

# **Keys to Successful Networking for Students Session #1**



**Cosmelitia Sain  
Coz & Company, Inc.**

# Workshop Agenda

- NETWORKING
  - What is Networking?
  - Resistance/Beliefs about Networking
  - Steps of Networking & Practice
- ELEVATOR PITCH
  - How to construct your bio
- SOCIAL MEDIA
  - LinkedIn
- PERSONAL BRANDING
  - Is perception reality?





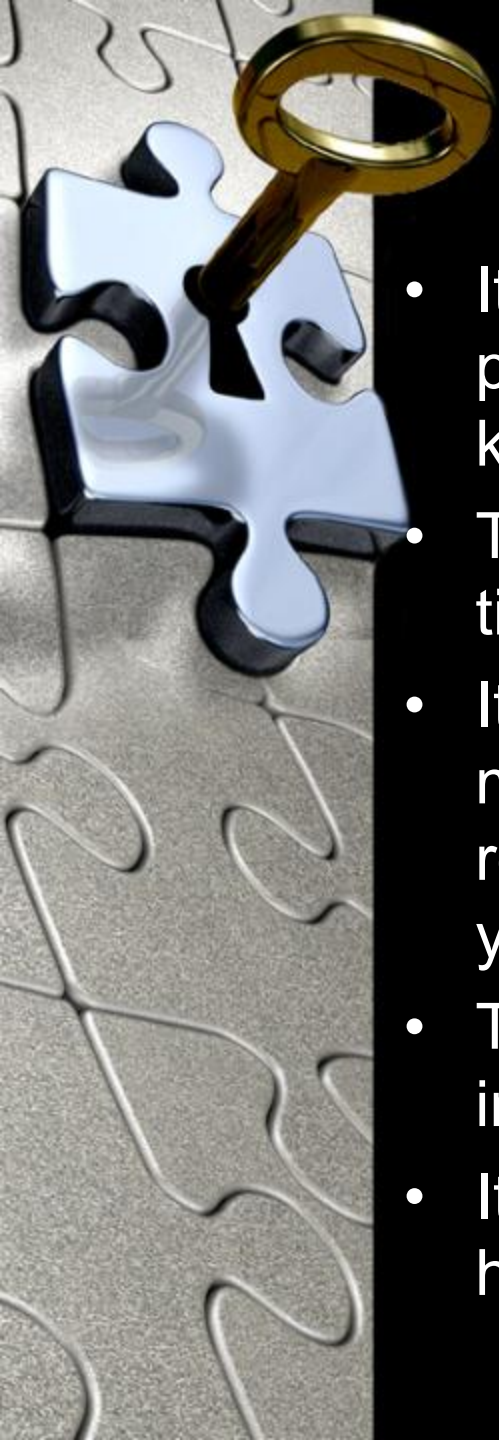
# What is Networking?

- Networking is about relationships.
- People connecting with people
- Finding some common interest between the people who are talking to each other: kids, dogs, book, golf, managers, ( like you did in the introductions) or a mutual friend/acquaintance
- Information exchange
- Information gained and contacts made
- We do this all the time – without even being aware that we are doing it



# Finish These Statements

- I don't network because...
- I would network if...



# Why is Networking So Hard?

- It is difficult to talk to people you don't know
- There is not enough time for follow up
- It takes patience - meaningful relationships take years to build
- There may not be an immediate ROI
- It is hard to ask for help
- Using social, personal and professional contacts
- Planned or unplanned
- Networking is not about only selling yourself, it's about learning and getting more information



# WIIFM = What's in it for me?

- Tap into the hidden job market (side door approach)
- Have an edge on the competition due to the relationship you have established
- Be informed
- Gain visibility for future opportunities
- Gain referrals (recommendations by people industry trusts)
- Strong networking = shorter job search





**WIIFM = What's in it for me?**



It is all about who you know or need to get to know, and what you do with what you know.

