Networking
Career Exploration and Development
Kent State University
Goals and Objectives

• **Goal:** To increase understanding of networking and it’s importance in career management

• **Objectives**
  • You will be able to identify members of your professional network.
  • You will be able to present your elevator pitch
  • You will be able to explain what is appropriate or inappropriate in networking

• **NACE Competencies**
  • Communication
  • Career Management
  • Professionalism
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.
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
Networking that Works for You

• What if you could network in accordance with your strengths, in a way that’s most comfortable for you?
  • Understand yourself
    • Strengthfinder
    • MBTI
    • Holland Code
    • Other Personality/Leadership assessment
The Do’s and Don’t of Networking

• What is appropriate for networking and what is not?
Thank You.

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