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Networking 101



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Learning Outcomes

- ✓ Participants will be able to articulate the importance of networking and its relevance for graduate students
- ✓ Participants will be able to identify specific networking techniques/tactics and networking best practices, based on different situational scenarios
- ✓ Participants will be able to identify networking goals specific to their own career/academic aspirations

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Topics for Discussion

- What is “Networking”?
- The Importance of Networking
- Considerations
- Networking Scenarios
- Follow-up/Staying Connected
- Do’s and Don’ts of Professional Networking
- Next Steps
- Q&A



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What is “Networking”?

- ✓ The interaction of people exchanging information and cultivating productive relationships especially to further one’s career.
 - *Networking is based on the idea that relationship building is mutually beneficial.*

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Myths About Networking

- ✓ Only useful for outgoing types/extroverts
- ✓ Only done in formal settings and feels forced and awkward
- ✓ Only effective for those with clear career goals
- ✓ Only a skill utilized by those seeking employment; not necessary for those with more academic-focused aspirations (e.g. doctoral studies)

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The Importance of Networking

- ✓ Facilitate mutually beneficial relationships
- ✓ Learn nuances and gain insight within a specific industry
- ✓ Seek new career opportunities
- ✓ Stay on pulse with industry trends
- ✓ Making connections to potential career mentors
- ✓ Self-refinement



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How Do We Network?

- ✓ Start simple: who do you **already** know that can help?
 - ✓ Friends and Family
 - ✓ Classmates, Advisors and Professors
 - ✓ Former Colleagues
- ✓ Wasserman
 - ✓ Events
 - ✓ Career Fairs
 - ✓ Alumni Mentor Network



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How Do We Network?

- ✓ Other Places to Look:
 - ✓ In Person – Social events, academic/professional conferences, professional association meetings, lectures, meet-ups, alumni events
 - ✓ Social Media
 - ✓ Leveraging Friends on Facebook
 - ✓ Power in the retweet via Twitter
 - ✓ LinkedIn



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LinkedIn: as a Networking tool

New York University

Change school ▾

Attended ▾ 2009 ▾ to 2010 ▾ Include people with no dates

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Where they live...

United States	43190
Greater New York City Area	35351
San Francisco Bay Area	935
Greater Los Angeles Area	886
Washington D.C. Metro Area	731

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Where they work...

New York University	1615
Citi	268
NYU Stern School of Business	224
Goldman Sachs	207
NYU Langone Medical Center	193

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What they do...

Creative	4443
Administrative	3552
Finance	2563
Marketing	1978
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Heather, click to filter by company

linkedin.com/college/alumni

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LinkedIn: as a Networking tool



Most Popular Discussions



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Are other NYU grads interested in a non-profit/NGO networking group or event? I am a recent grad looking to make contacts (and friends)...

posted 3 months ago

Howard Seligman 9 hours ago • TO ALL we are on for tonight YES come on over please!!!

See all 116 comments »



Like Comment Follow More ▾



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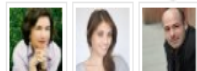
Twitter - Post your @ so we can follow you!

Hello fellow alums! I'm at <http://twitter.com/vel9studios> Some of the other groups a similar thread going, thought I'd give it a go ...

posted September 29, 2010

Sean Buhr 19 hours ago • I post about entertainment mostly. Open to connect.
https://twitter.com/sean_buhr »

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- ✓ Join student or industry-related groups
- ✓ Participate in discussions and make new connections!

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Things to Consider: Starting Early

- Network before actively job searching
- Treat as a “Two Way Street”
- Networking can help by also:
 - Clarifying career goals
 - Learning about different fields



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Things to Consider: Goal Setting

Create a Target List

- ✓ Identify a short list of industries, academic areas or organizations of interest
- ✓ Know what your specific networking goals are



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Things to Consider: Prepare Your Story

Think about ways to introduce yourself beyond obtaining an advanced degree

- ✓ Emphasize added value and key strengths as a graduate student
 - ✓ Expertise in an area and advanced skillset
- ✓ Mention prior work/teaching experience, research, publications, internships, leadership roles and relevant course work

