

# The Art and Science of Networking



<https://www.networkwise.com/art-science-networking>



What is  
Networking?

“Networking is the action or process of interacting with others to exchange information and develop professional social contacts.”



Some people think networking is just trading business cards and LinkedIn profiles, but it's really about one important thing:

**building lasting & valuable relationships**



Networking is  
not just for  
getting jobs  
anymore . . .



# People use networking for many reasons



Business leaders  
develop  
relationships with  
employees



Scientists seek  
research grants



Contractors  
obtaining new  
contracts

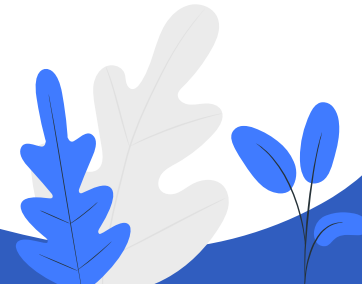


Musicians and  
music producers  
get discovered



Artists share  
their art and  
develop  
followings

# Benefits of Networking



# Professional Benefits



Gives you word of  
mouth referrals

**57%**

of jobs are filled  
through a  
networking  
contract



Harnesses &  
strengthens  
creativity



Connects you  
with mentors

**68%**

of those planning to  
stay with their  
company for 5 years  
have a mentor

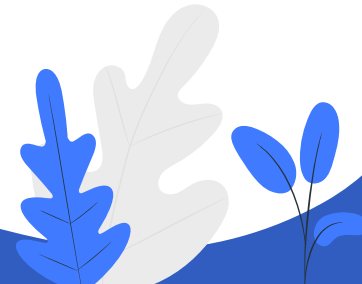




Quality of  
Life  
Benefits:

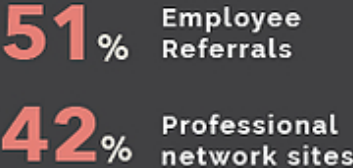
Having strong  
social network is an  
indicator of  
psychological and  
emotional and  
physical wellness.

# The Benefits of Tapping into the Hidden Job Market

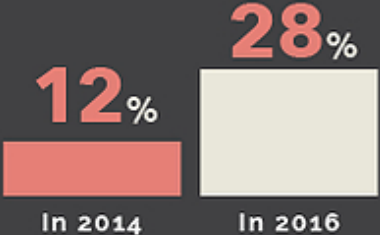


# Networking Success

TOP WAYS ORGANIZATION LEADERS FIND NEW HIRES



EXECUTIVES WHO BELIEVE SOCIAL MEDIA TOOLS HELP ADVERTISE AND FILL POSITIONS



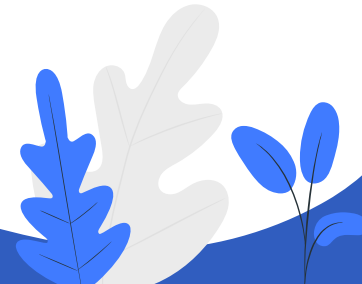
AVERAGE ANNUAL INCOME 6% HIGHER FOR WORKERS WHO GOT THEIR JOB WITH REFERRAL



EXPECTED JOB RETENTION



# How Networks Work

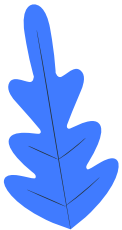


# 3 Types of Networks



## Operational

Interacting with people in roles central to the business' success  
e.g. execs, clients



## Personal

Socializing that enables referral opportunities, knowledge and support.  
e.g. references, mentors, coaches

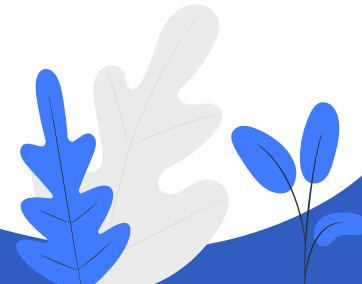


## Strategic

Seeking mentors, sharing ideas, and influencing between peers, industry leaders and all those in between



Face to Face or  
Online?  
It's BOTH!



# Online

Gives employers a quick summary of expertise, strengths, and work experience

Distinguishes you from less tech-savvy job-hunters through a personal brand

Provides you with a digital rolodex of connections for future reference

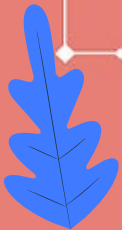
Helps recruiters weigh you personally and professionally based on posts

## LINKEDIN

**546**  
**MILLION**

users worldwide  
as of January 2018

**25**  
**PERCENT**  
of internet users





**70**  
**PERCENT**

of Fortune 500 CEOs  
choose LinkedIn as first  
and only social network



**<100**  
Followers



**100-249**  
Followers



**250-500**  
Followers



**500+**  
Followers



**Influencers**



Online networking is essential in newer industries, but face-to face interaction is still important above all else.





