

BUILDING YOUR NETWORK



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Nice to meet you!

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Agenda

- Why do I need to network?
- Your Professional Pitch
- LinkedIn Tips
- Strategies for Success





**What
stops
you
from
networking
?**



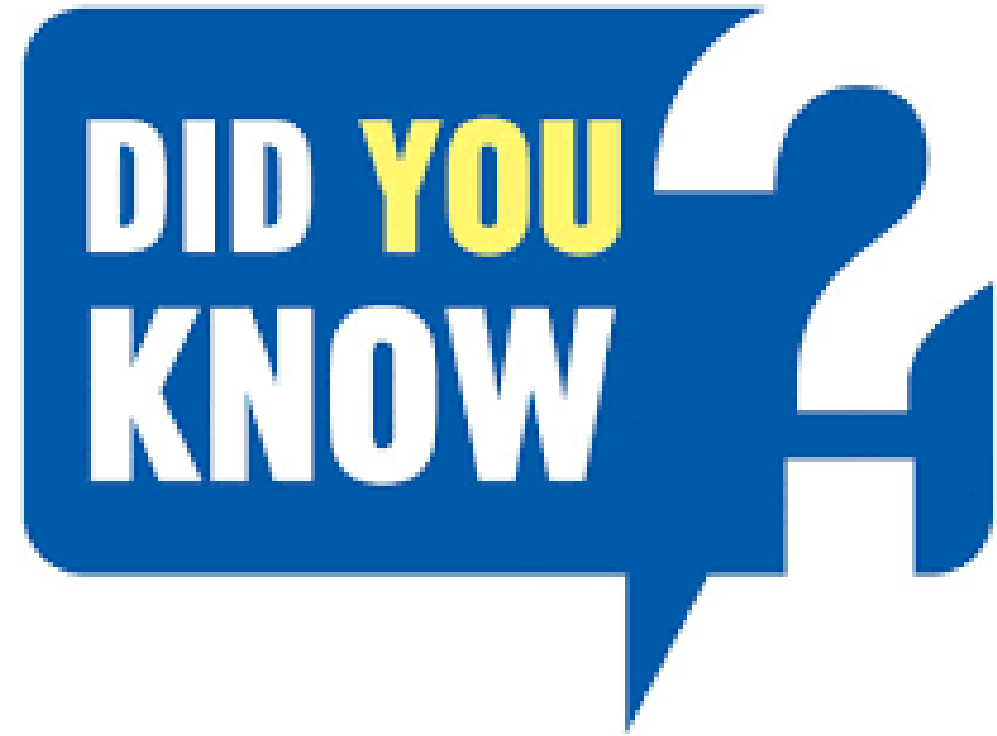
Managing Your



- ...of rejection
- ...of failure
- ...of sounding/appearing "stupid"
- ...of bothering/taking up someone's time
- ...of making a negative impression
- ...of being asked questions
- ...of overstepping boundaries
- ...that networking doesn't really count!