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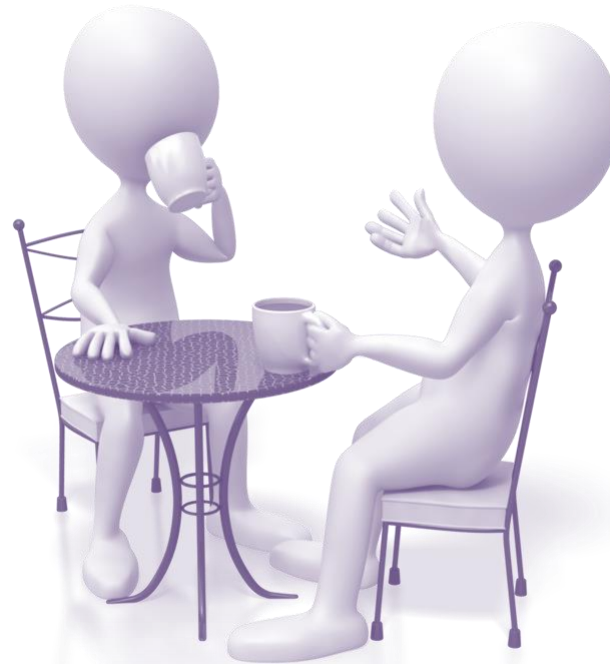
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Networking Scenarios



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Starting The Conversation

Scenario #1: You are at a networking reception sponsored by an organization you are very interested in learning more about employment opportunities. You spot one of the hiring managers over at the dessert table. What do you say?

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Starting the Conversation

Key Points

- ✓ An intro with your name + a relevant detail about yourself can transition into a solid conversation
- ✓ Practice your pitch (60 seconds elevator pitch)
- ✓ Emphasize added value and key strengths as a graduate student
- ✓ Come prepared – read up on industry news/trends to assist in sparking conversations
- ✓ Be sincere – so be ready to actively listen

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The Conversation Has Stalled or Exiting the Conversation

Scenario #2: You are at a professional association reception and you are standing next to a fellow member whom you are meeting for the first time. You introduce yourself to him/her and make initial small talk but after a couple minutes the conversation has stalled. Other than walking away, how do you recharge the conversation? If you want to move on, how do you exit the conversation?

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The Conversation Has Stalled or Exiting the Conversation

Key Points

- ✓ Ask open-ended questions – encourage people to talk in more detail to keep conversation going
- ✓ Politely wrap-up conversation
- ✓ Outline clear next steps

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Ask for What You Want

Scenario #3: You are at a friend's party when, by chance, you end up conversing with someone who works in the industry you are interested in breaking into after graduate school. You want to mention your interest and see if they would be open to talking with you at another time. How should you broach the subject?

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Ask for What You Want

Key Points

- ✓ Never ask outright for a job
- ✓ Focus on relationship building
- ✓ Think about what **you** have to offer **them**
- ✓ Remember that most people find interest in their career flattering

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Following Up...After Networking

- ✓ Create spreadsheet to stay organized
- ✓ Send a quick email
- ✓ Get Linked in on LinkedIn
 - ✓ Request to add them to your professional network
 - ✓ If possible follow them on Twitter



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Dos and Don'ts When Networking

✓ Dos

- ✓ Maintain professionalism
- ✓ Give a firm handshake/eye contact
- ✓ Practice elevator pitch
- ✓ Be strategic and organized
- ✓ Be mindful
- ✓ Bring business cards
- ✓ Actively listen and learn
- ✓ Follow up/stay connected
- ✓ Be yourself

☒ Don'ts

- ☒ Be timid/be afraid to ask questions
- ☒ Outright ask for a job
- ☒ Monopolize the conversation/one person's time
- ☒ Present yourself as desperate
- ☒ Don't be boastful
- ☒ Don't get drunk or overeat
- ☒ Bring friends to distract

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NEXT STEPS

- ✓ Continue honing networking skills
- ✓ Visit us this summer (we're open!)
- ✓ Sign up for Graduate Student eNewsletter
 - ✓ Receive weekly events, jobs and career resources
- ✓ Utilize Versatile PhD
 - ✓ Resource highlighting non-academic careers for PhDs
 - ✓ Participate in regional meet-ups



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QUESTION?

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