# Why is Networking Important?

- Connections make you powerful
- Connections create opportunities
- You can add more value if you know more people



**Click: Ten Truths for  
Building  
Extraordinary  
Relationships  
by George Fraser**



# Where To Start

- Start with people whom you feel comfortable talking with.
  - Graduate assistantships, internships, work connections
  - Family, friends, colleagues – anyone they recommend
  - Mentors
- Next, talk to people you know in a less personal, yet professional way.
  - Co-workers, former co-workers, professors – anyone they recommend; mentors
  - Spouse's colleagues
- Finally, get in touch with NEW people (like today!)
  - Join professional associations, societies; mentorship programs; attend conferences, seminars, career fairs; and ask for referrals
  - Utilize electronic social networking and blog sites



# Where To Start

- Activity
  - Brainstorm a List of Contacts
  - Prioritize list

Professional	Informal
Faculty	Immediate and Extended Family
Professional Associations	Parent's Friends & Associates
Alumni	Friends, Classmates, Colleagues
Mentors	Neighbors
Co-workers, Supervisors	People in the Community
Professional Referrals	People who share similar hobbies
	Incidental Acquaintances (i.e. bus stop, parties, etc.)



# Infomercial or Elevator Speech

A concise, yet thorough answer to the question: “tell me about yourself.” Everyone should write out, practice and be ready to deliver at any time.





# Infomercial / Elevator Speech

- **Infomercial**

- 1-2 minutes
- Used during a job interview
  - Education; professional development
  - Work experience; key accomplishments
  - Transferable skills, if necessary
  - Current status; what you have to offer
  - Employment opportunities you are seeking

- **Elevator Speech**

- 30-60 seconds
- There is not much time to talk before you reach your floor — introduce yourself
  - Tell who you are
  - What you have to offer
  - Why should the person you are speaking to care?

It's about them, not about you!



# Elevator Speech Practice

- You are in an elevator and recognize the person next to you as a person who works where you want to work or does what you would like to do. There is not much time to talk before you reach your floor —
- You have 3 minutes to write your elevator speech.



# How You Can Network Effectively

- Find events that will be useful
  - Small group settings
  - Individual meetings – esp., breakfast or lunch meetings
  - Conferences and large group programs
- Invite friends to join you
- Identify who you know
  - Alumni
  - Associations
  - Co-workers/Employers, past
  - Family
  - Friends/Neighbors
  - Place of worship
  - Etc.



# Be Prepared – Act Like a Host

- Do not try to “work” the whole room
- Practice listening
- Find out what they do – what they like
- Introduce them to someone else in the room
- Be a resource
- Do not try to juggle food/drink and talk at the same time
- Move around the room
- **Keep your business cards accessible**
- **Place your name tag on the RIGHT**



# An Engaging Conversation

- Shake hands
- Make eye contact
- Introduce yourself
- Smile
- Ask them about themselves
  - Find common interests
  - Identify common acquaintances
- Find someone standing alone
  - Ask if this is their first time
  - Ask why they came to this program

**Remember that everyone else  
is there to network too!**



# Practice Makes Perfect

- 2 minutes
- Shake hands with as many people in the room as you can
- Say hello
- Give them your business card
- There is only one catch: no two introductions can be alike.
  - My name is \_\_\_\_\_ and I ...  
... can help you with: \_\_\_\_\_  
... know a lot about: \_\_\_\_\_



# Follow Up

- Send a note or e-mail to people whose cards you received.
- Call a select few that you connected with.
- Schedule a time to get together.
- Follow up with referrals as soon as possible.
- Keep in touch. Let them know how things are going and how they have been helpful.
- You are building a relationship. Look for opportunities and reasons to stay in touch. Be willing to assist them with their goals as well.



