

# DEVELOPING YOUR NETWORK

# THE OUTCOMES EXPERIENCE WDI -

UNIT 1

**INTRODUCTION TO OUTCOMES - TODAY**

UNIT 2

**INTRODUCTION TO INDUSTRY AND MARKET**

**JOB SEARCH BUILD: DIGITAL PRESENCE AND TOOLS**

**JOB SEARCH BUILD: DEVELOP YOUR NETWORK**

**JOB SEARCH BUILD: RESUMES & COVER LETTERS**

**1:1 MEETINGS**

**JOB SEARCH BUILD: OUTCOMES WORKING SESSION**

UNIT 3

**JOB SEARCH STRATEGY: APPLYING FOR JOBS**

**JOB SEARCH STRATEGY: INTERVIEWING**

**1:1 MEETINGS**

UNIT 4

**JOB SEARCH STRATEGY: OUTCOMES WORKING SESSION**

**GA PROFILES AND ALUMNI DIRECTORY**

**WHAT COMES NEXT - LIFE AFTER GA**

GRADUATION

GENERAL ASSEMBLY

GRADUATION



**Update your about-me repo to have:**

**1.) What you did before GA, What kind of support you'd like from Outcomes, Your Day 1 Goals**

**4.) Two Truths and a Lie**

**5.) Link to your LinkedIn Profile**

**6.) What kind of company you'd like to work for (i.e. Agency, Startup, etc)**

**7.) What kind of role you're leaning towards (i.e. Frontend, Backend, etc)**

## **DEVELOPING YOUR NETWORK**

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# **RECAP: PERSONAL BRANDING**

# PRACTICE!

**The perfect place to practice advertising your personal brand is at a networking event.** You can repeatedly introduce yourself, using some of your personal branding summary/pitch.

**Let's Practice!**



# WHY BUILD A NETWORK?

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**ADVERTISED JOBS**

**HIDDEN JOB MARKET**

## NETWORKING ADVANTAGES

- Best way to find a job with people you really like
- Posted jobs draw too many applicants (250 apps average)
- Many jobs are filled before they're posted (up to 80% never posted)



## NETWORKING CHALLENGES

- Having to talk to strangers
- Having to brag about yourself to strangers
- May be turned down after bragging about yourself to a stranger
- Might knock things off of a display table while being turned down after bragging about yourself to a stranger

**JUST LIKE  
PROGRAMMING, YOU  
WILL GET BETTER  
THE MORE YOU FAIL**

# HOW TO GET STARTED FAILING

•The sooner you start meeting people + becoming a familiar face, the better.

- Built In Colorado
- Startup Denver
- [meetup.com](#)
- more in outcomes repo

# NETWORKING EVENTS

The background of the slide features a close-up photograph of several hands clasped together in a supportive grip. One hand is wearing a white sleeve, while others are in red and grey sleeves. The lighting is soft, highlighting the texture of the skin and the fabric of the sleeves.

# **BUILDING STRONG RELATIONSHIPS:**

**1: VISIBILITY**

**2: CREDIBILITY**

**3: OPPORTUNITY**



**KNOW YOUR LANDSCAPE**



A man with a surprised expression, hands framing his face, with four red circles containing text labels.

