you want to connect with.
4
5 So Nicole, what are our attendees saying?
6
7
8
9 >> Oh, okay.
10 We have some coming in now.
11 Supervisor, head of departments of public policy schools.
12
13 Great.
14
15
Great idea.

So that's a great idea.

It sounds like she might be looking into higher ed teaching positions.

So she could identify colleges and universities that have schools of public policy and maybe using the website and linkedin.

Use websites to target and document people.

Excellent.

Okay.

We have more coming in.

Public health professionals, counselors and mental health professions, sales and marketing.

Great.

Retention departments.

Perfect.

Those who want to advance these practices and are open to new ideas.

Excellent.

Hospitals, senior living facilities.

Fantastic.
You guys definitely have the idea.

>> Think about how you will contribute to your network. Stay in touch via email or pass along an interesting article. Again, we want to ask you. How are you planning to give back to your network? What is your plan? As you reflect on some of the topics, how would you like to give back to your network?

And we'll give you a moment to answer in the question box.

>> And again, I mentioned two of our colleagues who is three to four miles away, the career planning organization, they volunteered to copresent together. And I see someone writing that in right now. Getting involved in your community. You guys are gaining a lot of knowledge and skills.
with your degree and what a great way to take that
back to your community and get notice and reinforce
your brand.
Give presentations, volunteer at a local hospital.
What are maybe some ways that you could contribute
or give back to your network on linkedin for those
of you who are on linkedin?
Okay.
Be a positive force that keeps individuals employed.
Excellent.
That's a pretty clear brand statement as well.
So, for example, on linkedin, if you got the
relevant article and you see a hot topic or
something that's relevant to that group, you could
share that as well.

So like on the screen shows or you could be a mentor
or find a mentor.
And here in Minnesota, we're part of the career
development association and that's a great way to
give back or also to receive advise on a career
path.
>> Oh, someone said they won an award volunteering at a local hospital.

What a way to get recognized.

Volunteer, network, and then showcase your accomplishments.

That's phenomenal.

All right.


>> What do you have to offer?

A lot more that you probably give yourself credit for.

Everyone has something that they specialize in, regardless of the degree that you are studying.

Being able to identify your personal currency or area of expertise is the key to developing strong beneficial relationships.

Of the seven areas listed on the screen, we should be able to choose one where we have specialized knowledge and expertise.

For example, as a career advisor, I can provide value to my network to help others move forward in
your career.

Think about it.

What is your personal currency?

So at this time, we would now like to open it up for questions.

So I know that we already have one question, Nicole

>> We do.

So the question is how do you use linked in for networking?

And I can help answer that question.

Linkedin is a social networking tool.

So the fact that we have entire webinars dedicated to that, a couple times a year, we offer what's called a linkedin cafe that shows people how to get started on linkedin.

I recommend that you refer to those.

We also just did September, October, and November, I delivered a series, so I definitely recommend you refer to that.

So that's what the first webinar talks about and how to brand yourself on the profile and how to engage.

You want to connect with individuals on linkedin and
we talk about many strategies to share and develop your profile, brand.

So I would definitely refer to those LinkedIn webinars on our website.

Any other questions about our networking presentation today?

Well, here's one question.

Angie, does Walden University career services have a list of professional associations so we could find out -- students can find out more about that depending on their degree program?

>> Absolutely.

So one of the resources is the resource tab.

And for those of you you have not visited yet, I strongly encourage you to take a look at that resource tab.

And it has the program broken down.

And under each program, we have resources for associations, LinkedIn job groups, and boards.

It's a great way for you to get started in
identifying the ways that we talked about, but also ways that you can find through professional associations in your area.

Perfect.

>> Someone just makes a comment here.

If you're on linkedin and you are job searching, you want to be mindful of how you communicate that because your employer could maybe see that as well.

You know, that's a really good point you're making.

And the question was: If you're on linkedin, can your employer see that you're job searching.

And the answer is yes.

Whatever you share, depending on your security settings, is going to be seen by everyone.

