

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 Linked In 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 obtain new contracts



Musicians and music producers get discovered



Students find mentorships

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

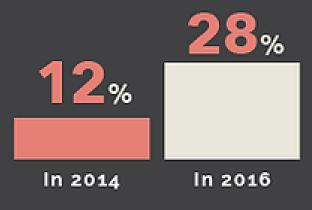
Networking Success

TOP WAYS
ORGANIZATION LEADERS
FIND NEW HIRES

51 Employee Referrals

42% Professional network sites

SOCIAL MEDIA TOOLS HELP ADVERTISE AND FILL POSITIONS





Networking Success

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

\$40K With Referral

\$38K Without Referral

EXPECTED JOB RETENTION

8 years

4 years
Direct searchers





How Networks Work

3 Types of Networking All Successful People Must Master









Building relationships with people in inside your company e.g. executives, clients

Socializing that enhance referral opportunities, knowledge and support. These are connections that are mostly outside of work e.g. teachers, references, mentors, coaches





Face to Face or Online?
It's BOTH!

Online



LinkedIn is a online networking site for people interested in looking for new opportunities to grow their careers and to connect with other professionals.

Simply: LinkedIn is a social network for professionals

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







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.





Surveyed students and educators believe meeting outside the office:

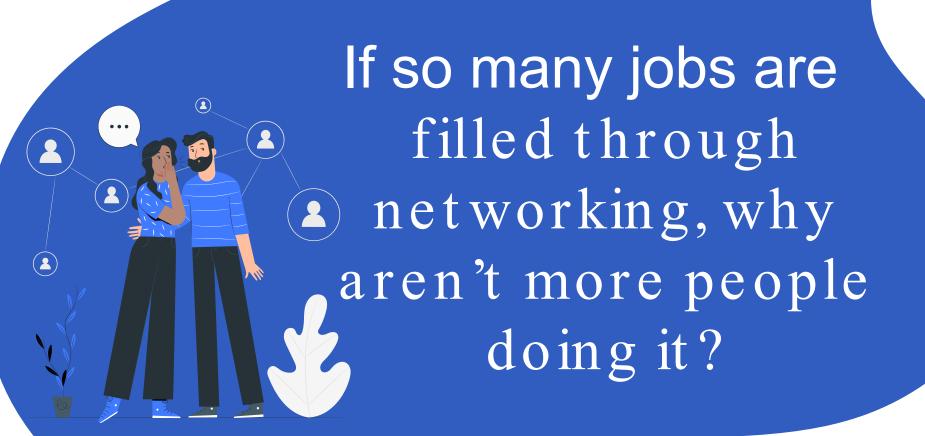
45% Believe it gives time to learn about those in your network

42% Believe it inspires new ways of thinking

36% Believe it boosts creativity

Types of Face -to-face Networks





Networking is HARD! ...Why?

Social Skills



Can take time to foster and develop

Strong social skills lead to more productivity and higher salaries



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.



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 SEPARATE SOCIAL MEDIA ACCOUNTS ARE IMPORTANT

ACCORDING TO A 2015 NEW NORMS GWORK 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



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

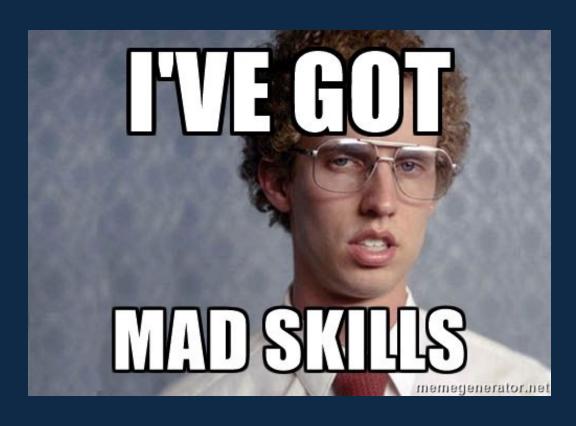


Marketing YOU!

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







Me At Every Job Interview Ever |

A 3 Stage Marketing Plan



1. Understand yourself as a product



2. Understand the marketplace



3. Increase your market value



Ask yourself: What differentiates you from others?

"T-I-G-E-R"

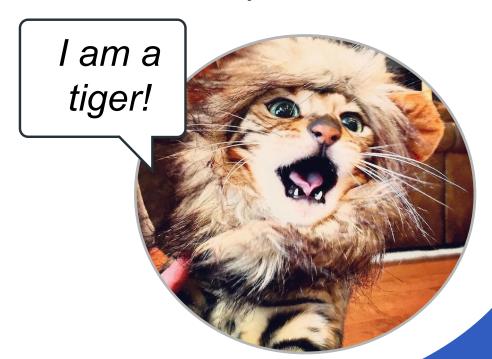
T = Talents

I=Interests

G = Goals

E = Experiences

R = Resources



T = Talents

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

I=Interests

- Hobbies and passions
- What do you do for fun?
- What would you like to know more of?

G = Goals

- Short/long term goals

E = Experiences

- Every experience can be a resume builder (leadership experiences, volunteering, awards, accomplishments)

R = Resources

- Opportunity to rewrite LinkedIn profiles, come up with elevator pitch, personal statements, updating resume

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.

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 <u>Top Companies</u> and what they are looking for.
- Which <u>hard (technical) skills</u> or <u>soft skills</u> 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



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:

- 1. LinkedIn Profile
- 2. Mentorship

Due: Jan 14th, 2022

NEXT CLC 11 Session:

Friday, December 10 th 8:35 am - 9:20 am

Mandatory Session with Ms. Fenn.

Please arrive on time!

Attendance EXIT SLIP

Complete the exit slip.

Print CLEARLY
Full name & student #