

[People & Culture](https://review.firstround.com/articles/people-and-culture)

**Reach Out, Stay in Touch and Deepen Your Connections with This Essential Networking Advice**

Mention the word “networking,” and you might conjure repressed memories of awkward handshakes, disingenuous small talk and the utter dread of opening an email from a stranger who wants to “pick your brain.” Yet despite its unpleasant reputation, most people understand that networking is important, even vital. Connections are the steady undercurrent that powers the tech world, supercharging the careers of the founders, operators and investors who excel at cultivating them.

It’s when we’re actually tasked with putting “networking” into practice, with cementing it into our everyday routines, that we have to navigate around the social landmines. We want to be sincere, not smarmy. We need to reach out deliberately, but in authentic way. We should create relationships that thrive, not just last. We need to stay in touch, but not overwhelm or overstep our welcome.

In search of insight and direction, we dug through the archives for wisdom from six of the most well-connected people in the business, two of whom are self-professed introverts. They universally agreed that the conversation around networking direly needs to be reframed.

It’s not a race to rack up contacts, nor is it a license to give your elevator pitch to everyone within hearing range. **Think of networking as the practice of cultivating authentic connections over time**. Lead with gratitude and a genuine desire to get to know someone — along with a few handy tips in your pocket — and you’ll be ready to move past handshakes and forge lifelong connections.

Now for those tips. The six tactics that follow are useful for setting a healthy mindset around networking. From a 10-minute routine you can use rekindle connections, to questions you can ask to take small talk beyond the superficial, these tips shed light on how to make strong first impressions and land even stronger follow-ups. They include targeted, tactical advice on doing networking differently, sharing the inside tricks of just how they’ve earned their reputations as masterfully authentic connectors.

There’s no time to waste, either. In the words of [Chris Fralic](https://firstround.com/person/chris-fralic/), First Round board partner and consummate “somebody who knows everybody”:

There’s time beyond this fundraise and even this company. Relationships take years to build. Start now.

**1.** [**Avoid the two mistakes that stand in the way of *really* getting to know people.**](https://firstround.com/review/dont-just-network-build-your-meaningful-network-to-maximize-your-impact/)

To forge truly authentic relationships, you need to move people from being strangers to becoming your acquaintances, then friends, then close connections.

Each stage brings its own set of concerns. The journey from stranger to acquaintance is often filled with awkwardness, ice breakers and uncomfortable settings. But the perils of the acquaintance zone are of a different sort: exchanging pleasantries, sticking to shallow conversations and attempting to escape the endless loop of “We should get together sometime.”

In short, there’s a difference between knowing someone and *knowing* someone — and most networking advice falls flat because it fails to make this distinction.

But that can’t be said of [**Mike Steib**](https://www.linkedin.com/in/msteib/). His approach to networking is of a different mold — and it’s a key reason why [his thoughts on building a meaningful network](https://firstround.com/review/dont-just-network-build-your-meaningful-network-to-maximize-your-impact/) was some of [the best advice we featured on the Review last year](https://firstround.com/review/the-30-best-pieces-of-advice-for-entrepreneurs-in-2018/). To overcome the anxiety that many of us experience when it comes to networking, the current CEO of [**Artsy**](https://www.artsy.net/) and former leader of [XO Group](https://www.theknotww.com/) has developed a targeted approach for turning the strangers who populate our lives into valuable and cherished connections. Steib likes to think of people moving up through four nested concentric networks: **Unfamiliar → Familiar → Intimate → Meaningful**.

Your Unfamiliar and Familiar Networks are straightforward enough — people you don’t know at all and acquaintances you know a little, respectively. But that’s where the demarcation is drawn, where you need to shift from light networking and “knowing” people to truly connecting and going deep. For those of us looking to land the leap from small talk to meaningful conversation, Steib’s lightweight yet highly tactical advice is perfect for *really* getting to know a subset of people with whom you’d like to have a closer connection.

