


Networking 101  
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Network: Definition

**net-work** [net-wurk]  
 –noun: an association of individuals having a common interest, formed to provide mutual assistance, helpful information, or the like

- www.dictionary.com




GOOD NEWS (for those of you that are shy)

**You already have a network!!!**


Personal Network

- Friends
- Family
- Class mates
- Sports clubs
- The list goes on...



Professional Network

**The Obvious:** Professional organizations  
**The Observers:** Co-workers  
**The Influencers:** Management, Speakers  
**The Connected:** Recruiters, Sales  
**The not so Obvious:** Competition, Peers in similar companies




Professional Network

**Why do I need one?**

- Career change opportunities
- Career development opportunities
- Business development opportunities


Countless studies demonstrating that networking is the most effective means to securing employment.



Before you focus on growing your network...

Focus on how to leverage your network.


Leverage What You've Built to Build Some More

Be Prepared!


**Elevator Speech –**  
 30-60 second explanation of YOU.

**Business Cards –**  
 Always with you (car, wallet, purse)





**Have a plan with specific objectives –**

- Not just chit-chat
- Mutually beneficial conversations




Be strategic!


- Don't just ask for jobs, ask for information that will help you
- Be focused on the other person and how you can help them first – they'll likely reciprocate
- Follow up and stay in touch
- Utilize Linked-In
- Don't forget your objectives

Networking Events



- You're not the only one afraid to talk to strangers
- Pick out the other person who isn't talking to anyone
- Keep it short but efficient – then move on... it's about volume of contacts you can follow up with later
- Grab dinner later – you're there to talk and greet, you can't do that with food in your mouth or both hands.
- Be genuine and enjoy getting to know others
- Ask open ended questions (resist the urge to talk about your agenda first)
- Make introductions and ask for introductions
- Focus on the person you're talking to – you'll get to the others later



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