



2020-2021 DISTRICT
MD&E COMMITTEE
PRESENTS:

CNH CIRCLE K ONLINE NETWORKING GUIDE

YOUR STUDY GUIDE TO A SUCCESSFUL TERM!

Welcome CNH!

Hello everyone! My name is Jack Rattanasith and I am proudly serving alongside the Membership Development & Education Committee as your Professional Development Coordinator for the 2020-21 term! Let me tell you a little bit about myself. I am an incoming 4th year Communication Studies Major at San Francisco State University, with this being my second year in Circle K and my 6th year in the Kiwanis Family overall! My journey throughout the Kiwanis Family has provided me skills and knowledge that have made me feel more prepared for the world of professionalism, and that is something that I wish to share with you all with this guide!

Circle K is an amazing service organization that prides itself on helping its members grow, whether it be through our varying leadership opportunities or countless service opportunities. I am honored to be able to provide members a resource that will help them prepare not only for life after college, but for any situation while in school that requires basic professional skills. Networking isn't a whole subject that is taught in school, so many people are left to learn these things on their own.

The purpose of this guide is to go over networking, what it is, how you can start doing it, and the best time to do so. There will be specific examples and scenarios you may find yourself in discussed in this guide, in addition to some smaller tips and tricks that you may find useful. On behalf of the Membership Development & Education Committee, I hope that whoever reads this guide is able to learn something new, and is able to implement it into their lives to further their professional development.

Best,

Jack Rattanasith

*Professional Development Coordinator
2020– 2021*



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What even is networking?

So you heard of networking before, and even tried it yourself, but you might not fully understand all the details. Networking is developing professional or social relationships with like minded individuals by exchanging information with each other. This section will go over what to expect, and what to do in certain situations!

What to expect

- Having to put yourself out there for others
- Presenting yourself in a professional manner
- Meeting other peoples standards and expectations
- An opportunity to learn something new
- Needing to show genuine interest

What *not* to expect

- Getting opportunities right away
- Everyone to cater to you
- Every relationship to last
- People having the same intention as you
- Remembering all information
- Everything and everyone needing to be perfect.

Learning how to network properly encompasses a variety of skills that not everyone has already had the opportunity to practice. Developing a lasting relationship that is built upon trust, common interests and mutual re-

Things to Practice!

Reaching out to people you normally would not speak to

Not everyone will be just like you, so you must get out of your comfort zone to reach out to new people. You want to put yourself out there, so why not try talking to people who have yet to see your talents? You can also reach out to people who you have not checked up on in a while!

Getting turned down

Not everyone you want to connect with will want to connect with you. It could be your conflicting viewpoints, ideas or even work styles. You might also just be different than what the person is looking for at the moment. You have to be able to accept this and move on, as there are still plenty of other people who would like to work with you!

Nonverbal Communication

What you say to others is important. What you choose not to say is equally as important. How is your eye contact? Are you nodding? Are you expressing your genuine feelings or are you hiding them? Keep these things in mind in order to practice presenting the message you truly intend to convey! People think about these things after you talk with them.

Setting goals for Networking

With the basics of networking in mind, you need to set realistic and attainable goals for yourself. When making your goals, some things you need to think about are who you want to get to know, and how you want to follow up with them. With these in mind, you should be able to come up with your own personal goal of your networking experience.

Purpose Vs. Goal

Although they sound similar, your purpose and goals should be viewed as different things. Your purpose is the reason why you are doing something, and your goals are measurable things that you want to obtain or achieve during this endeavor. Setting goals without understanding what you really want may lead to ineffective work being done.



Examples of goals to have

Get to know a potential work partner

The person you meet today might be someone you will be working with tomorrow! Talk to them about what skills you share and how you would feel about working with each other!

Expanding your resource network

Getting to know a wide variety of people will open opportunities to you in terms of what people have for you, and will give you a chance to help others grow as well.

Increasing brand awareness

The best way to inform people about your brand or product is to go out there and tell them about it yourself! Nobody can do a better job at explaining yourself than yourself!

Gain more clients for you business

If your goal is to simply attract more potential clients to your business, put yourself out there and try to create relationships, the more you know your clients, the more you can tailor your business towards your target audience!

The Do's and Don'ts

Do

- ***Be open to new connections!***

If you want to be able to reach out to others, you have to be okay with others wanting to reach out to you for their own reasons as well. Limiting yourself to a specific group will only be more harmful than helpful!

- ***Be aware of what your online presence is like***

More and more people are using the internet everyday. If you are serious about making professional connections, you need to be aware of how you present yourself online. You would be surprised at what people can find out about you through simple online searches! If you present yourself in a way that is not friendly or professional, people will think twice about working with you.