Here it is in his own words:

You bring people from your Familiar Network into your Intimate Network by getting to know them well, understanding your commonalities, and finding ways you can be helpful to them. Just about everyone gets this next part wrong. When faced with an interesting new person in our Familiar Network, we tend to make one of two fundamental mistakes: **talking about yourself** and **committing conversational cowardice**.

**Mistake #1: Talking about ourselves.**

We go into overdrive to convince them that we’re interesting and likable, too. Most of us have developed the ability to pivot any conversation back to ourselves. After 5-10 minutes of conversation, we know very little about our new friend.

We make this mistake because it feels good. There’s an innate human desire to be appreciated. When we do all the talking, we rob our new friend of the opportunity to perform this essential act. How did you feel the last time someone you just met kept talking about how wonderful and successful he is? You likely developed, at minimum, a low-grade envy and dislike for this person. What a sad missed opportunity. We expend all this energy trying to get someone to like us, when all she really wants is the opportunity to get us to like her.

So don’t talk about yourself. From now on, use every interaction as a chance to appreciate someone else by investigating their work and interests. “How long have you been doing CrossFit? What are the results? As a vegetarian, is it hard to get enough protein to support all that weight lifting?”

Approach conversations with the mindset of a batting practice pitcher in your new friend’s home run derby of personal greatness.

Avoid temptations to talk about yourself by pivoting their questions about you back to them. Watch how eagerly this person takes the chance to tell you more about his or her passions. As famous adman David Ogilvy said, “**If you want to be interesting, be interested**.”

**Mistake #2: Conversational cowardice**

We also tend to keep discussions safe and limited to the surface. Small talk is a fine way to break the ice with your Unfamiliar Network, but you’ll never get to know someone until you move into conversations of substance. Consider the difference between these two interactions with the same person:

Exhibit A

“Have you enjoyed the event?” “Oh, yes, it’s very nice.” “Do you go to many events, Margaret?” “Three or four a year.” “How nice.” “Yes, it’s nice.”

Exhibit B

“So did you hear anything at the event relevant to your work, Margaret?” “The piece about consumer drone tech was interesting.” “Do I remember right that you work for a defense contractor? How do small drones fit into the broader national security picture?” “Oh, it’s a big deal. Imagine a network of internet-connected drones…”

With the first approach, we learned that we both thought the event was nice; in the second we got to learn all about cutting-edge new technology. We are often afraid to have deeper conversations because we don’t want to look ignorant about things we don’t know about.

“Todd, you said you work at a Swiss bank — what do you do there?” “Debt capital markets.” “Oh, cool.”

And then you spend the rest of your life not knowing what debt capital markets are and what your new friend does for a living because you’re too afraid to ask. But if Todd is worth getting to know, he won’t care that you’re not familiar with his work. He will probably take your silence to mean you’re not interested in him. So why should he bother getting to know you? Liberating yourself from this fear will open the door to thousands of fascinating conversations.

Here’s a set of questions that are always applicable to someone’s work, and that will encourage them to open up more:

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?

Now that you’ve gotten into mutually fulfilling conversations, each subsequent time you connect, there’s a flywheel effect. You can get more detail and ask more insightful questions: “How have you been, Todd? I just read in the Financial Times that bond prices have been erratic, did that affect you in any way?”

There’s another hidden benefit of this approach: you become more knowledgeable and interesting to other people based on all the fascinating things you’re learning from your new friends, and you never know where the knowledge you glean might come in handy.

Your success at building a network is founded on one very important mindset: that you’re doing it based on your desire to know, appreciate, and help other people.

[*Read Steib’s tips on how to bring people across your Familiar, Intimate and Meaningful Networks here.*](https://firstround.com/review/dont-just-network-build-your-meaningful-network-to-maximize-your-impact/)

**2.** [**Tune up your follow-ups — and make them a part of your routine relationship maintenance.**](https://firstround.com/review/how-to-become-insanely-well-connected/)

Once you’ve made a strong first impression, it’s up to you to turn that one touchpoint into a connection that has mutual purpose and positive impact. [**Chris Fralic**](https://www.linkedin.com/in/chrisfralic/) has found that this is where a lot of people fumble: They get too busy, disorganized, nervous or pessimistic to follow up the right way. The result: too many high-potential relationships fizzle for no good reason.

