

# **NETWORKING**



# Meet the Team



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# WHAT IS NETWORKING?




Fostering relationships for employment and business



# THE POWER OF NETWORKING

- Roughly 60-70% of jobs are obtained through networking.
- Insight into the "hidden job market."
- Employers prefer candidates that have been referred.





**HOW  
COMFORTABLE  
ARE YOU WITH  
NETWORKING?**



**TAKE A MOMENT  
TO ANSWER**

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# ASK THESE QUESTIONS BEFOREHAND

What are my goals?

What organizations/industries  
am I interested in?

What locations do I  
want/need?

What can I offer while  
networking?



# DEVELOP A PLAN



Define your  
objective




Define how  
people can  
help



Make a  
contact list



How are you  
going to make  
contacts?



**WHERE ARE  
NETWORKING  
OPPORTUNITIES  
ON CAMPUS?**



**TAKE A MOMENT  
TO ANSWER**



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# TYPES OF NETWORKING

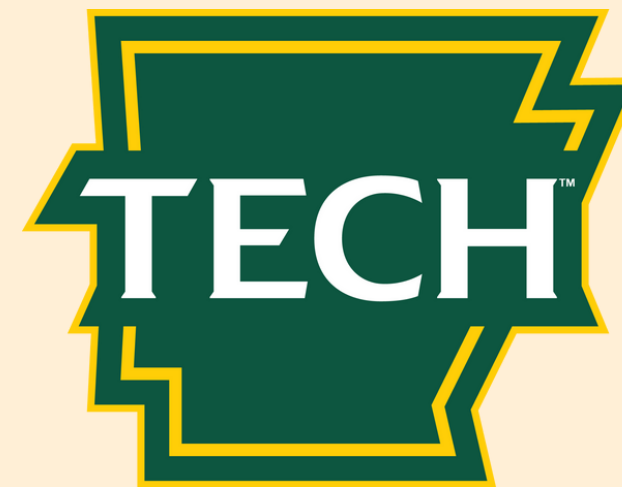


Online



Face-to-face

- Opportunity Fairs
- Guest Speakers
- Campus events



General

# WHAT TO DO WHEN AN OPPORTUNITY PRESENTS ITSELF

## Basic Steps

1. Introduce yourself and establish rapport.
2. Ask questions to learn about the company.
3. Create a connection with the person.
4. Follow up and suggest a future meeting.
5. How can you offer assistance?





# Building Rapport

Rapport = relation

Approach will vary

Engage & create  
dialogue

Use to set  
appointments

Budget your time

# GENERAL TIPS

- Be genuine
- Asked open-ended questions
- Ask for referrals
- Focus on quality over quantity
- Show confidence
- Practice, practice, practice
- Don't wait until you need connections to start!



# **GENERAL MISTAKES**

- Name dropping without a connection
- Negativity
- Taking up too much time/space
- Avoiding networking opportunities
- Narrowing yourself too soon
- Not being prepared
- Being dishonest





# Thank You



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