



Professional Communication and Networking

Professional Internship – Workshop 4

With

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Semester 2, 2022

Let's warm up...



Welcome

TODAY

1. REFLECT

- Debrief - internship experiences

2. CONSIDER

- Networking – why, how and when?
- Your current and potential professional profile

3. PLAN

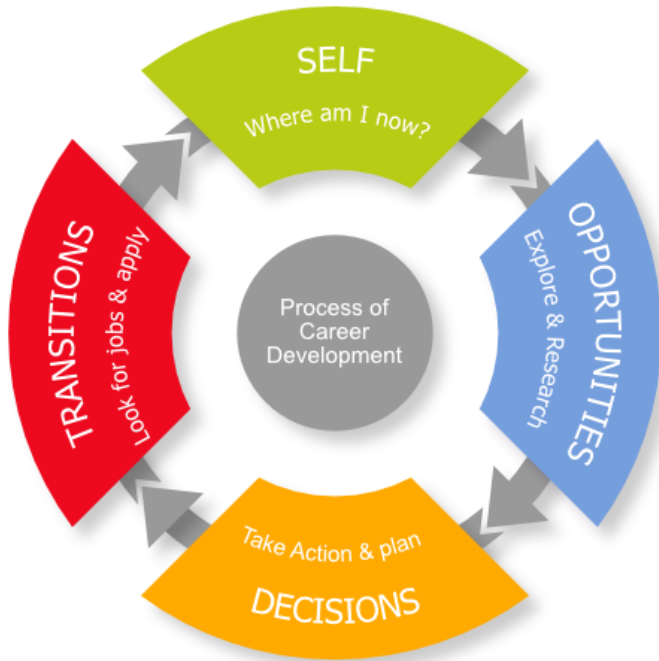
- Practical strategies to build and contribute to your network