So if you are job searching, you want to be strategic.

You can also identify who you can reach out to in person about information for the opportunity or maybe connect you with someone in the HR office or in the hiring department or in the office that you'd
be working with and can connect you in that way so that your job application will be more successful.

> Very good point.

Any other questions before we move on and wrap up today about networking strategies?

> Those were good questions.

So here are some of the resources that we reference today during the webinar.

So you can take a look at those.

Before we end our presentation, please remember the resources.

And you can access the website through your portal or going to career center through the university webpage.

Please stay in contact with us by joining the Walden career services on linkedin, follow us on Twitter and Facebook, view us on our YouTube channels and view student success stories on our blog.

You will be able to see the first two webinars that
are actually already on our YouTube channel and will be posted next week.

We are adding a link in our question and text box, and we highly, highly encourage you to join that linkedin group.

There are a lot of benefits to engaging with over 3,000 of your fellow Walden students and alumnus.

So I'm just going to give Nicole a second to add that link.

And while she's doing that, we actually did have one last-minute question come in.

How do I look for a better position without burning the network I created?

That's a good question.

If you have done a really good job in your current position, you don't necessarily have to burn nose networks if you're moving on to a new position.

Most people understand the need for growth, the need for you to develop as a professional, and sometimes that means leaving your current position and moving forward.

But a good way to communicate that is to let them
know that you appreciate that, you learned in this position and the experience that you gained in this position, and it is nothing personal. You're just moving in for a better opportunity. Another question that is coming in is from Tim, and he asks how he can find position -- use networking to find positions in higher ed. And that's a great question. So one of the things that we advocate is to get involved with professional organizations and give to those organizations by demonstrating your expertise. So in his case because he has so many years of experience as a police officer, he can use his expertise to really be a contributor to those professional networks and gain -- and show himself as a -- as someone with a lot of authority in that area of study. And hopefully gain some attention to his application. And back on what Angie said, that shows his coaching, teaching side and another recommendation is to use linkedin to reach out to the Walden network and maybe there's other criminal justice,
public policy, Ph.D. grads who he can identify in California who might with in higher ed teaching and do informational interviews. So thanks for posing that question.>> Okay. Another question, Angie is: Are there any specific tips you have for introverts who struggle with networking events. And actually, if you're more comfortable not in large groups and one-on-one settings, LinkedIn is a great opportunity. You're not in the face to face environment or let's say you met someone in an event, but you didn't feel comfortable reaching for them in that space. Reach out to them after and reach out to them for coffee or over the if only. Do whatever's comfortable for you in that situation, but find common interests and also, volunteer to help out with the organization. Many people who don't feel comfortable just walking
up to people if they have a purpose, like giving out name tags or helping with the registration list, you will meet so many people that way. And just to piggyback on that, when you're in a situation where you know you'll be networking, set a goal to speak to three new people that day. And then if you can take this step outside to speak with people or to say hi, you can feel like you were successful in that networking event.

And then another recommendation is to research the conference attendees or the speakers. You can research the topics they're going to be speaking on. You can research the attendees ahead of them and you know who to reach out to. Reach out to three people, you know, obtain more business cards, but have a more in-depth conversation where it's more quality versus quantity. Okay?
And you can do that on LinkedIn.

Well, where am I going to research?

They're going to have information on the speakers or definitely on LinkedIn.

You can research people and you most likely will find that you have many things in common with these people.

Great.

Well, thank you all for the great questions.

So to wrap up this webinar, we would like to leave you with this thought as you move through your program and your career. It is not your environment, it is you. The determination of your will will decide your future and shape your life. So if you're enjoyed the webinar today, we would like to give you a final reminder of the last program in our series. All are recorded and archived on our website, so
feel free to join us for the interviewing session
that will be the same time but tomorrow night.
And finally, we really appreciate your feedback.
So there's a brief survey that will be sent out to
you after this ends.
We do value your feedback.
Thank you for joining us today and thank you for
being an excellent audience.
We really appreciate it.

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