Fralic’s responsible for **First Round**’s investments in [Warby Parker](https://www.warbyparker.com/), [Roblox](https://www.roblox.com/) and [HotelTonight](https://www.hoteltonight.com/) (now [acquired by Airbnb](https://techcrunch.com/2019/04/15/airbnb-officially-owns-hoteltonight/)), among others, and he’s penned [a landmark Forbes piece on nailing email introductions](https://www.forbes.com/sites/bruceupbin/2013/03/27/the-art-of-the-email-introduction-10-rules-for-emailing-busy-people/#6260bb567f7b). He attributes his professional success to the thesis on networking he developed as a young man selling Oracle software:

The best way to be highly influential is to be human to everyone you meet.

With that mantra in mind, he shares two simple tips for the care and keeping of professional relationships.

**DO: Follow up and follow through**

It sounds so easy — just follow up after meetings and complete any deliverables you promised. But a shocking number of people don’t, Fralic says.

Actually doing what you say you're going to do will put you in the top quartile.

“I met with Kenny Herman, who used to work for a First Round company and is one of the best business development people out there. In a meeting, he kept coming up with ideas for people to introduce me to and said he’d send over a list that I could choose from,” Fralic says.

“Afterwards, he actually did send me an email with LinkedIn links to all of the people he’d brainstormed and one-line details on who they were. With it came a short note offering to make introductions. That's the perfect follow up. Nine out of 10 people don't do that. Instead, **most people just drop off or forget. Not only does the relationship stop there, but I’ll never use the word reliable to describe them**.”

These days, there’s tons of chatter about building one’s personal brand. Ironically, your brand actually comes from you doing great, consistent work on time — not from investing in social media or a website or marketing your work, says Fralic. You have tools at your disposal to surprise and delight: speed and polish. If you can follow up fast, that’ll get you noticed — even better if your content is perfectly proofread and detailed.

**DON’T: Reach out only when you need something**

Furthermore, make sure your follow-up is valuable, not solely a series of requests. This can happen by accident, or if you feel like you have no other choice.

“Check your ‘Sent’ folder to see when’s the last time you reached out to someone and in what context before you fire off that note asking for help,” Fralic says. “It becomes obvious very quickly when someone just wants to use you. Don’t be one of those people. This is a quick way to suffer single-digit response rates. If you’re just asking people for things without thinking about what you’ve done for them recently, or without any context for why you’re asking, people will feel imposed upon. And they won’t respond. Your reputation takes a hit and everybody loses.”

[*Read more of Fralic’s manifesto on how to become insanely well-connected here.*](https://firstround.com/review/how-to-become-insanely-well-connected/)

**3.** [**Set the stage for opportunity by making “low-lift value payloads” a habit.**](https://firstround.com/review/6-Friction-Free-Ways-to-Leverage-Your-Network-to-Maximize-Your-Potential/)

A strong network can be your eyes and ears in the field when you’re looking for a new opportunity. [Patrick Ewers](https://www.linkedin.com/in/patrick/), early [LinkedIn](https://www.linkedin.com/) director and [relationship-building expert](https://mindmaven.com), breaks down the anatomy of an opportunity: “Opportunities come to you because someone was thinking of you at the exact time they came across something that was relevant for you — whether it’s a job, or a deal, or an introduction, or a technology that could help your business.”

You can't control when people see great opportunities. But you can make sure they think of you first.

“I call this the notion of **mindshare** — how top of mind you are for someone at any given moment,” says Ewers. “The more mindshare you have with someone, the more likely they are to say, ‘I know the perfect person for this opportunity.’ You want to empower people to think of you when they come across needs that you can meet.”

