Networking 101
Agenda

- Introduction
- Networking Defined
- Purpose of Networking
- Types of Networking
- Meet & Greets
- Recap
Did You Know?

• Approximately 70 percent of all jobs are found through networking
• Most people you meet have at least 250 contacts
• You are only four or five people away from anyone you might want to meet or contact

Fisher & Vilas
“Power Networking”
What Is Networking?

The development of an extended group of people with similar interests who interact and remain in informal contact for mutual assistance or support.
What Is the Purpose of Networking?

- Meeting others
- Gathering Information
- Career Development
- Partnering for an efficient work environment
- BUILDING RELATIONSHIPS
Two Types of Networking

**Informal**
- You don’t even know it’s happening!
- There are constant opportunities if you are open to them

**Formal**
- A specific networking event or meeting
- You initiate a meeting with an individual
Informal Networking – In Person

• Classes/Organizations
• Special projects at work
• Community and volunteer events
• Recreation sports or fitness clubs

These opportunities are all around you, it is a matter of taking advantage of the situations you find yourself in day-to-day.
Social Media

Social media includes Facebook, Twitter, YouTube, and Blogs

• Qualities companies are looking for:
  • Extroversion
  • Agreeableness
  • Conscientiousness
  • Being a “Team Player”
  • Openness to experience

• Consider your privacy settings, and remember your online presence is an impression of you.
Types of Networking

Formal Networking

• Networking events
• Online platforms - LinkedIn.com
• Meet and greet or informational interviews
Meet and Greets

Meeting with an individual to gather information

• 30 minute conversation that you initiate
• The purpose is to obtain information, not to get a job
Preparing for Meet and Greets

• Identify your objective... Why are you meeting with them?
• Do the research...be prepared and focused.
• Identify how your interests relate
• Develop a list of questions
Meet and Greets Tips

During the Meet and Greet

• Dress appropriately
• Bring your résumé
• Be prepared to ask and answer questions
• Allow for a natural two way conversation
Meet and Greets Tips

30 Second Commercial

This is your chance to introduce yourself quickly and professionally. It includes:

• Who you are
• Where you currently work
• Relevant background information
• Your career interest and purpose for talking with this person

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Follow up

Send a thank you note on a note card or via e-mail

• 49% of people fail to send thank you notes
• 87% of HR professionals perceive thank you notes as a higher level of professionalism
Recap

• Take advantage of all formal and informal networking opportunities
• Do your research
• Develop new relationships and nurture existing ones
Thank You for Your Service