

A photograph of a professional networking event. In the foreground, a man in a grey sweater and a woman in a white top are shaking hands. The man is smiling and looking to the right. The woman is also smiling. In the background, other people are visible, some looking towards the camera. The background is slightly blurred, showing a blue wall with some decorations. The overall atmosphere is positive and professional.

PROFESSIONAL BRAND & NETWORKING

LARRY PALAZZOLO, BRANDING & NETWORKING
GENERAL ASSEMBLY



LEARNING OBJECTIVE:

Each student will develop the first draft of a branding statement that highlights your unique personality and talents.

You will learn how to access your existing network and add to it.



INDIVIDUAL ACTIVITY – GOOGLE YOUR NEIGHBOR

Open up an **Incognito** browser window and do a name search on the persons sitting on either side of you.

Find any and all social media, blogs, articles, and any other mention of them online.



What did you find?

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- 43% of employers use social media to research candidates.
 - 51% found information that caused them to pass on a candidate.
 - 33% found information that caused them to hire a candidate.

Source: 2014 CareerBuilder Survey

CREATING A CONSISTENT DIGITAL PRESENCE

- Use the same headshot on your email, LinkedIn and social media.
- Headshots will be provided by GA.
- No selfies, significant others, etc. Just you.

CREATING A CONSISTENT DIGITAL PRESENCE

- Have a modern email that is your name (no AOL, Yahoo, Hotmail).
EXAMPLE: sarahsmith@gmail.com or hello@sarahsmith.com
- Include links to your portfolio and social media in the signature of your email.

DEVELOPING YOUR STORY

Facts tell, stories sell.

The human brain is designed to remember stories with emotional impact.



DEVELOPING YOUR STORY

Your Branding Statement

A 30-second elevator pitch that you can tell someone when they ask you “So, what do you do?...or...Tell me about yourself.”

Your Story

An expanded version of your PBS that you would share in more in-depth conversations at networking events and job interviews.

DEVELOPING YOUR STORY

Take 2 minutes to answer these questions.

- How would you describe your personality?
- What makes you unique?

DEVELOPING YOUR STORY

Take 3 minutes to answer these questions.

- What were you doing before GA?
- Why are you at GA?
- What do you want to do after GA?

DEVELOPING YOUR STORY

What are your greatest professional strengths?

List as many as you can think of in 1 minute.

BRANDING STATEMENT – ROUGH DRAFT

Take 3 minutes to write down your branding statement.

Things to include:

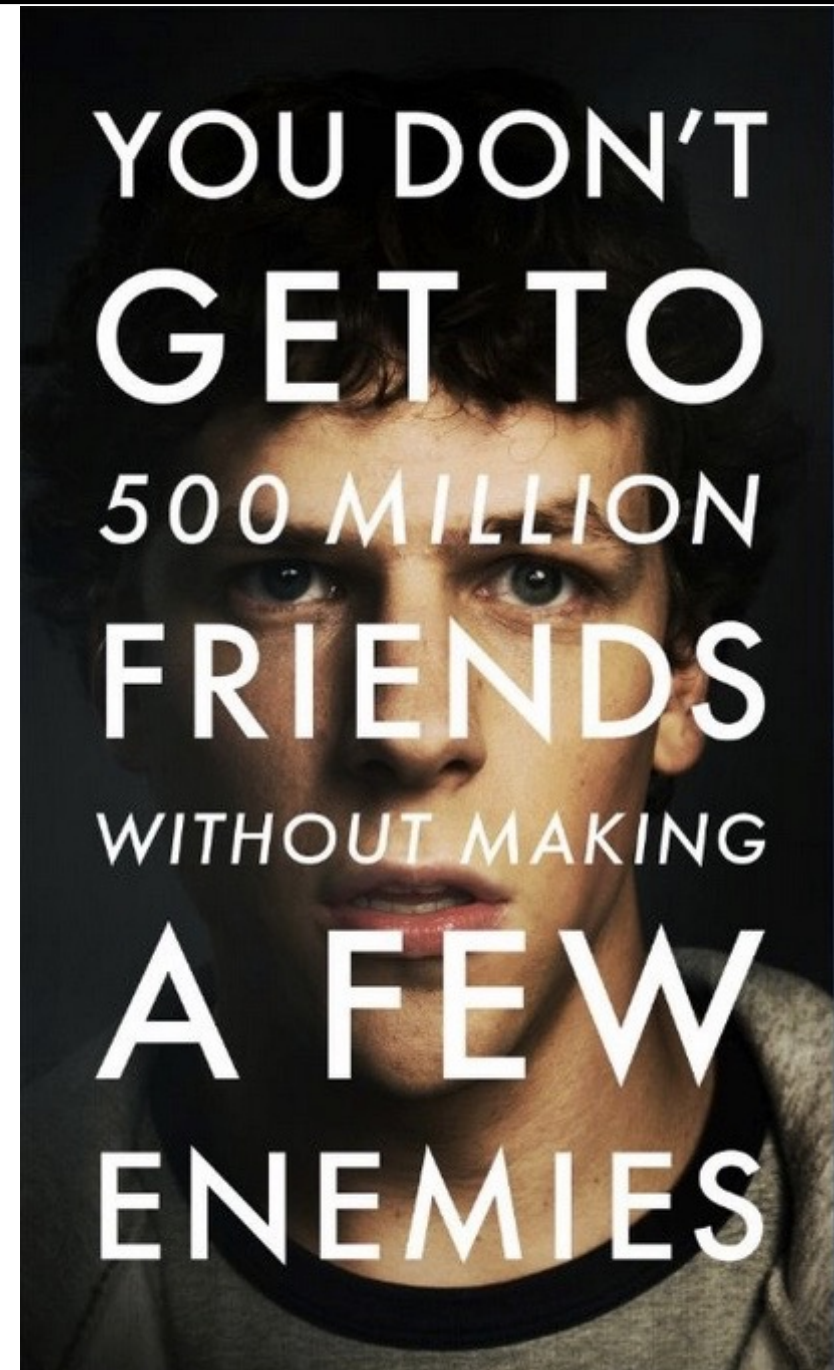
- Your profession.
- Professional passions and strengths.
- Something unique to you and your personality.