- ***Maintain connections after you make them***

People often forget to keep up with connections or utilize them. You both made the decision to connect with each other, you both saw potential in each other, it all happened for a reason! Make an effort to ensure that the people you connect with will remember you after you give an initial first impression to them! Asking them how they are doing or about their work progress are good things to do.

- ***Smile and be friendly!***

Smiling helps people you are talking to feel more comfortable with you being around and they are more willing to listen to you about what you have to say! A simple smile can change the entire mood of a conversation!

Don't

- **Don't Be afraid to make the first move**

Somebody has to be the first person to make a move, so why not have it be you!? There is no harm in being the one to actually initiate a conversation! People would be impressed and see that you are taking initiative in forming a potential professional relationship. Go out there and be proactive in forming relationships!

- **Don't Ask for a job right away**

This is immature! This makes it seem like you want nothing but a reference, and that you do not care about the person themselves. Thinking only about what they have to offer for you is generally selfish. You have to realize that it goes both ways. Progression of a professional relationship should sound and feel natural.

- **Don't Be excessive**

On your networking journey, you just have to be able to accept the fact that not everyone you want to connect with shares the same feelings as you. Be respectful of others' time. The worst thing you can do is annoy someone to the point where they want nothing to do with you. An example would be repeatedly messaging someone like: "Hey are you ever thought about being an entrepreneur?????"

- **Don't Engage with only self interest in mind**

You should not go into networking with your only goal being to benefit yourself! You should also be thinking about what you want to give to others.

Speaking Practice!

General greetings

Knowing what to say when greeting someone is important. First impressions matter, so you will want to make sure that you present yourself as a friendly person who people will want to approach and work with!

Relevant Conversation starters

Striking up a conversation with a stranger can seem difficult, but having just a few things in mind will be able to open up a potential conversation that could lead to more things! Depending on the reason you are meeting up or how you find each other, you could talk about that!

Elevator Pitch

Picture a moment where you are in an elevator with someone, and you only have a minute or two to talk to them. This could be the only time you ever get a chance to talk to them. What do you say? This is known as an elevator pitch.

What to include

- A simple introduction of yourself
- Your strongest experience
- Your goals, how you plan to achieve those goals,
- Why you would be a good fit for your role of choice

Things to keep in mind

- Be sure to smile,
- Avoid rambling and speaking too fast,
- and be sure to sound passionate.
- Do not rely on a single speech for all people

Talking points!

What inspired you to be in this field?

Talk about the reasons inspiring you to pursue this field or your major! Tell them how you chose your major or switched from a previous major. You would be surprised to see that you may share a similar story with someone else. Similar experiences may result in similar goals, which may make them a good person to connect with.

What are your personal /professional goals?

What do you want to achieve in this field and why? A personal goal can be a personal milestone you want to achieve in life or a subject you want to learn.

A professional goal can be a skill you want to learn or a career you see yourself doing. Make sure to explain how you are working towards this goal, or what inspired you to choose this goal.

Where do you see yourself in 5 years?

There are no wrong answers here. You can talk about where you see yourself professionally “I see myself pursuing this field” or “I see myself learning this skill”.

You can also answer this more personally if you feel like this gives the image you want to present to your connection “I see myself pursuing this hobby”

Stay Confident!

Be sure to show you have confidence when talking about your goals. Confidence shows that you care and have thoroughly thought about your future and professional growth.

Where to start networking

The hardest part of networking is just knowing where to get started. Don't worry though, there are plenty of other people who feel the same way! The best place to start networking as a student is through your school. Your school can provide many chances to network. Get familiar with using online resources as well, as the internet is becoming increasingly popular for communication!

Classmates

- In classes that are related to your major
- It is likely that in your classes, there are people with similar goals or interests

Job Fairs

- Reach out to any organization that you are interested in!
- This is a place where you are not just looking at potential company's you will work for, but also future employers!