**“SOME SUCCEED  
BECAUSE THEY ARE  
DESTINED TO;  
MOST SUCCEED  
BECAUSE THEY ARE  
DETERMINED TO.”**

**- Anatole France**

# Questions?



# **Keys to Successful Networking for Students**

## **Session #2**



**Cosmelitia Sain  
Coz & Company, Inc.**



# Professional Social Networking

- Build Online Presence and Personal Brand
- Network with personal and professional connections
- Job Search
- Access resources and information in specific career field



# What LinkedIn is NOT vs. IS

- LinkedIn is NOT...
  - A place for party photos
  - A place to update the status of your cat
  - A traditional job board
- LinkedIn IS...
  - A Professional Social Networking Site
  - A network that allows you to make the most out of trusted professional networks



# LinkedIn

- World's largest professional network on the internet
- Over 173 MILLION members from over 200 countries/territories (49 % in U.S.; 61% outside U.S.)
- Over 2 MILLION company profiles
- Over 150 industries
- 2.1 million students
- 37,000 university groups

Professionals are joining LinkedIn at a rate that is faster than two new members per second.



# LinkedIn

- 46% of employers use LinkedIn to research new hires (Careerbuilder.com)
- 85% use LinkedIn or Google to search candidates (NACE - National Association of Colleges and Employers)
- 82% of Fortune 100 companies use LinkedIn for their Corporate Hiring Solutions
- According to the Harvard Business Review, 80% of jobs are obtained through networking



# LinkedIn

- LINKEDIN – It is not a matter of using it, but more importantly how you use it!

Linked  <sup>®</sup>



# LinkedIn Profile

- Profile Picture
- Status Update
- Summary
- Experience
- Recommendations
- Connections
- Skills & Expertise
- Education
- Volunteering
- ...Other sections



# Best Practices

- Ensure your profile is complete and up-to-date.
- Your connections should represent your “real world” network
- Message Key Network Contacts
- Demonstrate Your Expertise on LinkedIn Answers.



# LinkedIn Connection Requests

## Example 1

*Hi Laurie...*

*A friend of yours, [insert name here] suggested I connect with you as I am new to LinkedIn and just learning the ropes. I would appreciate any help you may offer.*

*Thanks*

*[insert your name]*

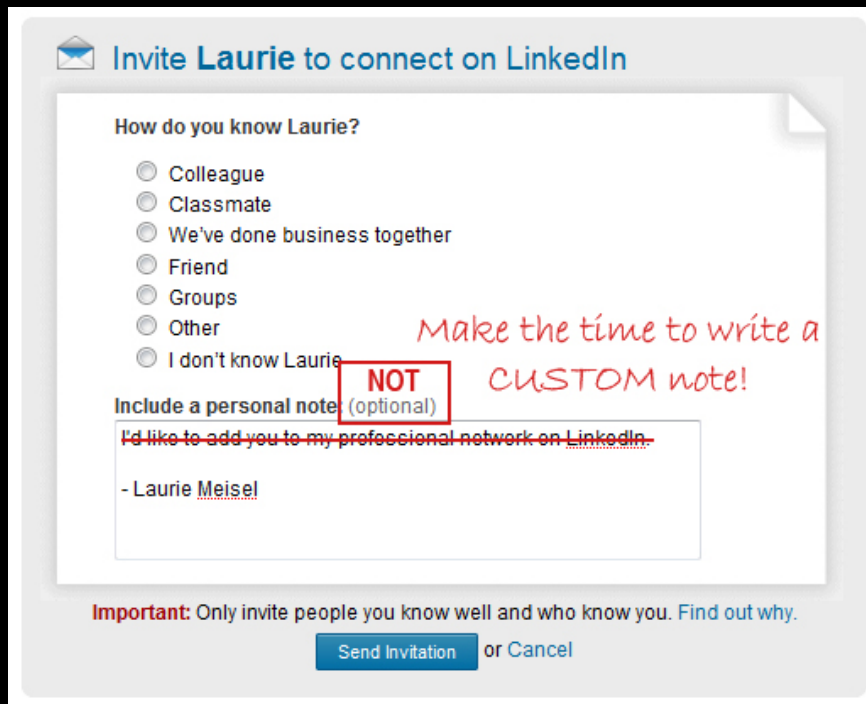
## Example 2


*Hi Laurie...*

*Last September I had the pleasure of meeting you at the Web 2.0 Conference in NYC. While I knew no one you took the time to talk with me and offered some places to visit while I was in your town. Thanks so much and I look forward to reconnecting.*