## Face-to-Face

Surveyed students and educators believe meeting outside the office:

**45%** Gives time to learn about those in your network

**42%** Inspires new ways of thinking

**36%** Boosts creativity

# Types of Face -to-face Networks

Casual  
Contact  
Networks



Community  
Service Clubs



Strong  
Contact  
Networks



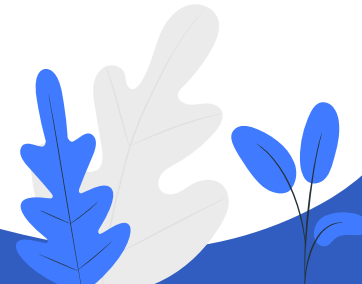
Professional  
Associations





If so many jobs are filled through networking, why aren't more people doing it?

Networking is  
HARD!  
...Why?



## Social Skills



**!** Can take time to foster and develop

Strong social skills lead to more productivity and higher salaries



## Technology

! Online presence is growing in importance while professional and personal profiles are muddled

! “Internet panhandling,” or asking for favors before building connection is unprofessional

Online networking is only as useful as you make it. Important to lead to face -to-face meeting.



Networking  
might seem  
difficult, but it's  
easier than you  
think



# How do you do it?



## POLISH YOUR SOCIAL MEDIA PRESENCE BEFORE MAKING ONLINE CONNECTIONS

REGULARLY UPDATE PROFILE

18-34 YEAR-OLDS CHANGE PROFILE PICS MOST OFTEN, LEADING TO MORE VIEWS

REGULARLY UPDATED PROFILES RECEIVE 18X MORE SEARCHES



## PERSONALIZE EVERY PART OF YOUR PROFILE

PROFESSIONALS SAY YOU SHOULD HAVE 3 JOBS POSTED ON LINKEDIN

INCLUDING 5 SKILLS OR MORE BRINGS PROFILES 33X MORE MESSAGES AND 17X MORE VIEWS

SUMMARIES WITH 40 WORDS OR MORE AND STYLISTIC PERSONALITY RECEIVE MORE VIEWS



## CREATE SEPERATE SOCIAL MEDIA ACCOUNTS FOR SOCIAL AND PROFESSIONAL PERSONAS

1 IN 3 SAY SEPERATE SOCIAL MEDIA ACCOUNTS ARE IMPORTANT

ACCORDING TO A 2015 NEW NORMS @WORK STUDY BY LINKEDIN AND CENSUSWIDE



## USE PHOTOS EFFECTIVELY

PROFILES WITH PHOTOS GET 21X MORE VIEWS AND 36X MORE MESSAGES

IT TAKES ONLY 1/10 OF A SECOND TO FORM AN IMPRESSION OF SOMEONE FROM A PHOTO



## **INTERACT WITH THE SAME COURTESY ONLINE AS YOU WOULD IN-PERSON**

**ASK OTHER PROFESSIONALS ABOUT THEIR LIVES, NOT WORK**

**BE PATIENT AND KEEP NETWORKING WHILE YOU WAIT FOR RESPONSES**

**DON'T THINK ONLY OF WHAT YOU CAN GET OUT OF A BUSINESS RELATIONSHIP**



## **FOLLOW UP WITH CONTACTS**

**ALWAYS FOLLOW UP A DIGITAL MEETING WITH A FACE-TO-FACE ONE, AND VICE VERSA**

**DON'T LET THE CONTACTS YOU DO MAKE FALL BY THE WAYSIDE**



## **IF YOU'RE AN ENTREPRENEUR OR REPRESENT A BUSINESS LOOKING TO GROW...**

**COMPLEMENTARY CO-MARKETING AND CO-BRANDING**

**SHARE PROMOTIONS AND ADVERTISING WITH BOTH COMPANIES' TARGET AUDIENCES THROUGH WEB, PROMOTIONAL MATERIAL, AND LOCAL EVENTS**

**GARNERS MORE CUSTOMERS BY ELEVATING CONTENT**



## **ATTEND AND STRATEGIZE FACE-TO-FACE NETWORKING EVENT**


**HAVE BUSINESS CARDS READY TO GO**

**FOCUS ON QUALITY OVER QUANTITY**

**LISTEN AND SEE WHAT YOU HAVE TO OFFER THEM**

**MAKE NETWORKING ABOUT RELATIONSHIPS, NOT YOURSELF**

# Marketing Yourself 101



Get Yourself  
Noticed

# Marketing Yourself

“Marketing is about finding your **UNIQUE ABILITIES** and being able to **COMMUNICATE** these to others effectively.”







