

Networking - how to expand your contacts

Venue: R113

Presenter: Murray Wright

Introduce yourself

- Find someone in the group – preferably someone you do not know
- You have 2 minutes to find out:
 - ✓ Their name
 - ✓ The course they are studying
 - ✓ Their ideal first job
 - ✓ The name of a company for whom they would like to work

Congratulations – you have just been networking!

- How did you feel?
- What did you find out about the other person?
- What did you learn about yourself?

In this session we will be ...

- Learning about what networking is and is not
- Thinking about some strategies and tools for more effective networking

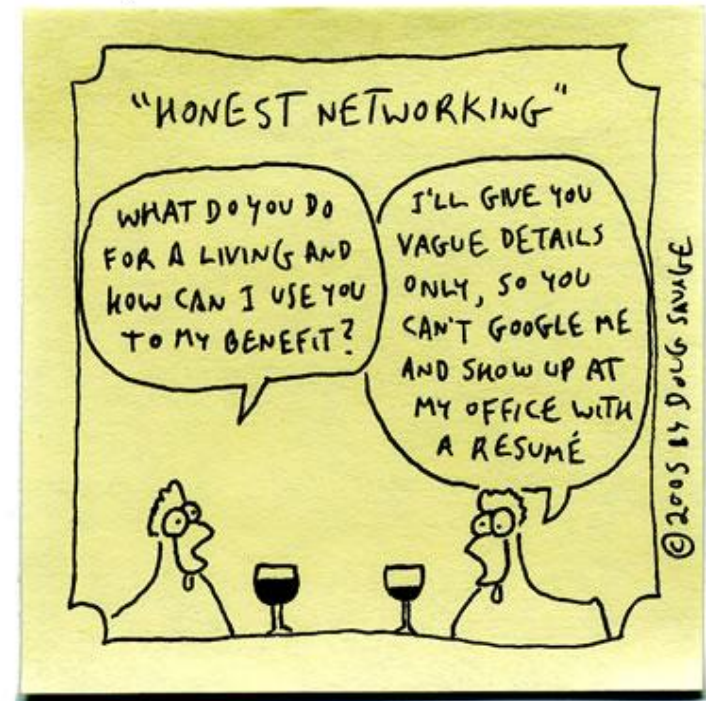
What is networking?

“Broadening your career prospects and contacts through the development of relationships, peers, colleagues, professors, friends and industry associations and events”

From: graduateopportunities.com

Savage Chickens

by Doug Savage



www.savagechickens.com

Effective networking is ...

- Intentional – about career
- Relational – about people
- Natural – about integrity

**Networking takes dedication -
not desperation.**



“The hidden job market”

- “It’s not what you know but who you know”
- Up to 75% of jobs are never advertised
- Don’t stop looking at advertised positions!



What are the benefits of networking?

- Better access to the hidden job market
- Find voluntary/work experience opportunities – enhance your employability
- Career development – enhance visibility, understand career options
- Performance support and mentoring – demonstrate skills, commitment and initiative; learn from others
- Maintain currency – first-hand knowledge from current practitioners
 - Technical/industry knowledge (Trade talk)
 - Policy development
 - Strategic direction

Networking is lots more than finding a job!

Types of networks

- **Formal networks**
 - Professional bodies/industry organisations
 - Chamber of Commerce
 - Alumni
 - Work colleagues – supervisors, co-workers, suppliers
 - Conference participants
 - Service associations
- **Informal networks**
 - Relatives, friends, neighbours, schoolmates (parents)
 - Former lecturers, teachers, guidance officers, employers
 - Sport/social/religious/hobby/service groups
 - Daily interactions
- **Electronic networks**
 - Facebook/LinkedIn/Twitter
 - CareerHub/Seek



Places to network ...

- Conferences, events, seminars
- Business functions
- Family functions
- “Water cooler conversations”
- Cold calling
- Refectory/lectures
- Drinks receptions/lunch and coffee breaks
- ... etc



24/7 - anywhere, anytime, anyhow!

Hints and tips on being **INTENTIONAL**

- **Understand your industry**
 - Research your industry
 - Know the company/organisation
 - Understand the key issues
 - Publications/ conference proceedings
- **Have an opening prepared**

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Prepare your opening lines!