DOTS MODEL

Law and Watts, 1977

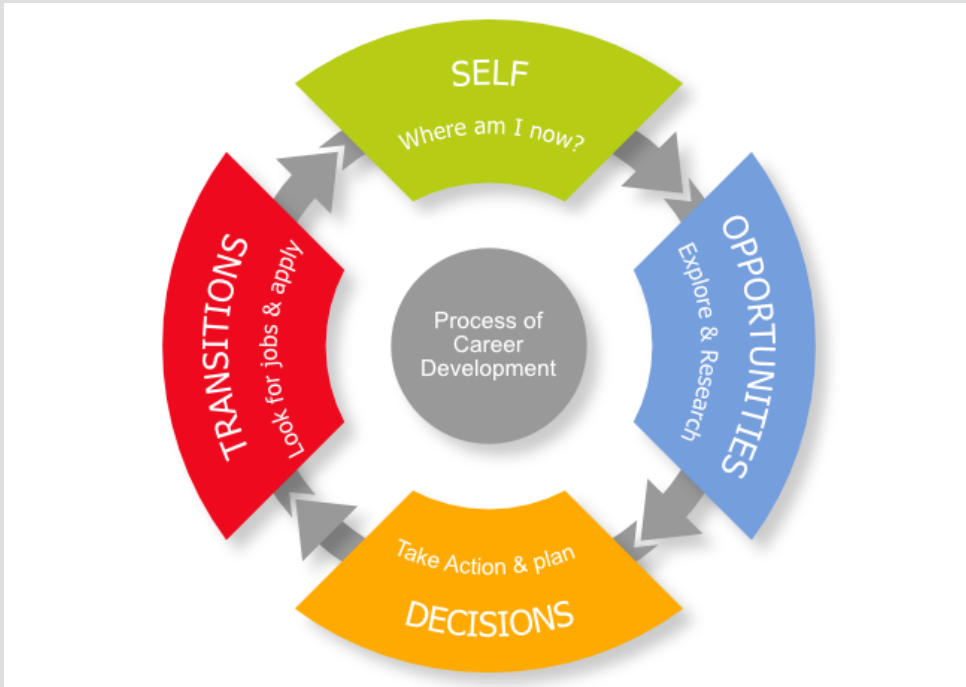


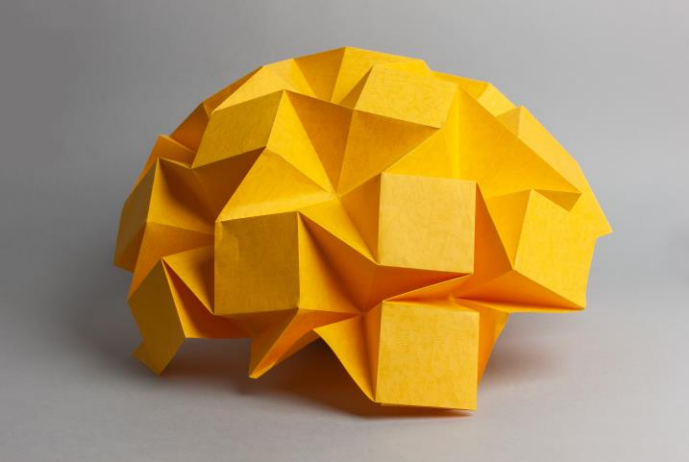
When stuck on a career decision, we need to ask:

- Am I clear with where I am now?
- Do I have sufficient information, ideas and research to know the opportunities available for me?

USEFUL IDEAS

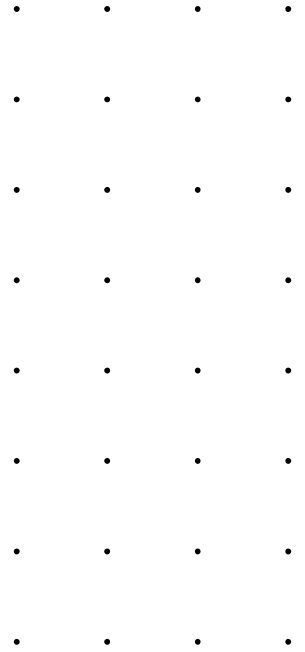
- Careers involve a series of decisions, not just one.
- When uncertainty makes us uncomfortable, we can rush to make a decision.
- Sitting with uncertainty, and keeping an open mind allows for growth and learning.
- Gathering information about ourselves, and opportunities, can inform good decisions, changes and progress.

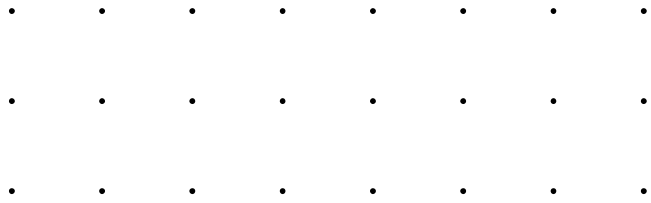




Awareness informs our career decisions...

SELF	OPPORTUNITIES
Interests	Occupations
Abilities and Strengths	Job roles / job titles
Values	Qualifications
Wants and needs	Labour market
	New trends
Preferences	Pathways
	Experiences
	Different kinds of organisations
	Helpful people and networks
	Unexpected events





1. REFLECT



BREAK-OUT ROOMS: Debrief

10 mins

- What opportunities have you had to connect with and learn from others during your internship?
- How easy/difficult has it been to connect with other staff?
- In what ways have you connected? What has worked? What hasn't worked?
- What have you gained through these connections?



How can you create professional connections at work and beyond the workplace?

Formal?

Informal?

How can you create professional connections at work and beyond the workplace?

Formal

- Line managers and supervisors
- teams
- web conferences and forums,
- Community of Practice
- mentoring – formal buddy systems and informal
- LinkedIn

Informal

- Colleagues over coffee, lunchroom
- MS teams – chat
- Yammer....
- Professional Associations

NETWORKING









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2. CONSIDER

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Networking can be about...

- Introductions
- Finding common ground (or differences)
- Contributing to the conversation – think about what you can offer
- Showing how you are unique
- Creating your community
- Keeping momentum so both parties can benefit



Why networking matters

‘Well-developed professional social networks afford direct access to career opportunities and resources’