70% of positions
are filled by people
known to the
employer





Purpose of Networking



**Establish
relationships**

**Research career
and employment
options**



**Find unadvertised jobs or
discuss job search
strategies**

**Identify skills/qualifications
for careers/positions**



**Learn about company and
organizational culture**

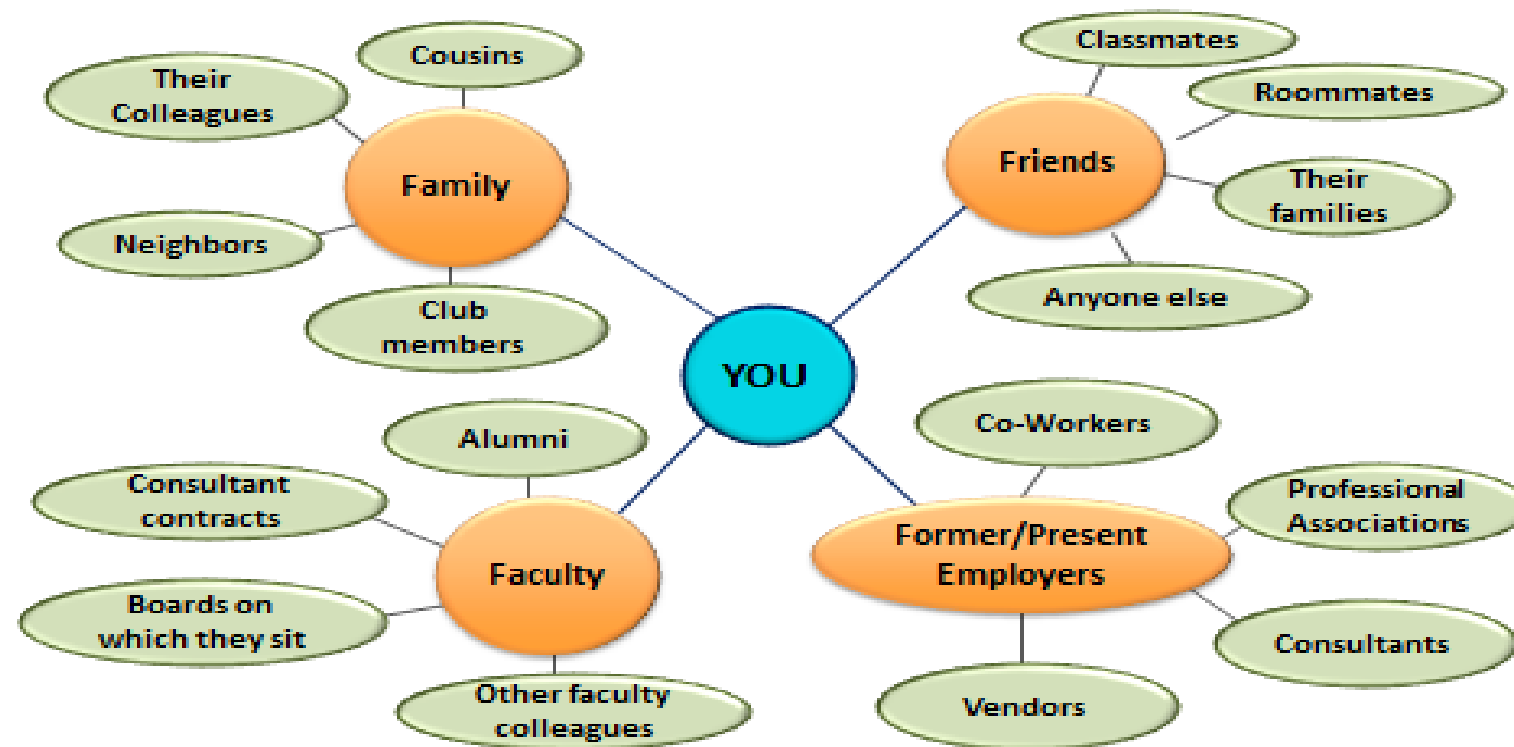


What's Considered Networking?

- **Join student clubs/organizations**
- **Work part-time on campus to learn about workplace**
- **Intern off campus for semester or summer**
- **Confidently meet with employers at Career Fairs**
- **Attend professional development/organization events**
- **Join a research project**



Build Your Network





Activity: **Build from your list of ...**

Employers
Faculty
Friends
Volunteers
Organizations
Interest Areas
Campus & Community





Track Your Network

Industry /Setting	Potential Employer	Name/ Professional Contact	Title/ Professional Contact	Position (Applied to ?)	Source	Info. Interview	Ideas, Themes, Trends, Follow up
Think Tank	Brookings	Frank Marshall	Director of Research	Coord. of Research	Alum from Career Advisor Network	Yes 9.14.13	Sent thank you. 9/15 Suggested I meet with Chalupa.
University	Geo	Dr. Leo Chalupa	VP Research	No	SU Directory ; Prof X	Request Now	Seeking overview to industry, knowledge U options research





Professional Pitch

- May be up to two minutes
- Smile, eye contact, handshake (SEH)
- Brief introduction of yourself
- Prepare to ask/answer questions





Pitch and Practice

INTRODUCTION

- Name
- Class year
- Major/program
- What are you interested in? (specific position, learn about field or company, identify summer internships?)