Professors

- While being a teacher's assistant
- While asking for letter of recs
- During office hours
- Ask what they did to get where they are

Clubs/ Organizations

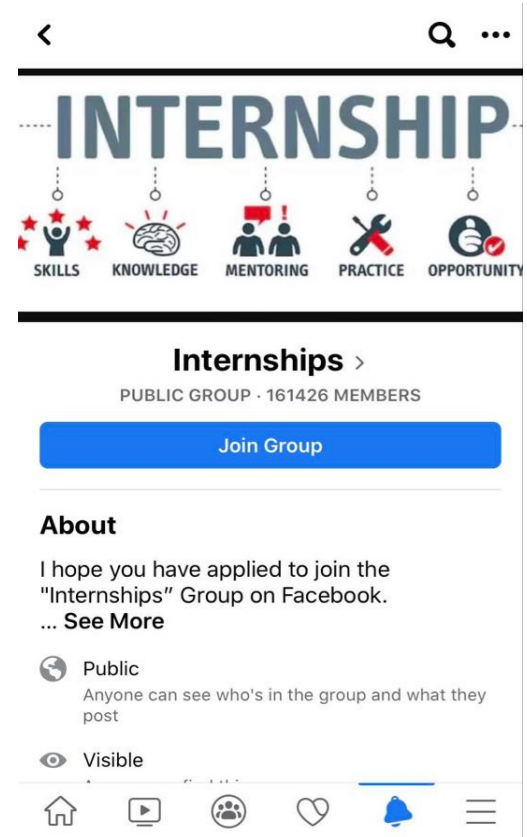
Are you in a student org filled with people just like yourself?

- Ask them if they are interested in connecting!
- People could have joined organizations for the same reasons you did!

Networking in an online environment

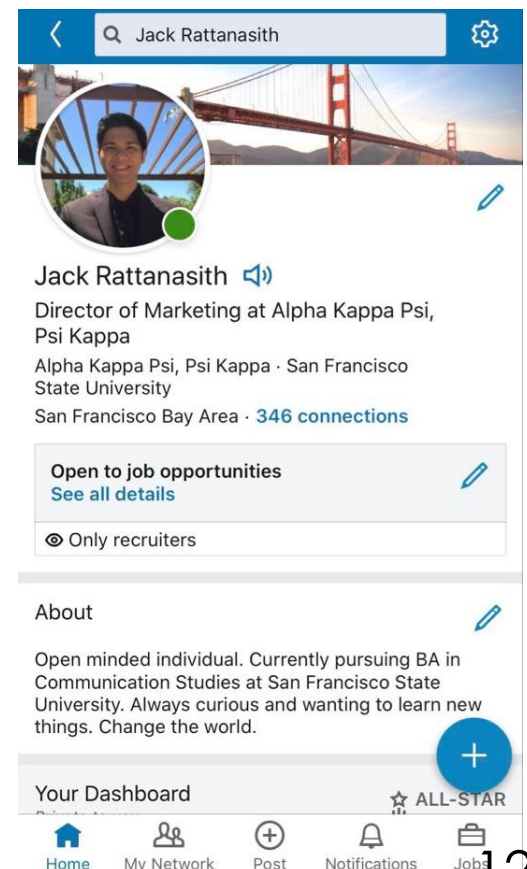
Facebook

Search for things you are interested in on Facebook! Chances are there is a dedicated group for that, where you will be able to talk to other people who are also interested in that.



LinkedIn

LinkedIn is the largest professional network on the internet! Build your profile and connect with employers and other opportunity seekers. Think of this as your virtual resume, and be sure to keep all of your content professional!



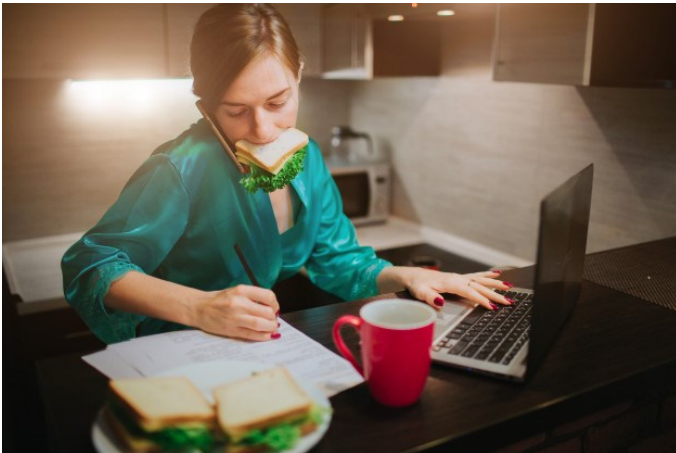
When to network

Times of the day

Generally work around basic work schedules (9am-5pm)
after work hours are usually good.

Mornings

9-11 AM are the best time to send an email professionally, they have the whole rest of the day to read it.



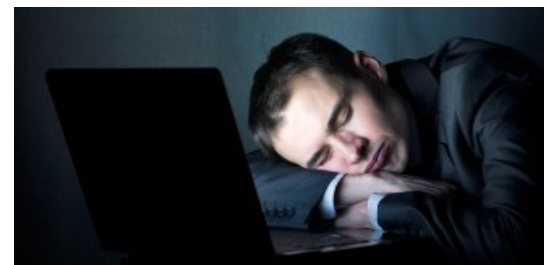
Afternoons

People may read your emails during a lunch break or respond if they have free time during their day, but they are most likely busy.