That doesn’t mean forcing *frequent* interactions, but rather focusing on high-quality, relevant and valuable interactions. “If you can do this, you’ll constantly win,” Ewers says.

It’s easier than you think, too. “You don’t need to be investing a ton of time determining how to be valuable for people. No one expects this. We all have day jobs,” says Ewers. “This is where people struggle the most, they don’t know how to break things down into lightweight actions.”

It is possible to deliver awesomely high value to people at extremely low costs to you.

This is usually just a matter of changing your behavior during in-person interactions (i.e. focusing more on others’ needs), and adding one simple habit: **low-lift value payloads.**

“I love the term value payload because it sounds so tangible,” says Ewers. “Value payloads are anything you provide to people that could help them — even if it doesn’t pan out, 90% of the perceived value is intent. They could be introductions to people they want to meet, articles about a problem they are trying to solve, a note saying you saw their work and sent it to someone else. Most of the time it requires sending one email, which is easy to make a habit.”

Whenever you take this type of action, you’re telling someone, “I thought of something very specific to you and did something about it.” It’s hard to imagine that going unappreciated.

“The easiest value payload — it literally costs you nothing — is the **emotion-based value payload**,” says Ewers. “All it requires is giving people positive feedback in the moment. Many people have this odd tendency to be overly careful when giving out compliments or positive feedback. How often is someone talking in a meeting and you think, wow that was really smart, but you never say it out loud? Or even to them after the meeting?”

To change this mentality, he has one simple rule people can apply to ramp up the value they deliver across the board:

If you think it and believe it, say it.

“If you really believe something positive about someone else, you have nothing to lose. You can stand by it, and it will make them feel good, especially if it’s expressed in front of their peers. Just like dashing off an email to someone, this is easy enough to make habitual if you try.”

As granular as these tasks are, Ewers says he rarely sees people taking advantage of them. “It’s a function of being human. We’re not hard-wired to take risks. We react 5 times as strongly to negativity as positivity, so we don’t want to risk even a small chance of rejection, even if we’re trying to help someone else.”

He has talked to a number of people who say they are so anxious at work that they don’t have the time or awareness to even offer positive feedback. But, as Ewers says, this makes it an even riper opportunity. Just think how soothed and delighted someone else who is as anxious as you will be if you say something nice about them. It has the potential to vastly improve their work environment.

Other people fail to deliver value payloads because, whether they know it or not, they see success as a zero-sum game. If someone else succeeds, they feel less successful. To be an effective networker, you have to be honest with yourself and ditch this belief immediately. **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.**

Aside from this, there are two things you can do to strengthen connections and supercharge your value payloads:

**Establish common ground:** This might sound like common sense, but there’s some powerful science behind it. Everyone has this instinctual urge to be part of a tribe, and out of that comes an “us” vs. “them” dichotomy. “Whenever you interact with someone, you want to end up in their ‘us’ bucket. You want to be part of their tribe,” Ewers says. Fortunately today, this is as inconsequential as saying you like the same app or read the same blog. “When someone hears this, their reptile brain makes a calculation that says this person is like me. And research has shown that thinking 'I am like you' instantly translates to 'I like you.' It’s how we process likability."What’s your favorite part of your job and why?

**Be authentic:** Replace “fake it till you make it” with another mantra. “Instead of faking confidence, be genuinely curious,” Ewers says. “When you’re curious, you’ll ask people about themselves. You’ll find out what they want and how you can meet their needs. People love talking about themselves, and they love people who love to learn. It’s more honest and you’ll make a better impression."

**4.** [**Take 10 minutes a day to craft casual hellos — it goes a long way.**](https://firstround.com/review/how-to-make-connections-that-count-advice-from-a-silicon-valley-veteran-and-introvert/)

Luckily, creating “low-lift value payloads” doesn’t have to be a Herculean undertaking. And according to [**Karen Wickre**](https://www.linkedin.com/in/karenwickre/), tending your network doesn’t take more than 10 minutes a day. The key to making meaningful connections, she argues, isn’t going to a marathon of cocktail hours. It’s staying in “**loose touch**” — what she defines as “the care and feeding of your networks over time.”

