Lesson 12 – Effective Networking

**Questions for Mentor:**

**Relationship Building:**

* Sincere not swarmy
* Be deliberate but in an authentic way
* Not a race to rack up contacts
* Think of networking as the practice of cultivating authentic connections over time
* 6 tips:
  + Avoid the two mistakes that stand in the way of really getting to know people
    - Talking about ourselves
      * Instead of talking about yourself, use every interaction to appreciate someone else by investigating their work and interests
      * If you want to be interesting, be interested
    - Conversational cowardice
      * People tend to keep discussions safe and on the surface
      * Be interested in what people say and do and ask meaningful questions
        + Tell me about the business model — who pays whom and who is delivering value to whom?
        + What advantage do you offer over your competitors that get customers to choose you?
        + What drew you to work in this particular industry?
        + How big a piece of the overall business is your division?
        + Are there new technologies affecting your business?
        + It sounds like you’ve been successful? What makes someone unsuccessful in the role?
        + What’s your favorite part of your job and why?
  + Tune up follow ups – make them a part of routine relationship maintenance
    - Do: Follow up and follow through
      * Do what you say you’re going to do
    - Don’t: Reach out only when you need something
      * Thinks about the last time you interacted with someone and see if you’re reaching out just because you need something
  + Set the stage for opportunity by making “low-lift value payloads” a habit
    - You can't control when people see great opportunities. But you can make sure they think of you first
    - Break down the ability to be valuable for people into lightweight actions
    - Value payloads are anything you provide to people that could help them
    - Replace it with the tenet that making others successful will do the same for you. It’s not only more positive, it’s more accurate.
    - Instead of faking confidence, be genuinely curious
  + Take 10 minutes a day to craft casual hellos – it goes a long way
    - FYI reach outs go a long way
  + Vanquish the fear of rejection – and embrace possibility instead
    - Pitch yourself as a human being
    - Don’t be afraid to be honest about your admiration over email
    - My advice for putting yourself out there is: Just send the email. Don’t overthink it. The best-case scenario is that it opens an amazing door for you. The worst thing that can happen is that nothing happens
  + Add some strategy and direction to your coffee chats
    - If you share with your network that you’re moving on, folks might naturally reach out to ask after you, or to offer their help
    - Have an idea where you’re headed
    - What skills do you want to build?
    - What industries do you want to work in or experiences you want to have?
    - Non-negotiables
* 15 Power tips for using social network to find a job
  + Take time to socialize
  + Don’t be shy
  + Treat people like human beings, not walking job leads
  + Mix and mingle
  + Team up
  + Expand your horizons
  + Don’t forget your business card
  + Ask for advice, not a job or a favor
  + Schedule informational interviews
  + Ask for a job referral
  + Ask for a job reference or a linkedin recommendation
  + Look for ways to return the favors
  + Be grateful
  + Keep a long term view
  + Stay connected
* How to use meetups to build your network
  + Data science, data analytics, etc
  + RSVP to an event
  + Reach out to organizer in advance
  + Introduce yourself
  + Offer to help
  + Volunteer to help with the event you’re attending
  + Find organizer to say thank you once there
  + Talk to people and exchange details
  + Bring a buddy if uncomfortable
  + Break into conversation
    - Watch body language
    - Toes and shoulders rotating outward
    - Put on curious mindset
    - Ask questions to look for common ground
  + After the meetup
    - Follow up with people you talked to
* Email Scrips for informational interviews
  + Questions to ask
    - I saw you worked at [Previous Companies]. How did you end up going from [First Industry] to becoming interested in [Current Company]?
    - You hear a lot about [Current Company] in the news, but I'd love to hear more about why you love working there. What's your favorite part?
    - What is one totally unexpected lesson you've learned from working at [Current Company]?
    - What is the biggest challenge your team is facing right now?
    - Ask about exceptions? People without normal background, who had less experience, how did they do it?
* Imposter syndrome
  + The feeling that you don’t really belong in this field
  + Lack of confidence?
    - Its common
    - Confidence is an important skill to develop to ensure your career success
  + List skills and talents
    - Technical as well as softs skills
  + Will develop data science skills necessary for the field