Networking
Establishing professional relationships

Casting the NET
Connecting to you WORK
Getting IN the door

Learning Outcomes

- Understanding the importance of networking for career progression
- Developing a personal pitch
- Communicating effectively & professionally
- How to prepare for a networking event
- Developing thoughtful questions
- Understanding the importance of networking online

Networking - a definition

Networking is developing relationships for mutual exchange

The key here is *mutual.* Stop thinking what can I get, and start thinking what can I offer..

Networking - misconceptions

i. Can be frowned upon, because it can be viewed as being arrogant or self serving

ii. Networking **can** be about **building better connections & rapport** with **people you know** (academics, students on your course, members of a City society). It doesn't have to be about making new industry contacts in pursuit of a job

iii. *Or in the future it may be about..*

Building connections & rapport with teams you will operate in and clients you will work with

Networking is..

i. **Exchanging information, advice and support**

Be genuine, support others, share knowledge – you will be surprised how this attitude can create opportunities for you

ii. **Beneficial to both parties**

Effective networking offers something to everyone involved

Networking is not.. [1]

i.   Pestering and bothering until you get what you want

ii.   **Schmoozing**

iii.   Using people – to secure employment

iv.   **Something you only do when you need something**

Networking is not..[2]

Building as many Facebook friends or LinkedIn contacts as possible

5   15   35   150   500   1500

Dunbar's Number
the max number of relationships a person can maintain

Dunbar's number is a suggested cognitive limit to the number of people with whom one can maintain relationships

Networking for Introverts [1]

i. You can still network (you may be more selective in who you choose to talk to).

ii. If you do consider yourself an introvert **WATCH*** The Power of the Introverts (one of the top 25 most watched TED talks of all time)

*19minute video click on the next slide to view in your own time

Networking for Introverts [2]

..and If you are an introvert

Remember;

i.   It's not about becoming popular, its about learning and sharing

ii.   If its hard to talk to strangers, make it easy for them to talk to you – be more interested in them than yourself

iii.   *All of this applies to extroverts too*

Why?

i. **Career Exploration – Clarifying your interests, values & goals**

   Learning about the journey, experiences, mistakes and successes of others can help you better plan for your future

ii. **Job search**

   The 'hidden job market'. Making a positive and genuine impression on the right person can open opportunities not widely available. There is no better way to make an impression than to demonstrate a genuine passion for your field

Who? [1]

iii. **Family & Friends**

Start local, explore the potential opportunities closest to you first

iv. **Teachers/Faculty**

Speak to your personal tutor or a lecturer from a particular module you enjoyed

Students have in the past secured opportunities to work on research projects with academics over the summer (value adding content for your CV)

Who? [2]

v. **Find mentors**

Have you signed up to the mentoring programme at City?

https://www.city.ac.uk/careers/city-opportunities/become-a-mentee

vi. **Identify alumni**

Have you identified ways in which to find alumni? Events at City, **LinkedIn (use filters to search for alumni – connect & ask questions)**

Who? [3]

vii. **Professional bodies**
Seek out organisations/professional bodies. Join the BCS, they accredit your course.

The BCS Young Professionals Network (YPG).
https://www.facebook.com/bcsypg

viii. **Tech interest groups**
Join the *Tech Society* at City or attend meetups (*TechMeetups*)
& hackathons

Who? [4]

ix.   **Thought leaders…**

"Identify the people in your industries who always seem to be out In front. Read their newsletters. In fact, read everything you can… Eventually, all this knowledge will build on itself, and you'll start making connections others aren't."

Never Eat Alone

Ferrazzi (2005)

How? [1]

i. **Start small**

Start by Identifying one person to speak to in order to develop a meaningful exchange

ii. **Be yourself**

Be genuine in your reasons to connect (be clear in your mind why you want to connect)

iii. **Draw Connections**

between your interests and theirs. You will be able to do this if you have researched the attendees or the companies they work for (this isn't always possible)

How? [2]

iv.   **Active listening**

Practise listening, to demonstrate that you are genuine but also in order for you to formulate questions. Strong listeners ask better questions

v.   **Display positive body language;**

-A firm handshake (no limp wrists or bone crushers)

-Maintain eye contact

-Relax (!)

How? [3]

vi. **Ask politely for contact information**

Don't be afraid to ask for contact information or send a LinkedIn request as soon as the event is over

vii. **Follow up**

Don't get in touch only when you need something, build the relationship over time

Forbes Etiquette Guide: How To Work A Room

Forbes is a global media company, focusing on business, investing, technology, entrepreneurship & leadership

https://www.forbes.com/video/3613846653001/

How To Prepare [1]

Prepare by planning. For example:

"I want to...

i.   **talk with someone who works for or has contacts at [company/organisation]."**

ii.   meet two people who work in the field I plan to pursue."

iii.   **give my CV or business card to three prospective employers, and obtain their cards."**

How To Prepare [2]

Prepare by focusing..

i. **Determine your goals**

What do you want to do, where do you want to be?

ii. **Take stock of your "personal currency"**

What do you have to offer?

iii. **Fine tune your pitch and sound bites**

Think about an elevator pitch; what would you say about yourself and your interests if in a lift with the CXO of a company you want to work for

How To Prepare [3]

Developing thoughtful questions

i. "What led you to this position?"

ii. **"What type of projects do you work on?"**

iii. "What are the personal qualities of people who are successful in this field?"

iv. **"What kinds of backgrounds do people in this organisation (field) have?"**

v. "What are the most pressing needs and issues for your department within the overall organisation?"