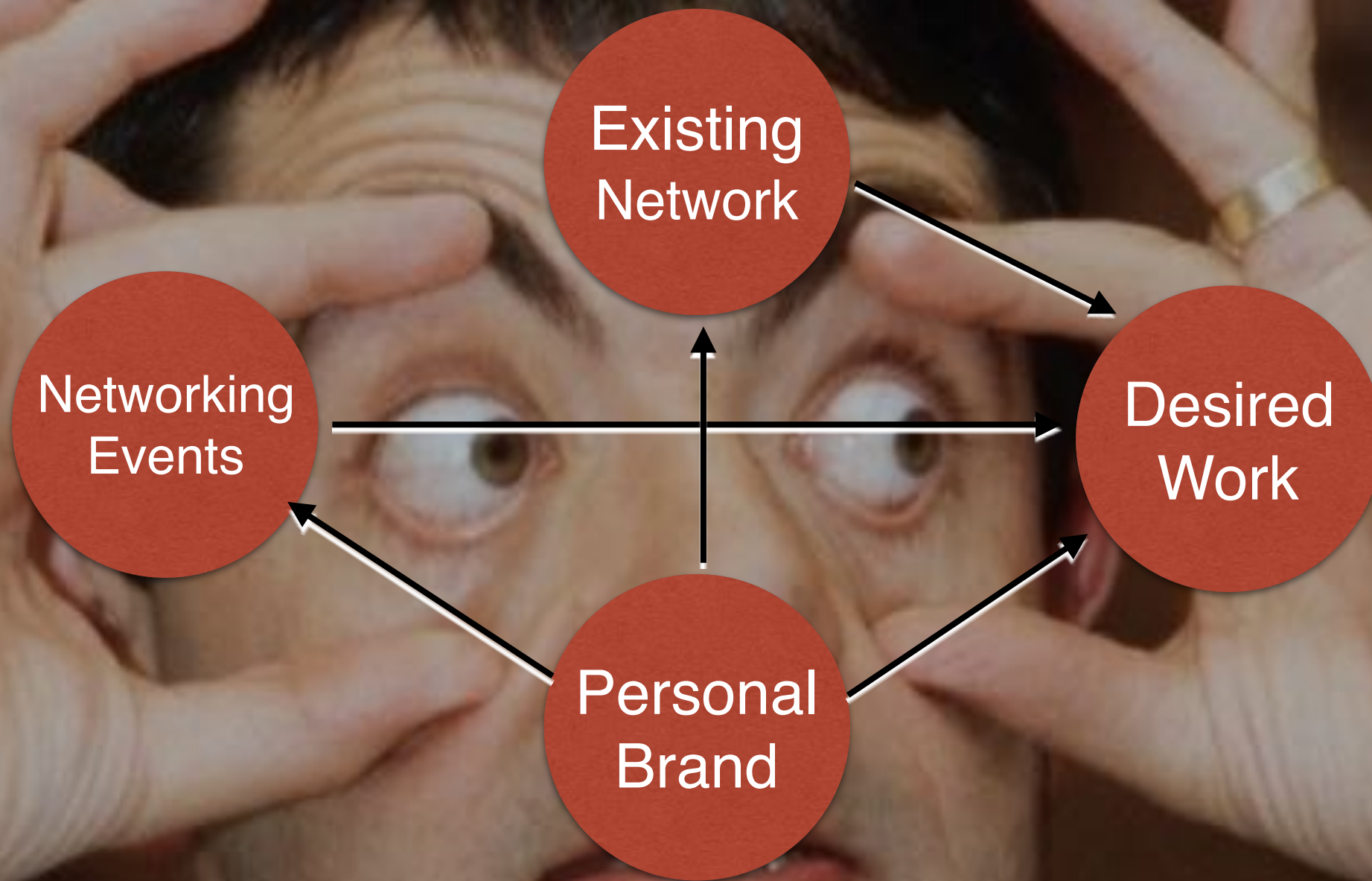
Existing  
Network

Networking  
Events

Desired  
Work

Personal  
Brand

**CONNECT THE DOTS**



# WORK THE ANGLES





**REALITY:  
YOU ARE ALWAYS NETWORKING**

# HOW DO YOU TALK TO STRANGERS?

**Fact: People love to talk about themselves, and what they're passionate about.** Frame your questions around a general interest in them.

- What do you do?
- How did you get started doing that?
- What kinds of languages/environments do you work with?
- Do you like it?
- What do you WANT to be doing?
- Learn anything cool recently?
- Deal with anything lately you think is a waste of time?
- Got any advice for someone new to \_\_\_\_\_ ? (could be the industry, a language, a framework, etc.)

## MAINTAINING THE NETWORK

- Don't wait until you need something!
- Email, call, get coffee/ lunch/ rock climbing (or any other common interest!)
- Remember birthdays, favorite sports teams, important personal info
- Ask for updates – promotions, new jobs, blogs, etc
- Congratulate them on significant events
- ^^^ Within reason. Don't be a stalker.

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**WHAT QUESTIONS CAN YOU ASK?**

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**LET'S PRACTICE!  
PRETEND I AM SOMEONE  
YOU WANT TO CONNECT  
WITH**

Strike up a conversation with me, then close by getting my contact info

# **BUILDING YOUR DIGITAL NETWORK**

I.E. Talking to strangers on the internet

**Same rules as before - people love to talk about themselves, and what they're passionate about.** IRL interaction techniques generally work just as well online.

- Be brief - don't write a stranger a long, serial-killer email
- Be nice/complimentary
- Trail with a question - this implies that you desire a response
- Try to tailor your message to a recent tweet/article/event to ground it
- Don't ask for anything besides information or an introduction. Asking for a job or something that requires significant work on their end will come several messages down the line.
- Thank them for their time

## Introduction

- 1) My name is \_\_\_\_\_ and I'm studying full stack web development at General Assembly in Denver.

## Connection

- 2) I'm getting up to speed with the development scene in Denver, and I saw that you work at \_\_\_\_\_.

## Specific Interest

- 3) I'd love to learn more about your role, and what it's like to be a developer at \_\_\_\_\_.

## Call To Action

- 4) Do you have 15 minutes next week to grab coffee and chat?



# WHO ELSE DO YOU KNOW?

Thanks so much for taking the time to tell me more about your role/the company. I'd like to keep learning more about web development at companies like yours/with products like yours/people who have similar responsibilities etc. is there anyone that you could recommend me to and/or any companies that you suggest I try to reach out to?

# Q&A

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## **Very important - JIRA's April Fool's Day Video**

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<https://youtu.be/9shZslfbaS0>

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# ASSIGNMENTS

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## **This week...**

- Find a networking event to attend, then attend it (the Outcomes Resources repo should help)
- Research companies you want to work for, and add them to your about-me repo

## **Keep working on . . .**

- Your about-me Repo
- Your Personal Brand