IDENTIFY SELLING POINTS & CREATE 30- SECOND PITCH

- Top skills and where you have demonstrated skills
- Top accomplishments
- Top leadership activities
- Class projects

CLOSING

- What do I want to request?
- Confirm next steps
- Request business card
- Thank you



Building your pitch

Develop Your 30-second Elevator Speech

- Hi, my name is _____
- My degree/major is _____
- I will be graduating in (when) _____
- I chose this major because _____
- My passions include _____
- Recent activities/accomplishments _____

- Goal after graduation _____



What NOT to do



<https://www.youtube.com/watch?v=XuM0KtW73WU>



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LinkedIn: Start Your Network



Friends



Professors

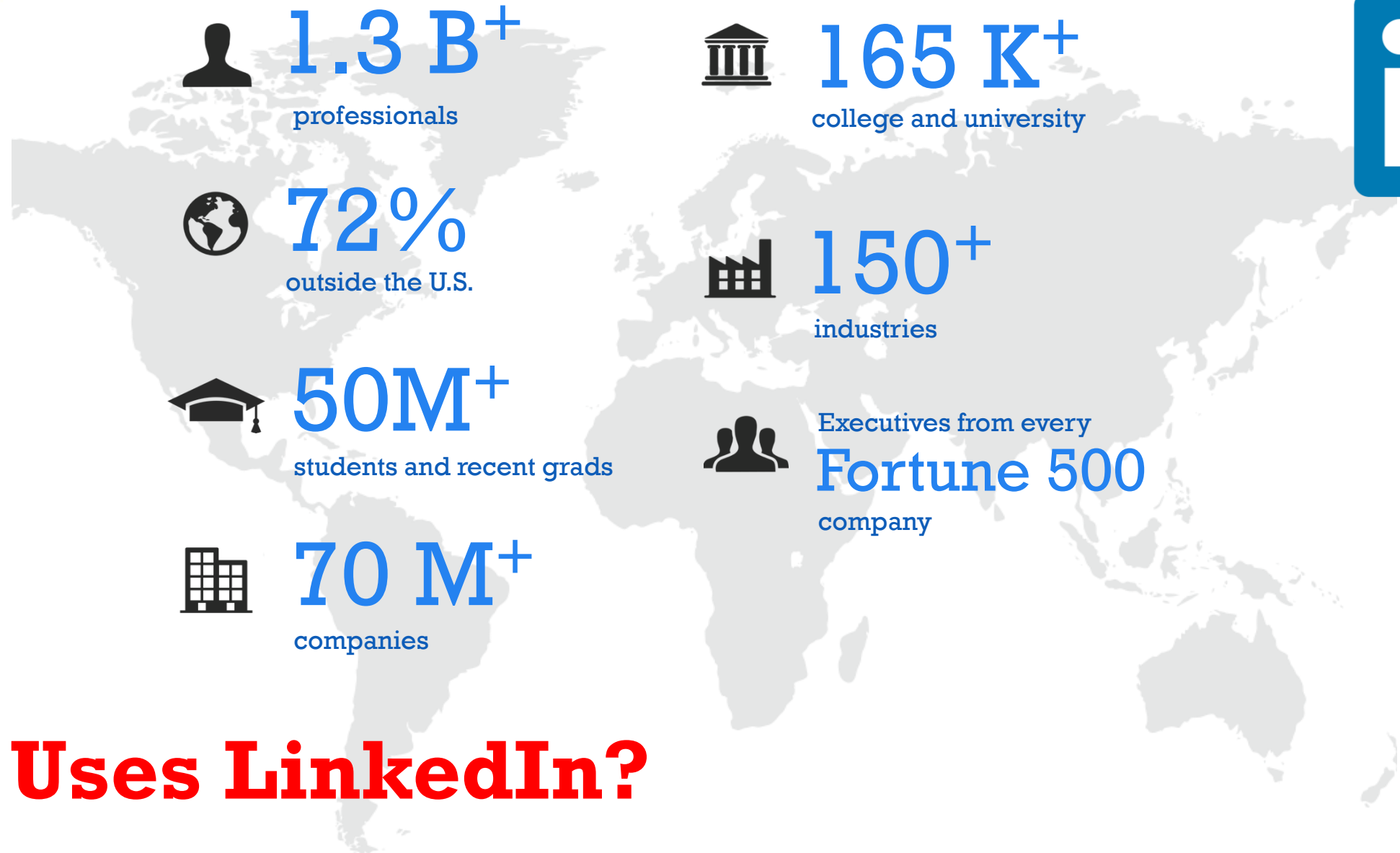


Family



Advisors





Who Uses LinkedIn?



Profile Tips for Students

- 1 **Professional photo** of you alone
- 2 **Headline** with area of study and/or career ambitions
- 3 **Summary** including who, what, where and when
- 4 **Include** internships, volunteer and extracurricular activities
- 5 **Recommendations** from professors, advisors, internship colleagues and supervisors





Project a professional image

- Social media on lock down
- Setup your voicemail
- Headshot check
- Stand out in a good way





<https://www.youtube.com/watch?v=8ndrJgyIMWU>



Informational Interviews*

- What do I ask? Three categories of questions...

What do you do?

How did you get there?

Follow up questions



- **What to do:** Ask for information, career path
- **What not to do:** Ask for a job

	Pleasure/Practice	Informational	Job Interview
Purpose:	Practice talking to people	To learn, to gain knowledge	To get hired
To Whom:	Anyone who shares an interest	Anyone doing what you would like to do	An employer who has authority to hire