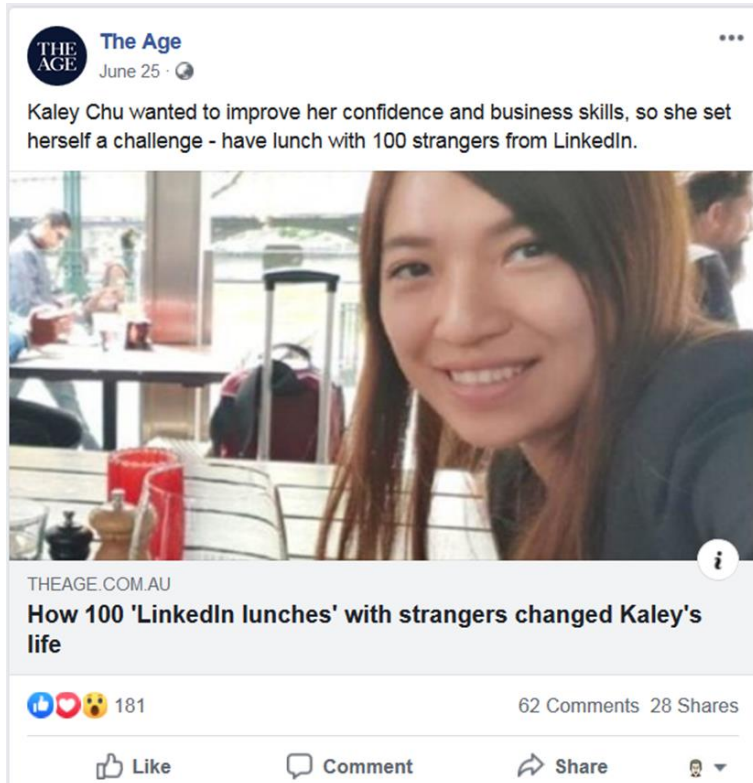
(Batistic and Tymon [2017](#))

‘Professional networking can enhance students’ cultural capital, developing their understanding of values, conduct, and behaviours appropriate to professional life.’
(Fugate et al. [2004](#)),

Professional networks can aid career identity development by enabling students to experience, visualise, and discuss career pathways (Bridgstock [2019](#)).

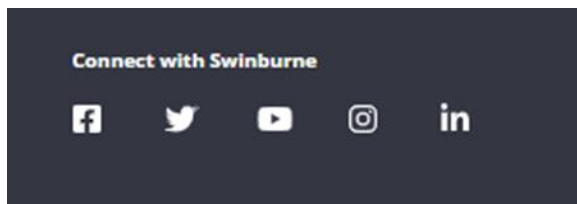


3 ways to develop your industry connections



1. In person, wherever you are.
2. Develop your professional digital identity - with a strategic approach
3. Build relationships via digital platforms and social media
4. Construct your professional learning network

What digital platforms are used by your host organisation and/ or sector ? (e.g. professional associations)



You already have an online identity.

How does it stack up?



Check Your Linked In Profile

[LinkedIn-Assessment-Criteria.pdf](#)
(careerhub.com.au)

LINKEDIN FEEDBACK SHEET


Think of your LinkedIn profile as an interactive business card. It is a summary of your professional experience, interests, and capabilities that is designed to attract the attention of important people who are searching for you online – recruiters, networking contacts, and employers.

Student ID: [Click or tap here to enter text.](#)

LinkedIn Profile link: [Click or tap here to enter text.](#)

Feedback	Needs review	Comments
1. Craft an informative profile headline Your profile gives a short memorable way to understand who you are in a professional context. Your profile is your personal brand. Research profiles of students or graduates for ideas and inspiration.		
2. Display an appropriate photo LinkedIn is not Facebook or Twitter. If you chose to post a photograph – and we recommend that you do – select a professional head shot of you alone.		
3. Develop a professional summary statement Your summary statement should resemble the first few paragraphs of your best-written cover letter – concise and confident about your goals and qualifications. Remember to include relevant internships, volunteer work and extra-curricular activities. Present your summary in short blocks of text or bullet points for easy reading		
4. Highlight your education Include information about your education, include your major and minor. Remember to include study abroad, capstone projects, participation in clubs/societies, and any awards that you have achieved.		
5. Add your experience/volunteer work Make sure to include any work or volunteer experience on your LinkedIn profile. Just as you would on your resume, list your responsibilities and achievements for each role in bullet points.		
6. List your skills You can add up to 50 skills on your LinkedIn profile. List at least 10 relevant skills including a range of technical and transferrable skills. Look at some relevant positions online to see what skills recruiters are looking for.		
7. Collect diverse recommendations Build your credibility with third party endorsements. Ask for recommendations from professors, internship coordinators, tutors, colleagues, employers and professional mentors.		
8. Claim your unique LinkedIn URL To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to 'public' and claim a unique URL for your profile (for example: www.linkedin.com/in/yourname). This also makes it easier to include your LinkedIn URL in your email signature, which is a great way to demonstrate your professionalism.		
9. Join a group A great way to enhance your LinkedIn profile is to join some relevant groups and participate in group discussions.		
10. Review your language expression and grammar Ensure that your LinkedIn profile is written using professional business language.		

LinkedIn - Alumni Tool





You have an upgrade available

Start midyear

Swinburne University of Technology

A world class university creating social and economic impact through science, technology and innovation.

