Be Awesome at Networking
ECEGSA Networking

Agenda

• Outcomes + Background + Big Picture
• Fun Activity! (Crowdsourcing Experience)
• In Print | In Person | Online
• Fun Activity! (Tell Your Story)
• Questions + Next Steps
Learning Outcomes

*By the end of this awesome presentation, learners will be able to...*

- Describe the professional skills earned through academic, professional, volunteer, and leadership experiences
- Evaluate how the core competencies of engineering professionals are discussed at networking events
- Articulate your strengths and experiences as powerful career statements
So it Grows
Three Things

1. Know Your Purpose
2. Research Your Targets
3. Tell Your Story
“What is the purpose of networking?”
Networking Ideas
(with explanatory drawings)
Finding Work: Employers & Seekers

Networking + Direct Approach

Volunteers + Interviews + Information

Job Seekers

Agencies / HR

Advertisements

Calls

Networking

Target Companies

The Internet (Monster, Workopolis, Careers Online)

Company Ads and Job Postings
The Expectation

ESEGSA

Networking Event

Talk to 10 people

Job
The Reality

Volunteering

Academic Courses

Service Learning

Networking

Mentorship

Career Opportunities

Personal Interests

Part-time Job(s)

Career Days
ECE Student

BIG EVENT

Communication Skills + Value Proposition + Knowledge + Interest in your Target List

Conversation with BC Hydro about sustainability and employee wellness

Highlight event organizer role + project and event management + passion for creating and collaborating

Introduction + conversation with United Front Games about Technical Project Manager role

Potential mentor and three viable job leads

Steam Technical Account Manager at VALVE
Bill's Black Book

Your Networking List

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

Courtesy of sharedferret and Flickr Creative Commons
Your Black Book

Fun Activity:

1. What is your *Top 10*?
2. How will you learn about them?
3. How are you going to introduce yourself and have a conversation?
1. Career Planning! Building!

Attitudes + Competencies
Five Essential Attitudes

1. Optimism
2. Curiosity
3. Risk-taking
4. Flexibility
5. Persistence

Bright & Pryor, 2009
Five Essential Traits

1. Professionalism
2. High-energy
3. Confidence
4. Self-awareness
5. Intellectual Curiosity
They want... You have...

- Engineering knowledge
- Use of Engineering Tools
- Professionalism
- Communication
- Collaboration
- Problem Analysis
- Investigation
- Design
- Ethics and Equity
- Project Management
- Lifelong Learning

Canadian Accreditation Board Criteria, 2008
It’s more than a broadcast
It’s a conversation
2. Articulating Your Strengths
HELLO
my name is

[INSERT YOUR
[REPUTATION
HERE]

Ms. Technology
Mr. Volunteer
Captain Enthusiasm!
The Problem-Solver
Leader of People
Mr. Community
Ms. Creativity
Ms. Gets Things Done
Mr. Helper
See it. And hit it!

Courtesy Bogdun_Sudhitu
Kassandra Kleinfeld
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Highlights of Qualifications

• Communicated with clients and team members with clarity and consistency
• Summarized technical findings in reports for non-technical and technical audiences
• Prepared proposal and budget for composting infrastructure in Chemical and Biological Engineering Department
• Collaborated with teams ranging from 2-11 peers, across specializations, and with staff

Technical Skills

Lab Equipment

Power Supplies and Signal, Generators, Soldering Equipment, Probes and Testing Equipment Oscilloscopes and Multimeters, Scales and Pipettes, Gas Gauges and Regulators, Microscopes Dissection Tools

Software

SolidWorks, SolidEdge, C and HTML Programming, Adobe Creative Suite 4, Matlab, MS Office
Write Accomplishment Statements

**Verb**
- Sentences start with an action verb
- Highlights a key transferable skill
- Creates a strong, consistent language on your application

**Task**
- What you did
- Choose a task relevant to what you might do in your future role

**Result**
- Outcome
- What happened?
- Measurable success (e.g. Achievements, $$ raised, # of people at your event, positive feedback)
Look closer.
START Formula

**Situation.** Provide some background, with enough detail for the interviewer to imagine the scenario in his or her mind and understand that the event did actually occur.

**Task.** What you had to complete or solve.

**Action.** The steps you took to deal with the task or problem.

**Result.** The impact of your work. Was the problem solved? How did others react? What feedback did you get from your supervisor? What did you learn or accomplish?