What else could you ask?

Communicating your pitch

i.   Developing the ability to speak concisely, with enthusiasm and passion is a skill that requires practise

The Intern Queen

https://youtu.be/Lb0Yz_5ZYzI

Activity – your personal currency

i.   Take **10 minutes** to Identify an employer you want to work for. Search online for ideas if you do not have a preference

ii.   Note down **three** reasons why you want to work for them

Activity – communicating your pitch

i.   Turn and face the person sat behind you. Imagine they are the executive of the company you have chosen

ii.   You have **60** seconds to explain what you are studying, three reasons why you would like to work for them and what you are looking for

iii.   Time each other and provide feedback on the following;

     -was it clear?

     -concise?

     -will you remember it tomorrow!

Networking in online communities
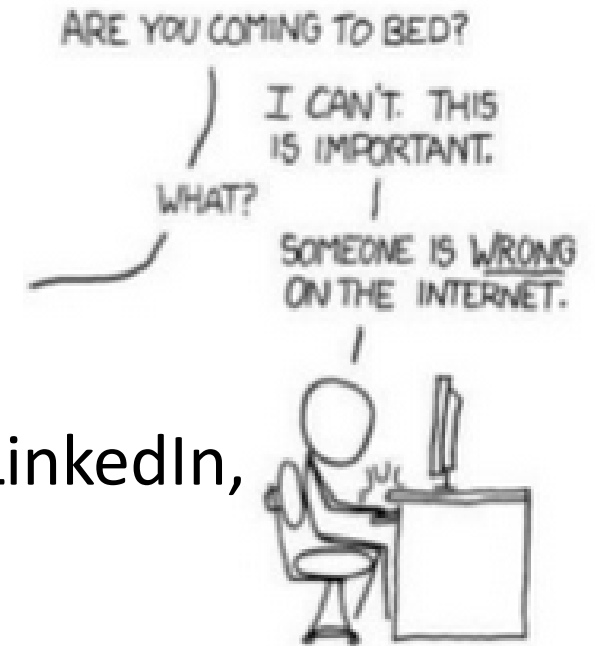
i.   Engage with online communities (90:9:1 Rule)

        90%   lurk in groups
        9%   contribute
        1%   initiate conversations

ii.   Subscribe/follow groups and thought leaders on LinkedIn, Twitter

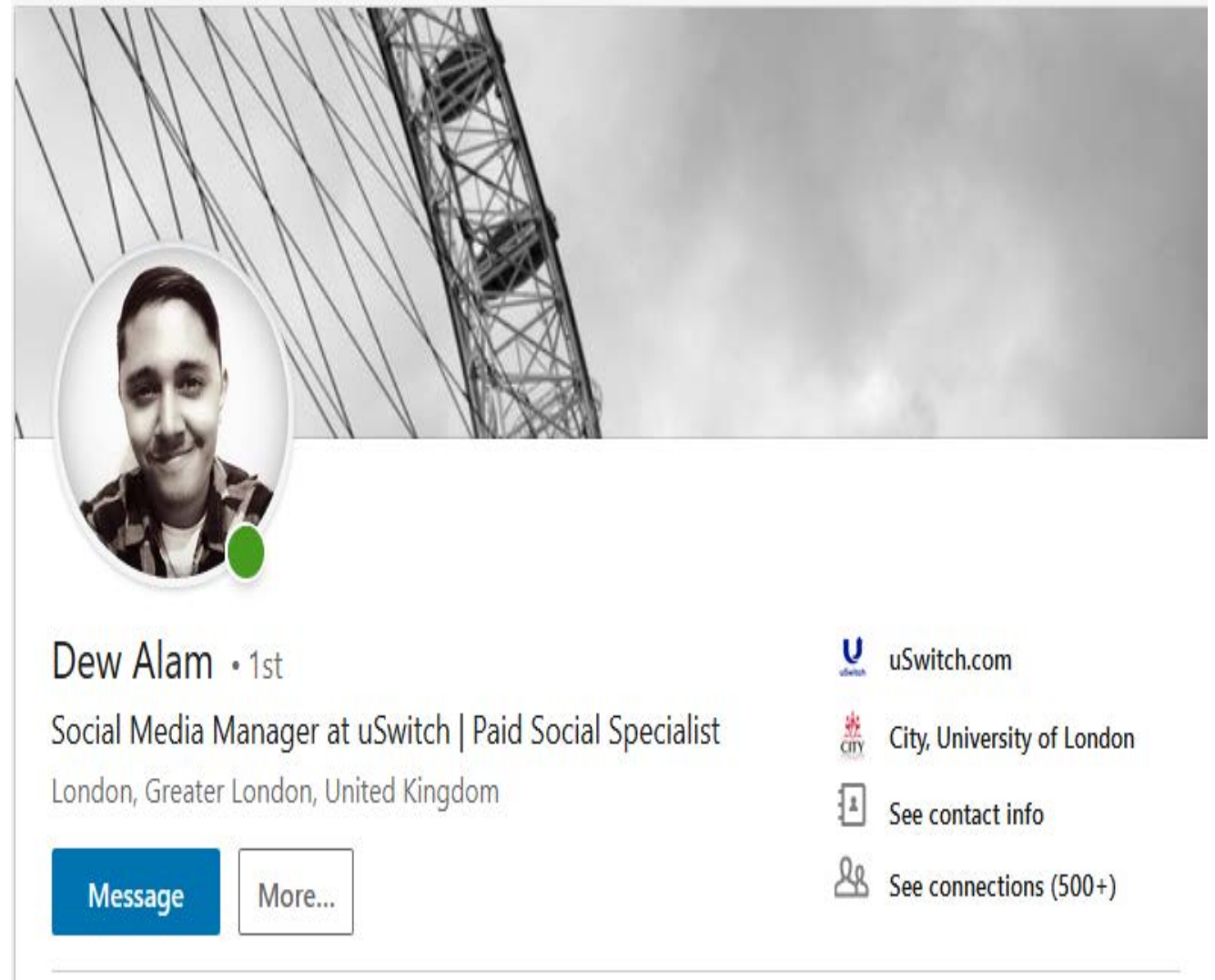iii.   The more you know the more you have to talk about

