

NETWORKING WORKSHOP

Career Services

UCD Graduate School of Management

Fall 2009

Introduction

**“Unless you call out, who
will open the door?”**

~African proverb

Workshop Goals

- To understand the reasons, goals & process involved in Networking
- To review the purpose & process involved in Informational Interviewing
- To begin practicing Networking Techniques

Strategy

Strategy = techniques for getting interviews

- Ads (5-10%)
- Search Firms (5-10%)
- **Direct Contact (20%)**
- **Networking (60-70%)**
- Remember the Hidden Job Market

Goals of Networking

- Locate Job Vacancies Before Advertised
- Acquire Valuable Information & Advice
- Acquire Referrals to Other Contacts
- Be Remembered When Job Openings Arise

Networking Exercise

- Take 5 minutes to write about a time when you observed or experienced networking done well
- Share your experiences within small groups; choose best methods – 15 minutes
- Class discussion – brainstorming session

Internet Team Scenarios

- Sample Scenario
- Exercise: break into teams of four; each student works on one scenario
- If you finish your own scenario, help your team mates
- First team to complete all scenarios first wins!

Networking: The Process

- Determine Your Purpose
- Make List of People You Know
- Contact the People You Want to Meet
- Call to Set Up the Appointment
- Prepare for the Meeting
- It's **Your** Meeting

Informational Interviewing

- Take 5 minutes to write a script that you would use to ask for an informational interview
- Read your script to someone else; swap and offer constructive feedback – 15 minutes
- Class discussion

Informational Interviewing

- You are **Not** There for a Job
- What's Your Purpose?
- Do Not Misrepresent Yourself!
- The Process
 - Exchange pleasantries
 - Why am I here? (remind how got name)
 - Establish credibility with 2-Minute Me
 - Ask questions appropriate for this person
 - Talk about you only if appropriate
 - Ask for referrals if appropriate
 - Gather more information on referrals

Informational Interviews

- The Process, cont.
 - Formal time of gratitude (say thank you)
 - Offer to stay in touch
 - Write follow-up thank you note
 - Follow through on their leads & advice
 - Recontact every 2-3 months (unless told otherwise)

Final Mixer Exercise

- Spend the last amount of class time applying networking techniques to meeting and talking with classmates you don't know well yet.
- Goal: Strive to share your career goals or interesting personal information with at least one other classmate.