

Networking for Success

Webinar

Tufts Alumni Career Services...a lifelong resource

<http://careers.tufts.edu/alumni>

Agenda:

- Networking: what is it?
- Why is networking important?
- Basic networking tools
- Top 11 Networking Tips
- Informational Interview
- Next steps: set goals, get support
- Web resources and books
- Questions/discussion

Networking: What is it?

- *Not* asking for a job
- “Networking is the deliberate process of exchanging information, resources, support and access in such a way as to create mutually beneficial relationships for personal and professional success”.
from *Make Your Contacts Count*, by Baber and Waymon

Networking: What is it?

- Reciprocal relationship: look for ways to help
- Request for information and (you hope) referrals
- Relationships over time: show your competence and credibility

Why is networking important?

- Chaos in the job market: most information not in advertised jobs
- Help you achieve your goals: personal and professional
- Build experience and confidence

Networking Myths

- It's manipulative: not when you are open about your agenda
- It's only for extroverts, folks who are good at schmoozing
- They won't want to talk to me
- They are too busy to talk to me
- "I tried networking...it didn't work"

Basic Networking Tools: at networking events

- Names are important
 - Learn their name, teach your name
- Tagline: short identifier after your name, answering one or more of these:
 - Why are you here?
 - Who are you?
 - How do you relate to me?

Basic Networking Tools

- What do you do?
 - Most common answers do not invite conversation – they stop it!
 - Two SHORT sentences, explaining Best/Test
 - Best: what do you do best? One thing
 - Test: testimonial to your talents
 - If you hate your job...talk about what you DO like, or want to do more of

Basic Networking Tools

- What will we talk about? Your Agenda
 - When you prepare your Agenda, you increase your chances of:
 - Having interesting conversations
 - Helping others
 - Achieving your own goals

Networking Tools: Your Agenda

Write down, before the event:

- What can you GIVE?
 - List tips, resources, opportunities
- What do you hope to GET?
 - List results you want, information you need, types of contacts you are seeking
- *Seek to GIVE first. what's their Agenda?*

Top 11 Networking Tips

1. Do your homework: research the people BEFORE the event, plan your strategy.
2. Set your goals: write your agenda
3. Web-to-Web: first impressions, firm handshake.
4. Introduce yourself: be interesting and brief
5. Prepare conversation starters
6. Act like a host
7. Keep it short: 5-8 minutes per conversation

Top 11 Tips, continued

8. Card exchange: ask for a business card, write notes about follow-up
9. Graceful exits
10. Follow up: write thank you notes to those who offered helpful info, within 24 hours.
11. Reciprocal relationship: offer, and look for ways to help

Informational Interview

- What it is: a chance to learn more about the industry, the market trends, where your skills best fit.
- You are talking to get their insight, perspective and referrals, NOT to ask for a job.

Informational Interview

- Preparation:
 - List ALL your contacts, using categories to help you brainstorm: personal, professional, and organizational
 - Prioritize your contacts: proximity, perspective, power

Informational Interview

- Preparation:
 - Know your product: your assets (skills, accomplishments, knowledge areas)
 - Know your target function, target industry
 - If you don't (yet) – then craft questions to help you research this
- Tell Me About Yourself (TMAY): your 2 minute introduction; what do you most want this target to know about you? Key accomplishments.

Informational Interview: Structure

- *You* set the agenda for the meeting
- Prepare questions (sample Q's on website)
- Research the industry, company and person before the meeting
- It's **NOT** a job interview (but it might turn into one)
- Set a time frame and stick to it (generally 30 minutes)

Informational Interview: Follow up

- Thank you/follow up letter very important, continues to build the relationship and impression
- Tell them what you plan to do with the resources, introductions and information they have provided
- Advanced follow up: write *again* after you've read that article, attended the meeting, or met that person. (they may hit "reply"...)

Next Steps

- Set Goals: What is your next step?
 - TMAY
 - clarify your Agenda
 - Identify groups to be actively involved in:
 - On the job
 - In your community
 - In your profession

Next Steps

- Get Support
 - Feedback on your intro, TMAY
 - Friends or an “Action Team” to support your goals
 - More information to increase confidence

Books and Web Resources

- *Make Your Contacts Count*, Anne Baber and Lynn Waymon
- *Dynamite Networking*, Ronald Krannich
- *The Introvert Advantage: How to Thrive in an Extrovert World*, Marti Olsen Laney
- www.rileyguide.com: excellent internet resource with links to web information on all aspects of the job search
- www.careerjournal.com: good articles on career management, including networking

Tufts Resources

Tufts Alumni Career Network: networking database

<http://careers.tufts.edu/network>

Tufts Online Community: alumni directory AND library databases

www.alumniconnections.com/tufts