**SO WHAT ARE  
YOUR SKILLS?**



**I'VE GOT**

**MAD SKILLS**

memegenerator.net

# A 3 Stage Marketing Plan



1. Understand yourself  
as a product



2. Understand  
the marketplace



3. Increase your  
market value



# 1. Understand yourself as a product

Ask yourself: What differentiates you from others?

“T-I-G-E-R”

T = Talents

I = Interests

G = Goals

E = Experiences

R = Resources



# 1. Understand yourself as a product

## T = Talents

- What are you good at?
- What are your skills?

## I = Interests

- Hobbies and passions
- What do you do for fun?

## G = Goals

- Short/long term goals



# 1. Understand yourself as a product

## E = Experiences

- Every experience can be a resume builder.
- Important to continually update your resume.

## R = Resources

- Education
- Network: Family and friends

# 1. Understand yourself as a product

Finding your “Story”

The “Elevator Test”

- Could you tell your story in a short 30 second elevator ride?
- This speech is about you: **Who you are**, **what you do**, and what you want to do.

# 1. Understand yourself as a product

**Hi, My name is John Smith and I love creating illustrations for websites and brands. My passion is coming up with creative ways to express a message, and drawing illustrations that people share on social media. I would love the opportunity to continue to grow as an illustrator in an environment that celebrates creativity and innovation. I am grateful about the possibility of working with you and this company in the near future.**

## 2. Understand the Marketplace

- Learn who are the Top Companies and what they are looking for.
- Which hard (technical) skills or soft skills are valued by the company.
- Thinking about your future, what are some skills that you would like to develop?

### 3. Increase your Market Value

- Strongest growth in technological skills  
e.g. digital and advanced technological skills.
- Demand for cognitive skills  
e.g. creativity, innovation
- Demand for social & emotional skills  
e.g. leadership, managing others, social influence,  
emotional intelligence



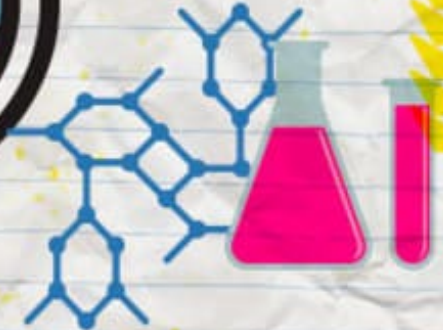
# JOBS

OF THE

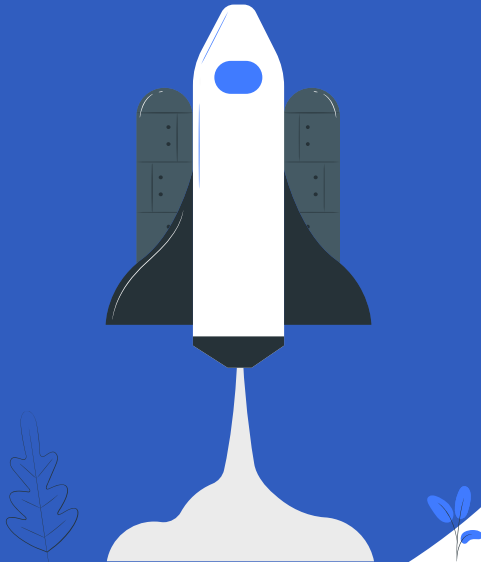
# FUTURE



Need to look at  
the FUTURE  
OF WORK



## A Changing future ...



- The future is changing faster than ever.
- Many of us have a desire for “traditional jobs”, but will they continue to thrive?
- What are new jobs that are growing? Perhaps jobs not yet existent, but will be created?

What do these jobs have in common?

Drone operator  
Sustainability manager  
YouTube creator  
Influencer  
Cloud computing specialist  
electric car engineer

None of these jobs existed a decade ago!



# Your Assignment:

**LinkedIn  
Profile**

**Due:  
Jan 15, 2021**