Nights

Don't send emails too late (after 8pm)
people are usually off work and started doing other things with their time.

You should NEVER expect a response past 9pm (unless this type of communication schedule has already been established)



Networking in your daily life!

You can never have too many great people in your life!

Times you should realize that you should network with someone!

- You notice potential in someone after working with them
- You are familiar with some of the work that someone has done and want to know what else they are doing
- You have common goals
- You want to learn from them/ mentor them!
- Have an idea that you want to share with them

Try to reach out to someone whenever you have time and develop new relationships/skills



Boomerang
for Gmail

Pro tip: Never send an email late again! Try Boomerang to schedule your emails out, and send them out

Why network in the first place?

With so many rules and situations to keep in mind while networking, it may seem overwhelming at times. You might even have you questioning whether it is worth all of your time to do so in the end. Here are some reasons why it will be worth it to you!

Can make certain opportunities easier

You'd be surprised to see how much easier things become when you know more about the employer than another candidate! If someone is already familiar with your working or communication styles, they will more than likely choose you over having to learn to work with someone completely new. However, simply knowing someone will not give you free opportunities. You should be sure that the relationship that you established is fairly strong.

Stay in contact with like-minded people

Being able to connect with people who work like you and share the same ambitions as you is reason enough alone for you to try to put yourself out there. The connections you make can be professional in terms of the work you do, or more casual based on having the same hobbies as each other! Be sure to make an effort to maintain these relationships by checking in with each other when you can.

Seeking a Mentor/ Being a Mentee

Is there someone who you really just look up to and want to keep learning more from them? Keep in touch with them and let them know that you are interested in them mentoring you! You can also reach out to people who you feel that you can help grow professionally. Taking the time to be a mentor or a mentee can be the beginning of a great partnership!

You are building a network of people to support you

The ultimate reason why you should be networking with others is to create your own support system full of people who can help you in times of need. You should never be too stubborn to accept help, because you never know when you are going to need it!

Things you can get out of good connections

- Letter of recommendations
- Endorsements
- Different perspectives
- New opportunities
- Growth in self confidence
- Long-lasting relationships



How to start networking!

Want to get started on your expansive networking journey? Here are some places where you can get started utilizing the skills you have learned!

Participate in class/ organization activities

Participating in in your classroom discussions is one of the easiest ways to be seen as a great person that others would want to potentially work with! Showing basic engagement and listening skills can seem appealing, and people may want to continue working with you!

Get involved in other campus events

You don't meet all the important people in your life in your single 8AM once a week class, so you will need to put yourself out there at other events at your school! Try attending any events specifically related to your major or interests, and be sure to see what other great events that your school is planning, or other groups that they are collaborating with!

Reach out to people!

Attending all of these events is just the beginning, and you can't expect people to be the ones to reach out to you first. Being able to make the first move and reach out to someone is a genuine social skill that you can work on!

Ask for a mentor

Ask someone in your class or your organizations if they are interested in being a mentor to you! You should do this especially if you are incredibly interested in their work and want to learn more about them!

Talk to a career counselor

It is highly suggested that you talk to a career counselor about what your goals are as a student and working professional, that way they could point you in the right direction for your potential career. This could be the start of a brand new path where you have a better idea of what goals to form.

Apply for an internship

Try applying for any internship you are interested in! Be sure to be open to many different opportunities, as any new experiences can help you grow as a professional. When going into an internship, make sure to not only how the organization can help you, but also how you can help the organization grow!

It is also important to know that even if you do not get that internship you wanted, you did a great job at applying in the first place! This way, you may kindly ask to stay in contact with the recruiter if deemed appropriate, and form another professional relationship.

Summary

- . Set clear, achievable goals
- . Be willing to get out of your comfort zone
- . Be adaptable to network in different situations
- . Try to network whenever you have time
- . Utilize resources that are available to you
- . Practice your conversation

Resources to Utilize



Facebook

Join groups related to your profession and reach out to your friends to get the word out about your projects!



LinkedIn

Build your professional profile and network with like-minded professionals and recruiters!



Handshake

Connects you to internships and entry-level jobs, based on your school!



Indeed

Upload your resume and search for jobs! Learn more about job searching itself!

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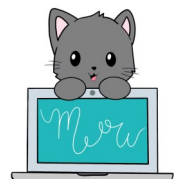


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