As the former editorial director of Twitter, [Wickre](https://www.linkedin.com/in/karenwickre/) is both incredibly well-connected *and* a self-described introvert. She even wrote a book for her fellow quiet, limelight-avoidant observers. In [*Taking the Work Out of Networking: An Introvert’s Guide to Making Connections That Count*](https://www.simonandschuster.com/books/Taking-the-Work-Out-of-Networking/Karen-Wickre/9781501199271), Wickre shares a 10-minute trick for maintaining loose touch, and five FYIs you can send keep your relationships thriving.

Here she is in her own words:

No one likes to feel used repeatedly, especially when it’s one-sided. The best connections you can make are those where you have mutuality: sometimes one of you needs something, and sometimes neither of you does, and you continue to give your time and attention either way.

This is my guiding principle for no-pressure networking: Nurture it before you need it.

**Start by spending 10 minutes a day building your loose-touch habit.** That’s a small amount of effort for what is potentially a lot of payoff, in good feelings if not in immediate outcomes. Whether you’re the giver or the receiver in need, you’ll get a sense of satisfaction either way. Here’s how I fit it into my day:

**Make it a morning warm-up.** My morning ritual of checking email and my news feeds is a way to limber up for the workday. As I scan the headlines, I’ll share a story or two that I know are of interest to people I haven’t been in touch with along with a short note: “This made me think of you. What’s your take? And how are you?”

**Keep a running to-do list.** Part of staying in loose touch is simply following up on encounters you’ve had. After your conversation or meeting, think about what you wanted to pass along, and who came to mind that you’d like to reach out to. Add them to your list and get the satisfaction of crossing that task off later.

**Close out the day with gratitude.** Send out a couple of “thinking of you” notes to people you’ve enjoyed meeting or would like to catch up with, or to even start a new conversation with someone you’ve just met. It’s a nice way to plant the seed of connection that might yield a response as soon as the next day.

**Use these five FYIs to say hi.**

The nice thing about a “Just FYI” message is that there’s no real obligation involved on either side, and you are top of mind for a moment with the recipient (which helps solidify your ongoing relationship).

Apart from the link or attachment, your message is essentially along these lines: this confirms what we talked about; I wonder what your reaction is; reading this reminds me of you. Here are five types of ‘Just FYI’ notes to add to your rotation:

**1. Send a relevant article to someone who interviewed you for a job you didn’t get.** Even though it didn’t work out, you liked that person you met, and want to stay in touch. Show that you’re a good sport and still attentive to the company and industry. (Just don’t revisit the job interview.)

**2. Say hello to someone you met at a conference last year** with the just-published agenda for this year’s event, asking if they’ll be attending.

**3. Share interesting news about your old company with a former colleague.** Former coworkers are sometimes the best weak ties — you may not have known them well, but there’s a feeling of kinship. A simple note asking what they’re up to along with a story can keep the connection going, or even strengthen it.

**4. Show you’re paying attention to your weak ties by sending them items (news, event, commentary) related to their interests.** For someone you don’t know well, this will give a moment of delight and appreciation. What you send is based on what you know: are they presenting at a conference, doing research, passionate about a project, focused on an emerging trend?

**5. Reinforce a connection you just made by following up with relevant information.** If you just met someone and talked about mobile phone usage, send the news story you spotted on this with a brief note (“This made me think of our conversation”).

Here’s an example of a no-obligation “Just FYI” note I sent recently to a friendly professional contact in the field of autonomous cars. I thought of him after seeing a tweet about an upcoming workshop on that topic.

*Subject: Do you know about this conference? (The subject line should tease the information you’re sending instead of being a generic “hi”.)*

*Hi Jimmie, I hope you’re faring well in these fun times. Just ran across this [link] and thought of you.*

*Happy Monday,*

*Karen*

Even this short note accomplishes quite a lot:

“Fun times” is a reference to the surge of news about autonomous cars, which is sometimes wacky, negative, or inaccurate. This mention conveys a bit of sympathy about what Jimmie deals with.