Melbourne · 147,533+ alumni · 183,385 followers



Rob & 62 other connections work here · 5,536 employees

✓ Following

Visit website ↗

More

Home

My Employer

About

Posts

Jobs

Alumni

Events

Videos

147,533 alumni

Search alumni by title, keyword or company

Start year

1900

End year

2021

< Previous

Next >

Where they live

+ Add

122,200 | Australia

94,962 | Melbourne, Australia

7,133 | Sydney, Australia

Where they work

+ Add

2,010 | Swinburne University of Technology

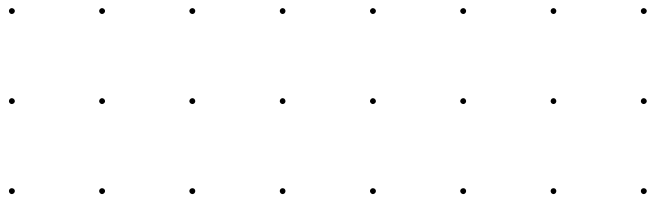
1,246 | NAB

893 | Telstra

People you may know

The image displays a grid of 10 LinkedIn profile cards, arranged in three rows. Each card features a circular profile picture, the person's name, their current position and company, their education, the number of shared connections, and a button to connect or message.

- Row 1:**
 - Nadin Shagaghi** - 2nd Technical Officer at Swinburne U... '17 Biochemistry, Molecular Biol... 4 shared connections [Connect](#)
 - Jacqueline Anto...** - 2nd Environmental Monitoring Team... '20 Biotechnology 4 shared connections [Connect](#)
 - Abirami Ramali...** - 2nd Casual Lecturer at Box Hill Instit... '17 Higher Education/Higher Ed... 4 shared connections [Connect](#)
- Row 2:**
 - Cameron Jones** - 2nd CEO at Biological Health Services Pty Ltd 1 shared connection [Connect](#)
 - Hitesh Pingle,P...** - 2nd Nanobiotech & Microbiology Sc... '16 Nano-biotechnology, Micro... 5 shared connections [Connect](#)
 - Amy Distiller** - 2nd MPhil 1 shared connection [Connect](#)
- Row 3:**
 - Felicity Kuek** - 2nd PhD Candidate at James Cook U... '14 Biotechnology (Marine Micr... 1 shared connection [Connect](#)
 - Jainish Mahesh...** - 2nd Production Technician at Austral... '20 Biotechnology 1 shared connection [Connect](#)
 - Mrudhula Kom...** - 3rd PhD Candidate at Swinburne University of Technology [Message](#)



3. PLAN



Network to learn from the career paths of others



Conduct an alumni search for your course

- Who is the main employer?
- What are they skilled at?

Check out your PI employer

- Who works there?
- Look at three profiles
- What are some of their job titles?
- Who/what are they following?

Network with Informational Interviews



Speak to someone in a job, organisation, or field that interests you

A career development opportunity for you to learn about a job, industry or current research

A way to build contacts, networks and knowledge

The process: ask for a meeting, for 20 minutes, in the next few weeks, you conduct the interview...



Informal networking scenario: Vida and Barbara



TIPS: What will you ask?

[Questions to ask at an Informational Interview](#)

[75 Informational Interview Questions | LiveCareer](#)

Draw on Swinburne Career Info for ideas.
Look for opportunities in your current workplace.

Network for professional learning



- Become a member of professional online groups/Professional associations
- Follow industry/disciplinary experts
- Identify and follow relevant professional Twitter/LinkedIn hashtags
- Create and share content to your professional learning network

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SUMMARY

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A 10x4 grid of dots. There are 10 rows and 4 columns of dots. Each row contains 4 dots, and each column contains 10 dots. The dots are arranged in a regular grid pattern.



KEY POINTS: Professional Networking

A great way to...

- Finding authentic ways to connect with others – as humans (not just about work)
- Connect with others around common professional interests and motivations
- Learn from others who have gone before you (opportunity awareness)
- Demonstrate curiosity
- Understand the complexity/chaotic nature of careers and see examples of planned happenstance
- Position yourself strategically to take advantage of unplanned events
- Expose yourself to possibilities, and stay open to them
- Build your team – supports and sounding boards



What next?

Continue to develop your LinkedIn profile and submit it to the Swinburne Careers Team for review – [Career Start - Build your digital presence \(careerhub.com.au\)](#)

Set up an informational interview:
[Documents \(careerhub.com.au\)](#)



Photo by Wade Austin Ellis on Unsplash