iv.   Join LinkedIn – more on this next week

Contribute online..

PDIT student Dew secured his placement commenting online & exchanging views with others on the release of a new tech device. The comments were spotted by a digital agency & he was offered a placement as a technical author

He is still working in a similar field now, years later

Dew Alam · 1st

Social Media Manager at uSwitch | Paid Social Specialist

London, Greater London, United Kingdom

Message   More...

uSwitch.com

City, University of London

See contact info

See connections (500+)

Remember

Develop meaningful relationships with those in the field(s), companies & organisations related to your career goals

i. Its awkward for everyone

ii. people love talking about themselves

iii. listen actively

iv. develop thoughtful questions

v. rehearse your pitch

Start today!

Computer Science Speed Networking;
A309 Ada Lovelace Room

Replaces your afternoon IN2015 Lecture
40 students who have registered with priority tickets to arrive for a
2.30pm start (structured networking) **If you are late you will lose your place**

End - 3.45pm
All unregistered students to arrive from 3.50pm-5pm for unstructured networking & food

Monday 22nd October, Northampton Suite 1:30pm-5pm

Tech@City2018
Brought to you by the Professional Liaison Unit

Up to 30 employers, offering placements & Internships

IBM, Deloitte, Unity, Accenture, Axis Animation, Gamma Telecom, AbilityNet & more

Note that this event replaces your afternoon IN2015 Professional Development in IT Lecture. No need to register

Reminder Assessment 1

Professional Development Plan (PDP) & Application form Questions

30% of the overall module assessment

Sunday **21/10/18** 5pm

Last week you received guidance on the application form. See below for tips on your PDP

The main guidance for the assessment can be found on pages 11 & 12 of the module handbook

-Use your Professional Skills Analysis form to help you determine goals

-Ensure your goals follow the SMART technique

-Improve your goals by creating milestones

-Ensure you detail and are specific about the resources you will use to achieve your goals

Engineering, Maths and Technology Careers Fair

Wednesday this week (17th October)

Time: 14:00 - 16:30

Venue: Great Hall, College Building

An excellent opportunity for you to meet many recruiters and find out:

What opportunities are available

Register on Careers Hub

Accenture	COWI	SEO London
AKT II Ltd	EY	Sky UK Limited
Bank of England	FDM Group	Sparta Global
Barclays	Ferrovial Agroman UK	Tata Consultancy (Sponsor)
Cancer Research UK	Ford Motor Company	Teach First
Capacitas	Gatwick Airport	Transport For London
Capgemini	Hire STEM Women	Vertiv
Capita IT Resourcing	Institute and Faculty of Actuaries	Veson Nautical Ltd
Chromalloy	John Sisk & Son Ltd	WorldQuant
City Short Courses	Reply Ltd	YouView TV

https://careershub.city.ac.uk/students/events/Detail/689869/city-s-engineering-maths-and-t

Fair break out workshops 2.30-3.30pm

Breakout Workshop	Company	Booking link
The Survival Guide to: Graduate & Summer Placement Applications	Ferrovial	https://careershub.city.ac.uk/students/events/Detail/718457/breakout-emt-survival-guide-to
How to succeed at Assessment Centres	Teach First	https://careershub.city.ac.uk/students/events/Detail/698098/breakout-engineering-maths-and
How to succeed at interviews	Chromalloy	https://careershub.city.ac.uk/students/events/Detail/698099/breakout-engineering-maths-and
How to write a successful technical CV and create a portfolio	Tata Consultancy Services	https://careershub.city.ac.uk/students/events/Detail/698101/breakout-engineering-maths-and