

Networking: STOP Doing It Wrong!





Gain Info

**Gain
Access**



Gain Visibility



BENEFITS

What
STOPS
students
from
doing
it?



Agenda

1. 3 Philosophies
2. 5 Rules of Engagement
3. 1 Easy Way to Manage

Q&A

#1 Philosophy:

A person in a black suit and white shirt is holding a large, rectangular, brown cardboard sign. The sign has the words "LOOKING FOR A JOB" written on it in black, hand-painted capital letters. A large, thick, red 'X' is drawn over the sign, crossing out the text. The person's hands are visible at the bottom corners of the sign.

LOOKING
FOR
A JOB

**It's NOT
Job Searching**

Networking is...

Ongoing act of developing mutually-beneficial relationships through the exchange of ideas, info, advice, and connections

Picking each other's brain!

Shift Mindset...





#2 Philosophy

It IS For ANY personality type

#3 Philosophy:

**There's
NEVER a WRONG TIME
to network**



Dig your well

before
you're
thirsty

* **Harvey Mackay**

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RULES

—•••—
of ENGAGEMENT

#1 Be Strategic

*What
Who
When
Where
Why*

PLAN AHEAD!

**So you don't miss out on
impromptu networking opps!**



#2 Be Human

*Personalize
EVERY
digital interaction!*

- ✓ Connection requests
- ✓ Comments on posts
- ✓ Recommendation requests

#3 Be Specific

About yourself

Skills / Weaknesses

Areas of Knowledge

Needs / Goals

Questions!

#4 Be Informed

Research people/company/industry

- Bring knowledge to table
- Provide context around questions



#5 Be Reciprocal

FOLLOW UP:

- ✓ Thank you messages w/ conversation details
- ✓ Updates on YOUR progress and how THEY helped
- ✓ Inquiries about THEIR world
- ✓ Information that interests THEM

**Easy way to
Manage
Networking
Effort**

Scheduling!





*To get the most out
of networking...*

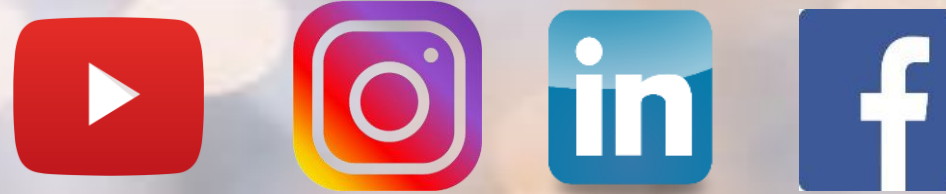
Proactive

Ongoing

Purposeful



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t h a n k y o u

