



THE FRIDAY JUMPSTART SERIES FOR SENIORS

**Networking –
Developing, Cultivating, and Maintaining
Relationships**

WHAT IS NETWORKING?

- **Networking** is “the exchange of information or services among individuals, groups, or institutions; *specifically* : the cultivation of productive relationships for employment or business.” (Source: *Merriam Webster Dictionary*)



WHY IS NETWORKING SO IMPORTANT?

- Why network?
 - People like to help/talk about themselves
 - 60-80% of jobs are found through networking with direct/indirect contacts (friends, relatives, alum, etc.)
- Informational interviews vs. job hunting
- One part of your job search process
- What gets in the way?



WHO DO I CONTACT?

- Alumni
- Faculty and staff
- Coworkers, bosses (past and present)
- Friends
- Religious, athletic, social and service organization contacts
- Relatives, family friends and neighbors
- Professional association members
- Anyone else who can help!



HOW DO I FIND NETWORKING CONTACTS

- One of the best sources for networking is through Suffolk's **On-Line Directory**. The Directory is a list of Suffolk alumni professionals who you can approach for the purposes of career advice, industry information, and possible referrals and job leads. For access go to:
<http://www.alumniconnections.com/olc/pub/SUF/>
- Networking groups
 - Check out the Job Search Handbook for a complete listing of professional associations
 - LinkedIn Groups (www.linkedin.com)



WHERE CAN I NETWORK

- Places to network:
 - Career or job fairs
 - Professional organization meetings
 - Arranged meetings
 - Conferences
 - Office hours
 - Department networking events
 - LinkedIn



HOW DO I PREP FOR THE MEETING

- Research the organization/career field/person
- Develop questions—be clear on what you want and how they can help
- Make a list of your top 3 goals for the meeting; try to leave each interaction with a new resources, a job lead, valued advice, etc.
- Be prepared to ask contacts if they know someone in your field that you can meet
- Prepare your 1 minute introduction/elevator speech



HOW TO WORK A NETWORKING EVENT

- Get contact list before the event as well as after
- Target who you want to speak to
- Keep moving
- Eat beforehand
- Introduce yourself to the speaker
- If possible, volunteer at the event
- Have an easy way to collect business cards
- Walk around the room and read nametags
- Introduce people to one another



DEVELOPING A SCRIPT

- Take a minute to develop a 30-60 second intro or “elevator pitch” to use with prospective employers.
 - Your name
 - Your program at Suffolk
 - When you're graduating
 - What you're looking for (internship, full-time job)
 - Your area of interest and how your background relates to that area
 - Your top selling points – think of your accomplishments



SAMPLE SCRIPT FOR A NETWORKING MEETING

- "Hello, my name is _____. I am a senior at Suffolk University majoring in accounting. I've enjoyed using my strong quantitative and analytical skills in my past work experiences doing _____. I am now looking for a full-time accounting position and am interested in talking to people in the field about their experiences. I have a few questions about different career paths in accounting and would love to schedule 10 minutes of your time to talk to you. Do you have some time to speak to me by phone or in person next week?"



SAMPLE SCRIPT FOR A NETWORKING EVENT

- "Hello, my name is _____. I am a senior at Suffolk University majoring in marketing. Last summer, I did an internship in the Marketing Department of _____ (firm/agency) where I was responsible for _____. I am interested in broadening my experience, specifically in the area of the consumer goods industry. Last semester, I completed a course project researching the effects of marketing on this industry using _____ and found it very interesting. I've enjoyed using my strong creative and project management skills in my past work experiences doing _____. I am now looking for a full-time marketing position and am interested in talking to people in the field."



NETWORKING TIPS

- Build on your natural interpersonal strengths
- Listen and ask questions
- Start with easier to approach, low risk contacts
- Think of “networking” as sharing information
- Be considerate; ask for 30 minutes
- Be prepared for in person networking events as well as speaking to someone by phone



AT THE MEETING

- Dress for success
- Make a good first impression (handshake)
- Create rapport; build trust and credibility
- Get good information; ask questions that open doors
- Get feedback on your resume
- Be prepared for an informal job interview
- Always ask for referrals to someone else
- Help others in their searches when you can



AFTER THE MEETING

- Send thank you letters—include your contact info
- Follow up with any referrals you received
- Add them to your LinkedIn network
- Give progress reports to contacts
- Stay in touch with holiday cards, articles, invitations to other events
- Keep good records for follow up
- Set weekly networking goals



WHAT'S NEXT?

- Next Steps:
 - ✓ Practice, practice, practice
 - ✓ Set up a networking appointment
 - ✓ Set monthly goal of 2-4 networking opportunities
- Resources:
 - ✓ Drop In Hours: Monday-Friday from 1-2pm
 - ✓ Appointment with a counselor
- Questions?

