

NETWORKING

NETWORK WITH YOUR ESTABLISHED CONTACTS

1. Make a list of ALL your personal contacts. Creating this list may be easier if you think of the following groups:
 - Friends
 - Relatives
 - Former co-workers & supervisors
 - High school & college classmates
 - Social groups
 - Sports teams
 - Professional associations
 - Religious groups
 - Service providers (ie: dentist, doctor, etc)
2. Develop a profile of yourself so that you can be clear and concise when speaking to your network contacts.
Be able to express:
 - What you are looking for in a job
 - What your abilities are
 - What your skills are
 - What your experience/background is
 - What your personal qualities are
 - What setting you want to work in
3. Call your contacts beginning with the group you feel most comfortable with. A face to face meeting is preferred.
Tell them you would like their assistance in identifying potential jobs.
TIP: Whether your call results in speaking to your contact over the telephone or in a meeting, DO NOT treat it as a casual conversation. For a meeting: be on time, dress professionally, do not overstay your time, have a resume to leave behind, bring a small gift of appreciation.
4. During the call or meeting, introduce yourself using the profile you developed. The clearer your profile, the easier it will be for your network contacts to help you.
5. Ask your contact if s/he knows of:
 - Job openings that fit your experience, skills, and/or abilities
 - Companies that hires people with your experience, skills, and/or abilities
 - Someone who would know of such job openings or knows a lot of people or who has opportunities to meet a lot of peopleTIP: Encourage your contact to let others know about your plans and availability.
6. Send a thank you note to your network contact, follow up on all leads provided, and continue to contact others on your network list.



NETWORK AT A PROFESSIONAL EVENT

1. GET READY...

- Wear appropriate attire:

- Males: aloha or collared shirt tucked in; slacks; dress shoes (no athletic shoes)
- Females: dress; slacks or skirt with blouse; covered shoes (no spaghetti straps, low necklines, short hemlines)

- Find out in advance who will be there

- Create a Personal Brand Statement (60-second statement of who you are):

- What makes you unique
- What do you do better than others
- What are you passionate about
- What will an organization value about you

- Bring a business card with the following:

- Your picture
- Matte finish (so notes can be written on card)
- Personal brand statement
- Optional: Quick Response (QR) codes (flashed by a smart phone allows quick exchange of contact information, connecting with social network, or playing a video)
- Contact information
- Information on both sides but with some white space

2. GET GOING...

- Wear your name tag on your right side so it can be seen
- Introduce yourself (don't speak only to people you know) or have someone introduce you
- Use your Personal Brand Statement
- Address Senior Professionals by 'Mr.' or 'Ms.' or appropriate salutation
- Greet with a firm hand shake (refrain from hugging)
- Make eye contact
- Remember faces and names

3. GET GROWING...

- Be engaged, responding to questions and asking questions
- Connect through shared interests, history, or other connectors
- Ask questions of the Professional:
 - About the projects s/he is working on
 - Be humble (know the difference between describing your strengths and boasting)
 - About internship and job opportunities; salary information
 - Be a good listener (do not monopolize the conversation)
 - Be polite
 - What s/he likes most (least) about work
 - Refrain from consuming alcohol (that may make you feel relaxed but also contribute to you saying or doing something regretful)
 - To describe a typical workday or week
- Advice for someone wanting to get into this field of work
- Challenges in balancing work and personal life
- Experience needed to be successful in this field
- About future career opportunities

4. AND GROWING...

- Deliver promises (e.g. to send the article or call the person referred to)
- Call to say thank you
- Keep in touch (ask for a business card or contact information)

NETWORK AT OTHER EVENTS

1. Seek out opportunities to network at other venues such as:

- Career fairs
- Volunteer events
- Student organization meetings and activities
- Club meetings and activities
- Gatherings of family and friends