NETWORKING
Agenda

- Identify your purpose for networking
- Evaluate the components of a professional introduction or “pitch”
- Understand the importance of researching your targets
Finding Common Ground

- Pair up with your fellow participant
- Briefly introduce yourselves
- In 3 minutes - try to find 3 NON-OBVIOUS things that you have in common
Stand up when you agree

- I love to network and I’m pretty good at it.
- I don’t mind networking as long as I’m with someone I know or with a group that I’m familiar with.
- I don’t really like networking but can do it if required.
- I seriously dislike networking and will avoid it whenever possible.
What is the purpose of a Networking Event?
Networking:
The Big Picture
The Art of Connectorship

Transactional
- About me
- Referrals
- Job Leads

Positive
- About others
- Relationship
- Conversation
Do Your Homework

“Spectacular achievement is always preceded by spectacular preparation.” - Robert H. Schuller

- Leverage “open source content”
  - The Internet | website, news, LinkedIn, Twitter
  - UBC Library | articles, reports, databases
  - The organization’s PR Department

- One-page Summaries | Always
• Roles
• Values
• Mission
• Projects
The Preparation Funnel

UBC Library
• Cases
• Databases

Google
• Company Website
• Article or PR Report

Primary Source
• Information Interview

SYNTHESIZE

“TOUCH POINTS”

[YOUR QUESTIONS HERE]
Identify your network

- Family
- Faculty
- Employers
- Mentors
- Community
- Friends
Identify your network

- Family
- Faculty
- Friends
- Employers
- Mentors
- Community
Bill Clinton’s Black Book

Your Networking List

- Name | Title | Organization
- Contact | email | phone
- Touch points | “Fun Facts”
- Ranking connections

Courtesy of sharedferret and Flickr Creative Commons
Impressions Count

• Dress for Success
• Gone in 20 Seconds
• Eye Contact and Body Language
• Your Pitch

Courtesy of Shawnisa and stock.exchng
Handshake Demonstration

• Cold Fish
• Bone-crusher
• Hygiene Freak
The Professional Details

• Smile
• Dress for success
• Toolkit | pen, cards
The Professional Details

• Learn the power of nonverbal cues
• Be sincere
• Conversational currency
• Adjust your Johari Window
• Invite a continuation of the relationship
• Make a graceful exit
The Professional Details

Introduce yourself with your NAME:

Name

Academic Background

Motivation for attending

Enquire about them
Now it’s your turn

- Find someone you haven’t met yet
- Shake hands & introduce yourselves. Ask a question to get the conversation flowing.
- I’ll call out “switch” – 3 times
“Hello, my name is ___________. I am studying ___________ and have a strong background in ___________. My ___________ skills nicely match your company’s need for ___________. During my research for this event, I became interested in your organization’s ___________ (project/program). Would I be able to ask you a few questions about it at this time?”
Following up with a contact

- After connecting | ASAP
- The write stuff
- Don’t forget the go-between
- Reaffirm what was discussed
- Be brief and to the point
Three Things

1. Know Your Purpose
2. Research Your Targets
3. Have a Great Pitch
For more information:
careers.ubc.ca