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Networking 101





Agenda



Agenda

- Introduction
- Networking Defined
- Purpose of Networking
- Types of Networking
- Meet & Greet
- Recap



Introduction



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”



Networking Defined

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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.



Purpose

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What Is the Purpose of Networking?

- Meeting others
- Gathering Information
- Career Development
- Partnering for an efficient work environment
- BUILDING RELATIONSHIPS



Types of Networking

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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



Types of Networking

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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.



Types of Networking

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

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Formal Networking

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



Meet and Greet Tips

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Meet and Greet

Meeting with an individual to gather information

- 30 minute conversation that you initiate
- The purpose is to obtain information, not to get a job



Meet and Greet Tips



Preparing for Meet and Greet

- 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 Greet 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 Greet 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



Meet and Greet Tips



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

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**Thank You for Your
Service**