What You Ask:	How did you get started? What excites you most? What is least interesting? Who else does it? Do you know them? Can I use your name?	How did you become interested? What excites you most? What is least interesting? What is the field like? Who else does it? Do you know them? Can I use your name?	First you must be prepared to answer questions about your background and talents. Then be prepared to ask relevant questions that show your knowledge & research.

Informational Interview Practice



Questions to Ask	What to do with Information
<i>What do you do?</i> ➡	Learn the day-to-day
<i>How did you get there?</i> ➡	Develop a strategy
<i>Who else should I talk to?</i> ➡	Add to network
<i>Can we stay in touch?</i> ➡	Cultivate the relationship
<i>Offer to help</i> ➡	Add value

Learn Informational Interviewing

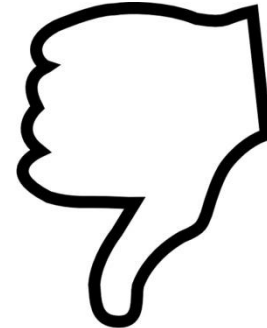


DOs

- An opportunity to gather information and build relationships for the future
- Dress AS IF going for an interview. Be professional.
- Schedule and stay for only 30 minutes.
- Afterwards, reflect on what you learned.
- Write a thank-you letter within two days.

DON'Ts

- NEVER ask for a job: You are looking for connections
- DON'T ask: "Does your organization sponsor H1-B visas?"
- DON'T talk about yourself. Ask questions and request advice and suggestions.



Informational Interview



SHIPPENSBURG UNIVERSITY

Career, Mentoring, and Professional
Development Center



SHIPPENSBURG UNIVERSITY

Career Center

Regular Office Hours

Monday-Friday: 8:00 AM – 4:30 PM

**must schedule an appointment*

Ceddia Union Building 108

career@ship.edu

(717)-477-1484

Express Hours

Monday: 2:00 PM – 6:00 PM

Tuesday / Wednesday / Thursday:
2:00 PM – 4:00 PM