Networking
Career Exploration and Development
Kent State University
Outline of Today

- What is networking?
- Why is networking important?
- How to network.
- Where to network.
What is Networking?

- The process of building up or maintaining informal relationships, especially with people whose friendship could bring advantages such as job or business opportunities.

- Networking is about using social, personal and professional contacts to help you to learn more about a field of interest, or organization.

- Networking is not only for Extroverts.

- It can be planned...and happens when you least expect it to.

- Networking is not about only selling yourself, it’s about learning and getting more information.
What is Networking?

- Networking is purposeful communication that links you to others.
- Networking is all about relationship-building.
- It is about learning about your networking partner and what they do, how they do it and ways you can help them in their endeavors.
- Networking is about building trust and paying it forward.
Do you have a professional network?
Why network?

- “Insider” information
- Learn from those inside and outside your industry
- New ways of looking at things
- Promote your ideas/work
- Connections to the hidden job market
Why is networking important?

You’re either networking or not working

Bureau of Labor Statistics: Approximately 70% of all positions are secured through networking

1. The #1 way people discover a new job is through a referral.

2. 35% of employees refer to help their friends. 32% do it to help their company. 26% do it to be seen as a valuable colleague. Only 6% do it for money and recognition.

3. Employee referrals are a top source of quality hires along with social networks and internet job boards.

Global Talent Trends, 2015
Why & How People Change Jobs, 2015
How to Network

- Be Prepared
  - Know yourself
    - What is your communication style?
  - Know the employer/industry
  - Set your goals

- Be Intentional
  - Have a goal
  - Utilize all of your resources
  - Be strategic
Your personal brand

- If you were in the elevator with a person you idolize how would you introduce yourself in 30 seconds?

- What are your strengths?
The Elevator Pitch

1. Hello, my name is ___________ and I am completing a ___________ degree in ___________ at Kent State with a minor in ___________.

2. I am interested in a career in (or position as a) ___________ in the ___________ field (industry).

3. I have been involved (during college) in ___________.

4. And developed skills in ___________. I have also had an internship position (employment) as a ___________ with ___________ and discovered that I really enjoy ___________.

5. Could you tell me more about ___________.
1. Identify your goal
   - Informative, job, investment, marketing, freelancing
2. Explain what you do
   - Researcher, student, business owner, freelancer
3. Communicate your value proposition
   - unique, problem solving, differentiation
   - What makes you different
4. Engage
   - Tell a story
5. Put it together
   - write it out, read
6. Practice
   - make this second nature!
Ways to Network

- Career Fairs
- Professional Associations
- Events and panels
- LinkedIn (and other social media)
- Informational Interviews
- Volunteer
- Meetup group
- Write a blog
- Asking for resume feedback from a professional
- Presenting
The Do’s and Don’t of Networking

- What is appropriate for networking and what is not?