You don’t have to explain a lot if you include an informative link. In this case, it was the home page for an upcoming workshop for policymakers working on issues surrounding self-driving vehicles. Note that it was the site for the event itself, not a news story about the event — the former is more useful and direct.

Even the closing line, “Happy Monday,” says “I’m not looking for anything from you. Do what you like with this information.”

[*Read more of Karen’s highly tactical advice on how to make connections that count, from a Silicon Valley veteran and introvert.*](https://firstround.com/review/how-to-make-connections-that-count-advice-from-a-silicon-valley-veteran-and-introvert/)

**5.** [**Vanquish the fear of rejection — and embrace possibility instead.**](https://firstround.com/review/these-seven-emotions-arent-deadly-theyre-your-secret-career-superpowers/)

When it comes to cold outreach, the anxiety that commonly plagues the networking-resistant is the fear of rejection. The enthusiastic pitch email gets drafted, and the cursor hovers over the “send” button... only to back away at the last moment.

As someone who’s pitched creative work in the past, [**Liz Fosslien**](https://www.fosslien.com/) is no stranger to the feelings of fear and doubt that often holds people back from hitting “send.” In 2014, the current Head of Content at [**Humu**](https://humu.com/) started working on a side hustle: a little volume of her sketches and gathered career wisdom that eventually turned into her bestselling book, [*No Hard Feelings: The Secret Power of Embracing Emotions at Work*.](https://www.lizandmollie.com/book)

She offers the flip side of rejection: “There’s a rush of emotions you feel when you make that leap. Instead of letting the fear of rejection hold you back, let the possibility motivate you,” says Fosslien. She offers two tactics for pushing past the fetters of fear and embracing the promise of putting yourself out there.

**Pitch yourself as a human being**

As a low-stakes way to start making connections and publicize her work, Fosslien emailed three economics bloggers that she admired. “I approached them as someone who followed their work and was excited about economics. They ended up reposting my illustrations,” she says. Eventually, one of her projects, [*14 Ways an Economist Says I Love You*](http://fosslien.com/heart/), was circulated among publications including *The Financial Times* and, of course, *The Economist*.

“Don’t be afraid to be honest about your admiration over email,” she says. “Open up by saying, ‘I love your work for X, Y, and Z reasons. I did this thing that I think you might like. If you enjoy it or want to repost it, I’d be thrilled,’” says Fosslien. “That’s it. Pitch yourself in a human way, and you’ll find that people will often respond to that authenticity.”

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.

**Share your works in progress**

If you’re working on a personal project, you don’t have to toil away in solitude and emerge, years later, with your one masterpiece. Share your sketches and doodles along the way, too.

“Whether you’re working on a side hustle or assembling a portfolio, take the smallest piece of output and put it online somewhere,” says Fosslien. “Or even document the process in a low-lift way with a blog, or photos.”

The benefit of leaving artifacts of your creative work is twofold: “First, you get the project outside of your own head, so you can process it a little more objectively. Second, you have physical evidence that you can share with others,” says Fosslien. “While I was working on the book, I’d sometimes show my partner semi-completed illustrations, both to get his feedback and for the little boost of motivation when the drawing made him laugh.”

[*See more of Fosslien’s tips on the seven deadly emotions we encounter at work (and how to make them your secret career superpowers)*](https://firstround.com/review/these-seven-emotions-arent-deadly-theyre-your-secret-career-superpowers/)

**6.** [**Add some strategy and direction to your coffee chats.**](https://firstround.com/review/i-asked-100-founders-ceos-and-vcs-about-career-transitions-heres-what-i-learned/)

The coffee chat, or the informational interview, is one of the best-known tools in the networking toolkit. But most people underestimate the careful preparation it takes to set them up for success. Even if you *do* land the spot on a new contact’s calendar, it can be easy to let the chats meander aimlessly — effectively wasting your and your contact’s precious time.

