

DEVELOPING YOUR NETWORK

THE OUTCOMES EXPERIENCE WDI – PROGRAMMING

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



RECAP: Make sure to:

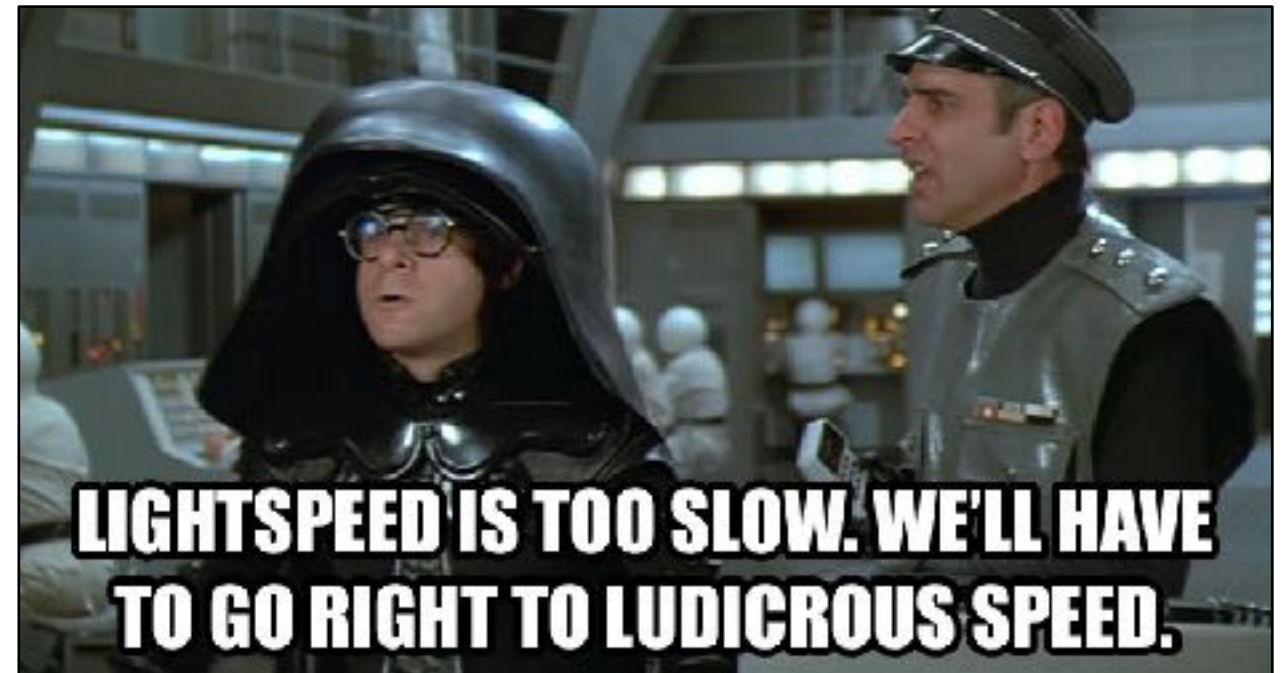
- 1.) Research role/Job style**
- 2.) Complete LinkedIn**
- 3.) Start thinking about your personal brand**

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?



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](https://www.meetup.com)
- Weekly Emails

WHY BUILD A NETWORK?

TO DO:

**DIGITALLY CURATE A LIST OF
EVERYONE IN YOUR NETWORK**

NETWORKING EVENTS



BUILDING STRONG RELATIONSHIPS:

VISIBILITY

CREDIBILITY

PROFITABILITY



KNOW YOUR LANDSCAPE

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

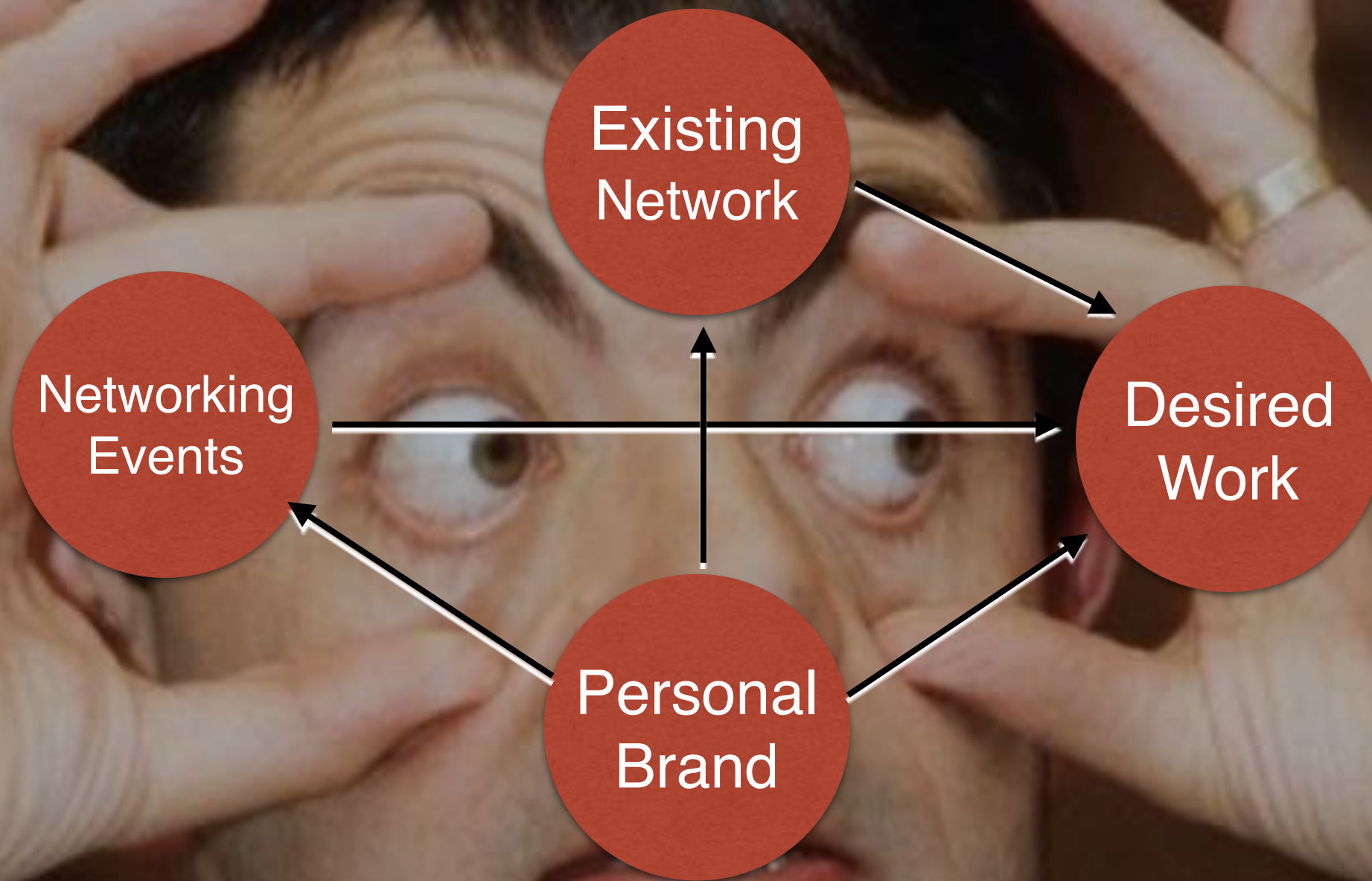
Existing
Network

Networking
Events

Desired
Work

Personal
Brand

CONNECT THE DOTS



WORK THE ANGLES


UNDERSTAND YOUR NETWORKING LANDSCAPE

- Keep a list of companies that you would like to work at
- List who's already on your network – friends and acquaintances
- Lookup your 2nd degree connections (LinkedIn)
- Attend events to get to know people, companies, and Denver trend
- Join mailing lists (GA, Built In Colorado, [tech.co](#) Denver, etc.)

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.)



**REALITY:
YOU ARE ALWAYS NETWORKING**

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.

WHAT QUESTIONS CAN YOU ASK?

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 - people get emails from strangers for two reasons - because that stranger likes them, or hates them. Make it known you're in the first category.
- 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
- Your first email shouldn'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



This week...

- Find a networking event to attend, then attend it (the GA weekly email and the Outcomes Resources repo should help)

Keep working on . . .

- Role/Job style Research
- LinkedIn Profile
- Personal Brand

EXIT TICKET

Exit ticket: <https://ga-research.typeform.com/to/HY2abn>