- What is your 'positioning statement', your elevator speech?
- In 30 seconds or less, can you outline the following:
 - ✓ **Introduction** - who you are?
 - ✓ **Interests** – what are you interested in/studying?
 - ✓ **Intentions** - what are you looking for?
 - ✓ **Inquiry** - How can the contact help you?



Hints and tips on being **INTENTIONAL**

- Understand your industry
- Have an opening prepared
- **Develop some open-ended questions**

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Develop some open-ended questions

Getting started ...

- How did you get started in this business?
- What interested you?
- What does your work involve?
- What do you like most/least about your work?
- Can you give me some insight into what it is like to work in such a large/small organisation?
- How competitive is the job market? Where do you advertise positions?
- What would your best bit of advice be to me?



And if things are going well ...

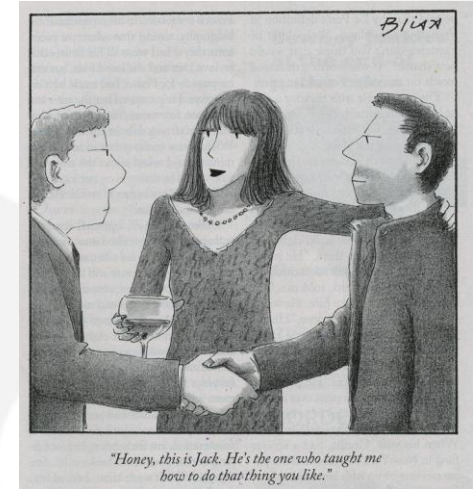
- Are there opportunities for work experience, volunteering/temporary work?
- Is there anyone else that you think it would be good for me to talk to?
- Can I mention that you recommended that I speak to them?

Hints and tips on being **INTENTIONAL**

- Understand your industry
- Have an opening prepared
- Develop some open-ended questions
- **Have an up-to-date resume available**
- **Provide a business card**
- **Keep a record of contacts**

Hints and tips on being **RELATIONAL**

- Make a good first impression:
 - Be on time and leave on time
 - Firm handshake
 - Friendly smile
 - Limit your time (say 20 minutes)
- It's a conversation, not an interrogation!
 - Arrive early – check out the environment
 - Establish common ground – show genuine interest
- Follow up the conversation



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Following up conversations:

- Find out preferred method of follow up – phone, email etc.
- Find out a preferred contact time (if phoning)
- Follow through on your promises
- Thank you note/email – your 60c investment
 - Express appreciation for their time and help
 - Specifically mention the ideas and suggestions that were of most value to you
 - Let them know your intended course of action as a result of this contact
 - Let them know what happens as a result of their advice



Hints and tips on being **NATURAL**

- **Be yourself and be confident**
 - No need to be loud and outgoing
 - Don't be demanding and pushy
 - Be professional and business like
 - Start with contacts in your comfort zone
 - It is not 'working the room' – building relationships
 - Be polite and attentive - listen
 - Follow up on advice
- **Manage your brand**
 - Body language
 - Body odour – not too natural!
 - Spelling mistakes/poor formatting
 - Uncomplimentary photos
- **Invite, value and act on feedback**

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Conversation etiquette

- Be respectful of conversations already in progress – look for a ‘break in the traffic’
- Give your full attention to the person to whom you are speaking
- Bring others into the conversation – *‘we were just talking about ...’*
- Don’t monopolise the conversation – “two ears and one mouth”; arrange to catch up later for in depth discussions
- Have an escape plan to use if necessary
- Turn your mobile off!
- Thank people – let them know you enjoyed meeting and greeting



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Online networking - manage your 'brand'!

- **LinkedIn:**
 - Professional focus
 - Maintain contacts/networks
 - Add to your email signature
- **Facebook:**
 - More informal, personal contacts, friends
 - Pay attention to privacy settings, review content
- **Email:**
 - Is the address a professional one?
 - Does it match your 'brand'?
- **Professional blogsites:**
 - Opportunity to interact with the profession
 - Pose questions, make comments, get updates



Be sure that everything you post reflects your career objectives and personal brand!

Remember:

- 1. “People will often forget what you said but they will remember how you made them feel”***
- 2. “Most people are nervous about networking! But with practice is gets easier”***

Student Services

For more information and assistance with Careers and Employment contact:

Student Services

Careers & Employment

Ground floor G Block

Phone 07 4631 2210

‘The Work Shop’

Refectory Mall

Open 10am-3pm

Email: careers@usq.edu.au