

Networking Skills Workshop

Presented by: Rebecca Shorter

Hosted by:

The College of Business

Center for Student Professional
Development

"Dedicated to your Excellence"

Overview

- What is The Center for Student Professional Development (formerly CEC)
- What is Networking
- Why is Networking Important
- How to build your Network
- How to use your Network

The College of Business Center for Student Professional Development

- Résumé and cover letter reviews
- Mock Interviews
- Professional Development Workshops
- Internship and Job Search Assistance
- Open Monday-Thursday 11:00-4:00
- Located in College of Business, room 108
- 237-4580

The College of Business Center for Student Professional Development

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What is Networking?

- Involves making connections
- Building a “database” of people
- Utilizing those people to exchange information for the purpose of exploring careers or job searching
- You might be doing this and not even know it

Why is Networking Important?

- Explore careers and jobs
 - Informational Interviews
- Advice, ideas, leads, referrals
- Help finding an internship or full time position
- Surveys indicate over 50% of all open positions are filled through networking

Building a Network

- Volunteering
- Internships
- Professional Associations
- Extracurricular Activities
- Professional Networking Sites
- Career Fairs
- Compile list of contacts

Building a Network (cont.)

- Professional Networking Sites
 - Linked-In
 - Ryze
- These are professional networking sites, not like MySpace and Facebook
- Clean up MySpace and Facebook accounts

Building a Network (cont.)

■ Career Fairs

- Research employers attending
- Dress professionally
- Take a current résumé
- Consider taking networking cards
- Collect business cards
- Send thank you notes
- Follow-up with phone call or email

Building a Network (cont.)

- Compile a list of contacts
 - Think about personal and professional contacts
 - Family, friends, co-workers, supervisors, faculty, alumni
 - As you meet with these people, your network will expand

Using your Network

- Contact people in your network via a letter, email, or phone call
- Target companies/organizations you wish to work for
- Send them a copy of your résumé
- Ask for an informational interview

Using your Network (cont.)

- Informational Interview
 - Opportunity to ask questions about:
 - A career path
 - An employer
 - Company culture
 - Career advice and referrals

Using your Network (cont.)

- Informational Interviews
 1. Email, Call or send Letter
 2. Prepare for the Informational Interview
 - Research the company
 - Prepare Questions
 - Be prepared to answer questions
 - Be professional
 3. Send a thank you note and keep in touch

Maintaining your Network

- Create a networking log
 - Maintain a log of all the information received
 - Track correspondence
 - Follow-up with each contact
 - Email is a great way to stay in touch

Networking Do's

- Be professional
- Be genuine and interested
- Ask for referrals for other contacts
- Prepare an "elevator speech"
- Exchange business cards
- Maintain relationships with your contacts
- Research the company before you meet your contact
- Send a thank you within 24 hours

Networking Don'ts

- Do not ask for an internship or job
- Do not ask personal or compensation questions
- Do not make negative statements about employers or companies
- Do not make negative statements about a job or industry
- Do not just focus on your needs
- Do not monopolize people's time

Thank you!

Questions?