*[insert your name]*

**Brief is fine, just make it PERSONABLE!**



 **Invite Laurie to connect on LinkedIn**

How do you know Laurie?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Groups
- ☐ Other
- ☐ I don't know Laurie

Include a personal note (optional) **NOT** *Make the time to write a CUSTOM note!*

~~I'd like to add you to my professional network on LinkedIn.~~

- Laurie Meisel

**Important:** Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)



# Common LinkedIn Mistakes

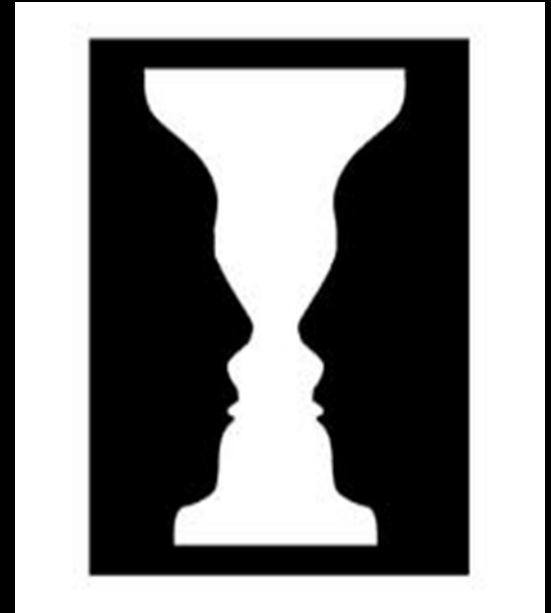
- The generic invitation to connect
  - Shows lack of effort into building a relationship
- Lack of Sensitivity
  - Like a resume, a profile should be brief and targeted
- Spelling/grammatical errors, inconsistencies
  - Just as you would carefully review your resume, you should check your profile
- Weak Headline
  - Clearly identify yourself and your career interest
- No Recommendations
  - Recommendations serve as a powerful resource for potential employers to see previous colleagues endorse you.



# PERSONAL BRANDING

# Perception vs. Reality

- Do you think perception is reality?



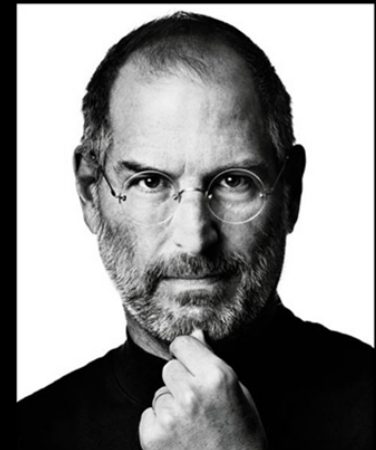
# Branding



- When you see brands somewhere, you associate them with a set of expectations or perceptions that are connected with a product or service.
- You associate these concepts, thoughts, and images with the particular companies because of the brand each company has established.



# People Brands



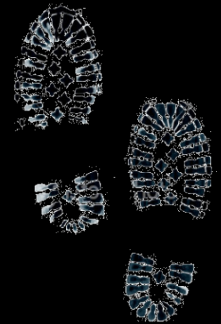


# Let's Chat

- What brand do you associate with the most? (product or person)
- Why do you like it (her or him)?
- From a brand perspective, what is its (her or his) “unique promise of value”?

# Why Build A Brand?

- Puts you in charge of leaving a footprint.
- Establishes credibility and visibility.
- Provides a competitive edge – differentiate yourself.
- To find people who compliment your strengths.





# Elements of Your Brand

- Body language
- Image (including how you dress, your hair, and accessories)
- Communication skills
- Credibility
- Managing difficult situations
- Social media presence



# Defining Your Brand

- When we refer to your brand, we're thinking about the package that you want to offer to others.
- If you think of what you want said of you in the public, those things are a good representation of your brand.



# Value of Your Brand

- Sends a clear, consistent message about who you are and what you have to offer.
- Helps you become known for what you're good at, sets you apart from everyone else, and can position you as a niche expert.

# Questions?