EXAMPLE: I'm a UX Designer dedicated to creating unique experiences in emerging tech and wearables.

NETWORKING

What do you do if you're new to Seattle, don't know many people, are introverted, or just plain shy?

ANSWER: Find people like you.



LEVERAGING THE GA ALUMNI NETWORK

INDIVIDUAL ACTIVITY:

Take the next few minutes to find one GA alum on LinkedIn that is working for a company you might be interested in and reach out to them using the template on the next slide.

GA ALUMNI OUTREACH

Hi Flying Spaghetti Monster, I'm currently in UXDI at GA. I see that you work for FSM Inc and am really interested in learning more about the company. I'd like to take you out for coffee to ask you a few questions about the culture and what your experience has been working there.

CONVERSATION STARTERS

- What brings you here?
- How long have you been involved with (Insert subject of event/meetup)?
- Where are you from?
- How long have you lived in Seattle?

OTHER WAYS TO MEET PEOPLE

- Attend one of the many weekly networking events.
- Join some other activity group (biker gang, book club, knitting circle).
- Go to happy hour with your classmates and other GA students.

BODY LANGUAGE AND NETWORKING PRACTICE

REVIEW – NETWORKING

- When it comes to finding a job, who you know is more important than what you know.

TEMPLATE EMAIL FOR NEW CONNECTION ON LINKEDIN

Here's an example of an introductory email you can send to someone you're trying to connect with on LinkedIn.

Hi, Skeletor I am currently taking the user experience design immersive program at General Assembly. I see that you're working for The Greyskull Group. I'd like to buy you a cup of coffee and ask you about the company culture and your role there. Let me know if you're free.

Thanks,

He-Man

RESOURCES

- [Business Cards From Moo \(GA Discount\)](#)
- [How to start a conversation with a company on Twitter, from one of our recent GA grads.](#)
- [GA Classes, Workshops & Events](#)
- [UX Professionals](#)
- [UX/CX/Product/Strategy](#)
- [Seattle Area Startups](#)
- [UX Professionals Association \(UXPA\)](#)
- [UXPA Seattle Chapter](#)
- [Interaction Design Association \(IXDA\)](#)
- [Agile UX](#)
- [Lean UX](#)

HOMEWORK

- 1.) First Draft of your Branding Statement.
Enter statement into the Outcomes Deliverables Sheet. Give and receive feedback with your podmates.
- 2.) Sign up for a networking event happening this week or next.
Add the events you attend to the Networking tab of the Outcomes Deliverables sheet.
- 3.) Make LinkedIn connections with 2 more GA grads.