**Transferability.** How the skills you showed or gained from the experience relates to the position you’re applying for?
Create a Professional Story
At Vancity we make you good money by putting money to good. Vancity’s vision of redefining wealth incorporates personal and community well-being. Vancity has distributed $221 million to members through dividends and to communities through grants and community investment initiatives since 1994. We are a member of the Global Alliance for Banking on Values – a network of the world’s leading sustainable banks sharing the commitment to achieving triple-bottom-line impact through responsible banking practices. A Living Wage employer, Vancity is Canada’s largest community credit union, with $16.1 billion in assets, more than 479,528 members and 59 branches throughout Metro Vancouver, the Fraser Valley, Victoria and Squamish.

Aritzia LP, a fashion boutique for young women with 50 stores in the United States and Canada. The company was founded in 1984 and is based in Vancouver, Canada.

Brenda has 4 recommendations (1 report, 1 co-worker, 2 partners) including:
- 2nd Danielle Wong, HR Generalist, Aritzia
- 2nd Tyler Pronyk, Manager, People Potential, A&W Food Services of Canada Inc.

Director, Talent Management (HR)

Slant Six Games
Privately Held; 51-200 employees; Computer Games industry
February 2008 – September 2009 (1 year 8 months) | Vancouver, Canada Area
Veronique Hadade

Systems Engineer at MDA

Canada | Aviation & Aerospace

Previous
Avcorp Industries, Controlab, matériel de laboratoire pour le BTP

Education
MM, Master of Management (Early Career Master Program) at The University of British Columbia

Send a message

Experience

Systems Engineer
MDA
Public Company; 1001-5000 employees; MDA; Information Technology and Services industry
June 2010 – Present (2 years 5 months)

Business Development

Recommend Veronique’s work at MDA

Manufacturing Engineer
Create your LinkedIn Headline

Erin Biddlecombe
Educator with a passion for people development
Vancouver, Canada Area | Higher Education

Send a message

500+ connections

Summary

Fortunate to work with and develop the next generation of leaders, my work as an educator allows me to play various roles depending on the day and the project. I am a coach, a trainer, a human resources manager, an event planner, a recruiter, a consultant, and a supervisor.

Erin Biddlecombe is now connected to Natasha Palmer, Student at The University of British Columbia, Roberta Neault, President, Life Strategies; Prof, Counselling Psych; Int'l Speaker, Author; Gold Medal: Leadership in Career Development, and 1 other person.

7 minutes ago

Erin Biddlecombe is now following what Nancy Lublin is saying on LinkedIn.
Impressions Count

• Dress for Success
• *Gone in 20 Seconds*
• Eye Contact and Body Language
• Smile!
• Your Toolkit

Courtesy of Shawnisa and stock.exchng
Introduce yourself with your NAME:

Name

Academic Background

Motivation for attending

Enquire about them
Find a partner (someone don’t know) and introduce yourself with the **NAME** formula.

Name

Academic Background

Motivation for attending

Enquire about them
“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?”
3. Case Studies
Networking Scenarios

The Process:

• Get into teams of three, four or five.
• Networking scenarios.
• Brainstorm two or three solutions.
• Present your team’s best answer.
• Be fun and professional.
Career Days Scenario One

“What do you do for fun?”

The Scenario:
• You’re asked about “fun” by Kaldean Brown from Seeker Solutions. Before the event, you did some research about Seeker on LinkedIn and found that Mr. Brown’s interests include Logic Puzzles, Photography, Hiking, Cycling, Board Games, Reading, and Change Management. He has also listed Guns, Germs and Steel by Jared Diamond on his Amazon Reading List.

How will you highlight sought-after attitudes, traits and competencies with this kind of question?
What kind of examples should you give in order to impress this potential connection?
Networking Scenario Two

“Hey. Wait your turn, man!”

The Scenario:

- The event is winding down and there are big crowds of people around the representatives from TradeBits and Gumstix (you really want to talk to them). You try to step into the group and get the stink eye...

How will you get some face-time with these people before they leave?
4. Ideas and Questions
“If I do one thing differently tomorrow, it will be __________.”
“I showcase my awesome communication skills with an accomplishment statement on my resume!”
Invent Your Future.
“If I do one thing differently tomorrow, it will be __________.”
Three Things

1. ___________________________________________________________________

2. ___________________________________________________________________

3. ___________________________________________________________________
Ask. Questions. Frequently.
a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA