



Networking 101

What is the value and importance of networking?

80% of jobs are found through direct contact or networking.

Professionals with well-developed networks land on their feet faster after a layoff.

People truly want to help each other but we have to make it easy for them.

You will have as many as 7 completely different careers in your work life.

Americans are only staying in jobs 3.5 years, by choice or not.

Begin now and train yourself to think like an entrepreneur.

No matter what your job title or industry all successful professionals utilize marketing and sales to advance their careers
Pay it forward.

Share job leads with others throughout your career.

Get to know recruiters even if you're completely satisfied in your current field.

Dig your well before you're thirsty! Networking is a lifelong activity.

How do I build a network and where do I start?

Always have business cards.

Spend 60+ minutes a week on LinkedIn adding connections; keeping in touch with contacts, and participating in groups.

Write unsolicited LI recommendations.

Join professional associations.

Share articles, LI groups, blogs, and websites of interest with people in your network.

Volunteer in your community.

When meeting someone new, quickly discover what you have in common. Ask questions?

Ask "May I send you a LinkedIn invitation?"

Develop hobbies.

Help make connections for others.

Invite people to attend meetings or events with you.

Reach out to people you admire and respect in your field.

Utilize coffee meetings, lunches or drinks to network on a deeper level.

Join Toastmasters.

Attend Job Club (www.ukalumni.net/jobclub).

Attend UK Alumni club events.

End every networking conversation with, "How can I help you?" or "If there is ever anything I can do for you or your career, don't hesitate to ask."

How do I make my professional image or brand?

Invest in a few quality garments and good shoes.

Have business cards.

Always carry a nice leather portfolio and pen.

Develop a habit of writing letters and notes of congratulations.

Keep yourself well groomed, even on casual day.

Networking tips for introverts

Make arrangements to attend a networking event with a friend.

Prepare some questions to help stimulate discussion at networking events.

- How did you find out about tonight's event?
- What's a typical day like in your work?
- What do you like best about working for your company?

Ask for advice (informational interview).

Talk to fellow alum (www.linkedin.com/alumni).

Use LinkedIn.

Common networking mistakes include:

Not having/carrying business cards.

Failure to following up with contacts.

Being a wallflower at networking events,

"Holing up" at work and after work.

NOTES:



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