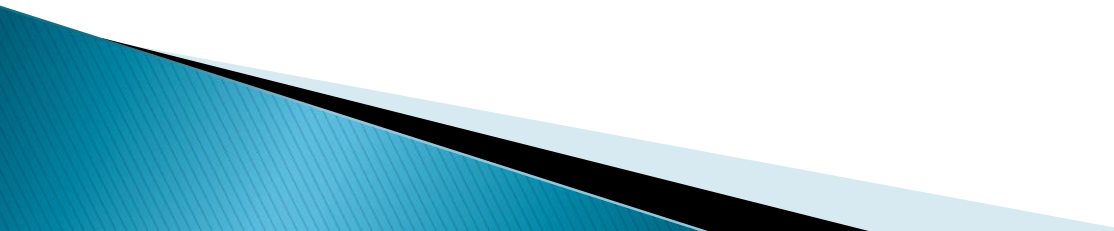


Networking

Why, Where and How

April 17, 2014

Agenda

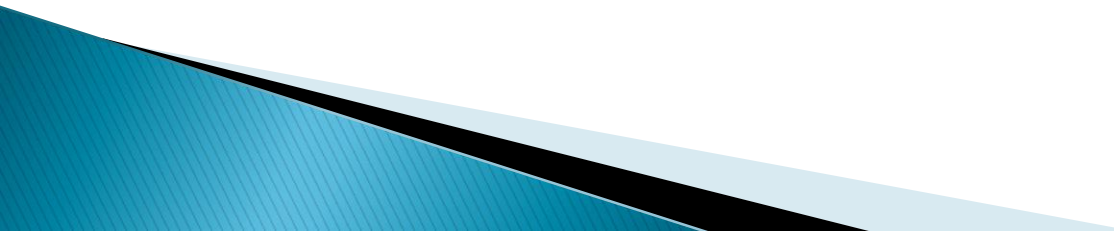
- ▶ Introductions
 - ▶ What and Why Network
 - ▶ Myths
 - ▶ Where to Network
 - ▶ Tools
 - ▶ Practice
 - ▶ How to network successfully this summer
- 

What is Networking

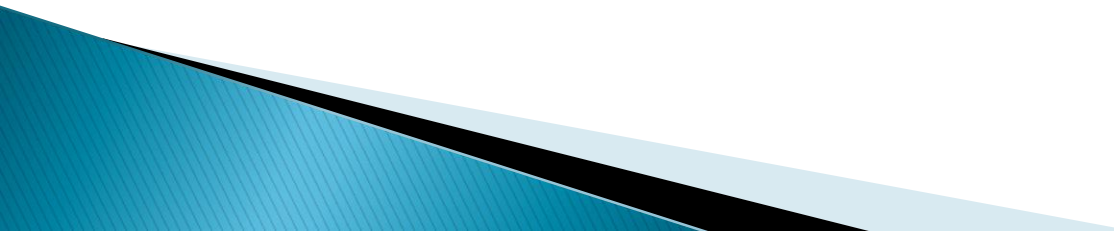
- ▶ Process of giving and getting USEFUL Information



Myths

- ▶ Need to be extraverted
 - ▶ Need to have “connections”
 - ▶ Need to talk to high level people
 - ▶ Need to do it all in person
- 

WHY Network

- ▶ Learn about career fields, employers, classes to take...
 - ▶ Get advice and information – Never ask for a job!
 - ▶ Nationally 60–80% of all jobs are gotten through networking
 - ▶ Last year's Tufts students – 45%
 - ▶ Many jobs/internships are never posted
- 

Who and Where to Network

► 5 F's

(Family, Friends, Friends' Family, Family Friends, Faculty)





networking

strategies

success

interaction

social

interests

efficiency

online

connect

common

colleagues

marketing

professional

business

contacts

people

meeting

mutual

internet

support

jobs

relationships

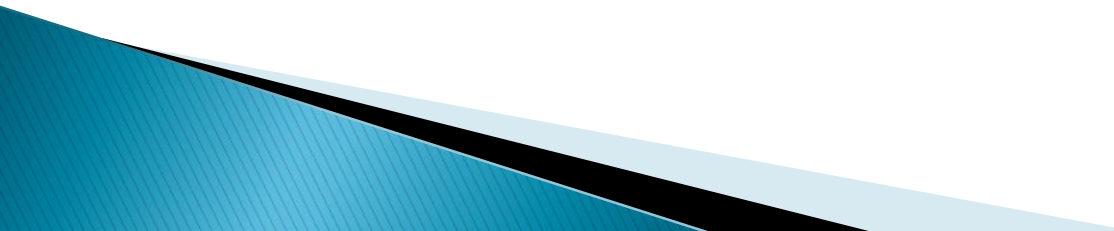
opportunities

community

commu

n.

Networking Opportunities

- ▶ Campus events, alumni gatherings, panels, lectures
 - ▶ Correspondence related to event, meeting, interview
 - ▶ News articles that spark your interest
 - ▶ Professional association meetings or activities
 - ▶ Lunchtime at your internship site
 - ▶ Tufts CAN (9,600+ potential contacts!)
 - ▶ Everyday at Tufts
 - ▶ Catching up with non-Tufts friends
 - ▶ Going to the dentist!
- 

Planned or Spontaneous

PLANNED

- ▶ Calling Tufts alumni from the Career Network
- ▶ Informational interview
- ▶ Writing letter or email asking for career advice

SPONTANEOUS

- ▶ Attending professional or social event
 - ▶ Chatting on an airline flight
 - ▶ Holidays with family & friends
- 

How to Network

▶ G.E.M. Model

- Goal Driven
 - What do you want? What can you learn?
- Exchange of Information
 - 2 Golden Questions
 - Who Else Should I be Talking to ...
 - If you were me, what would you be doing....
 - 30 Second Pitch/Elevator Speech/30 Second Commercial
- Memorability
 - How will you be remembered, how did you stand out?
 - Follow-up – not just a thank you

Goals and Script

- ▶ Take a minute to write a goal you might have when attending a networking event.

Example: I would like to learn more about web programming opportunities at start-up companies

Example: I would like to figure out what kinds of careers I might be able to pursue that would combine programming and my interest in at risk youth.

Exercise – Write A Goal

Thirty-Second Script

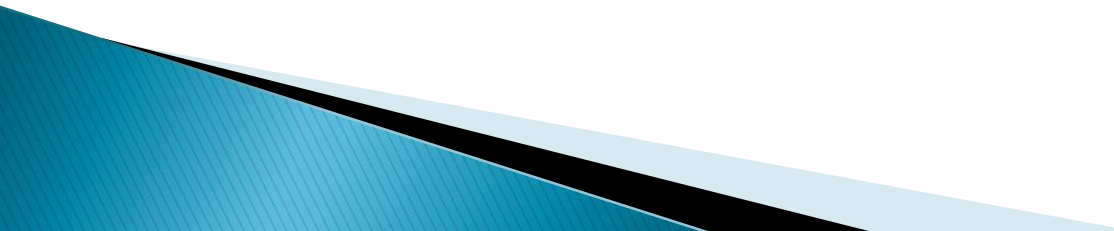
- ▶ Script uses goal and can ask a question to solicit information
 - Example: I am a sophomore computer science major at Tufts taking courses in web programming. I think I would like to work in a start up and I am wondering what other kinds of courses might I take to make me a good candidate for a position with an early stage company?

Write a Script

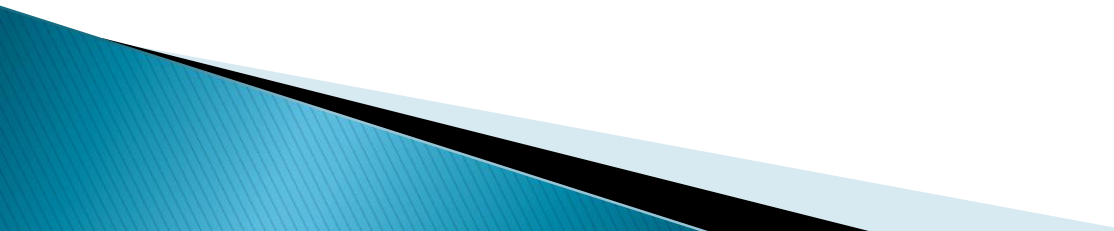
The 2 “Golden Questions”

- ▶ The ‘People Question’:
Who else should I be talking to?
- ▶ The ‘Process Question’:
If you were in my position, what steps would you be taking?

Things to remember

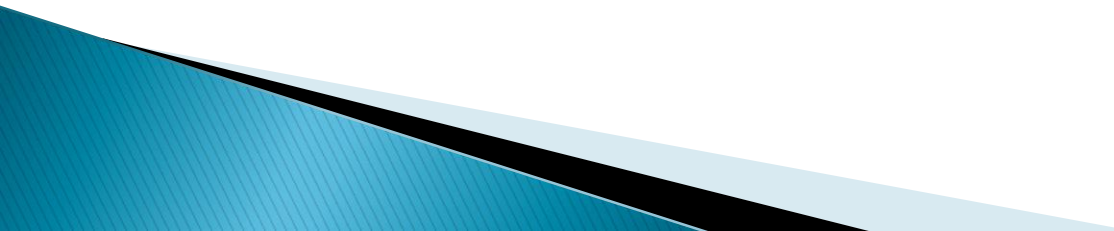
- ▶ Smile
 - ▶ Handshake
 - ▶ Enthusiasm
 - ▶ Eye Contact
- 

Using your Summer Wisely

- ▶ Generate a List of people
 - Tufts Career Network
 - Family & Friends
 - Roommates & Neighbors
 - Faculty & Staff
 - Internship supervisors & colleagues
 - Volunteer & community activities
 - Sports & Clubs
- 

The informational Interview


An insiders view of career, jobs, employer, industry

- ▶ Form of Research
 - ▶ Contact by phone or email to set up
 - ▶ Formal but not about jobs
- 

Document and Track Networking

Last Name	First Name	email	Organization	How you found	Type of Corresp	date	Next steps	Notes
Professor	Sally	sally@tufts.edu	Tufts - EE	EE209	office hours	10/11/2012	Follow up on networking suggestions	Write to Pat Doctor Plays Frisbee
MetonBus	Bob	bobm@gmail.com	Engineering Corp.	Sat next to on Bus home	conversation on bus	9/20/2011	send email	Send resume
Doctor	Pat	Pat.doctor@mclean.com	McLean Hospital	Sally Professor	email	10/12/2011		

If I Ruled the Zoo

- ▶ Attend relevant programs
 - Linked-In Lab – Tips from Employers
 - Networking Events – Grad School Panels
 - ▶ Networking is the Key
 - ▶ Schedule 1.5 hours a week for Career related activities
 - ▶ Put your resume on Jumbo Jobs
 - ▶ Mock Interview
 - ▶ Set up a networking spreadsheet
 - ▶ Do a weighted ave. exercise for what is important about a job or grad school
- 

PRACTICE