You might say that [Sasha Orloff](https://www.linkedin.com/in/sashaorloff/) has some expertise on the art of the coffee chat. Over the course of a few months, the founder and former CEO of [***LendUp***](https://www.lendup.com/) had 100 coffee chats with founders, CEOs, entrepreneurs, investors, coaches, executives and other business leaders.

A picture containing outdoor, tree, sky, person

Description automatically generatedSasha Orloff, founder and former CEO of LendUp

Here’s how it all began: When Orloff decided [to step down from his position as CEO of **LendUp**](https://firstround.com/review/i-asked-100-founders-ceos-and-vcs-about-career-transitions-heres-what-i-learned/), he took a hundred-day hiatus to reset and reflect. By the hundredth day, he was ready to start exploring something new more seriously, which meant activating his network to mine for opportunities.

One tactic that helped Orloff generate inbound leads was crafting [a short LinkedIn post](https://www.linkedin.com/pulse/my-next-steps-sasha-orloff/) that announced his departure. His post, which was initially meant as a simple update, led to a pile of responses and requests to connect. “**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,**” he says. Orloff’s vulnerability ended up leading to greater opportunities.

At first, Orloff said “yes” to everything. Before long, he focused on prioritizing meetings that could help him think about his next steps. So, he set a goal for his coffee chats. **“I wanted to ask people how they managed transitions from one job to the next**,” says Orloff. “I also wanted to focus on talking to people who would help me find inspiration about new ideas and new problems to tackle.”

Here’s how Orloff strategically narrowed his contacts list:

**Inbound contacts:** “Some people reached out after I announced my stepping down on LinkedIn. That ranged from colleagues who wanted to catch up and reflect on our time at LendUp, to friends.”

**Operators who had been in his shoes:** “Here’s where I got more tactical: I focused on people who had been in my situation and would be able to give me guidance on how they navigated their own transitions. I reached out to CEOs I was at least loosely connected with. I prioritized people who had left the company they had founded, or had taken over as CEO after the original founder.”

**Investors:** “While I viewed my own career transition at close range, VCs have a unique perspective. They have an aerial view on these situations, and they’ve seen and analyzed plenty of them, too. I thought they’d lend a helpful perspective on the market and opportunities and what that might mean. So, I started with my own investors in LendUp. I also wanted to ask them how they thought about the market and what new opportunities there might be.”

As Orloff gained more perspective, his vision for next steps came into greater focus. At this point, he realized that before he could leverage his network, he had to be able to succinctly articulate what he wanted.

“**People want to help, but they can only help so much if you yourself don’t know where you’re headed.** With a more specific objective, you can much more effectively maximize your network,” he says.

In order to get to further hone in on his own goals, Orloff made three lists, under three major buckets:

Skills you want to build

Industries you want to work in or experiences you want to have

Non-negotiables

“Once you’ve listed this out, you should be able to articulate what you want in one sentence: **Once you can tell people, ‘I’m interested in exploring role X in industry Y, and my must-haves are Z,’ then it will make it much easier for your network to help you get to the place you want to go**,” says Orloff.

[*Read more about the career wisdom on transitions that Orloff learned over 100 coffee chats.*](https://firstround.com/review/i-asked-100-founders-ceos-and-vcs-about-career-transitions-heres-what-i-learned/)

**Here’s a set of questions that are always applicable to someone’s work, and that will encourage them to open up more:**

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?

**There are three steps to welcoming more people into your Meaningful Network:**

Bringing people from your Unfamiliar Network into your Familiar Network by making initial contact and forming a connection.

Bringing people from your Familiar Network into your Intimate Network by getting to know them well, understanding your commonalities, and finding ways you can be helpful to them.

Bringing people from your Intimate Network into your Meaningful Network by investing in making their life better in an important way.

**In order to get to further hone in on his own goals, Orloff made three lists, under three major buckets:**

**Skills you want to build**

**Industries you want to work in or experiences you want to have**

**Non-negotiables**

# 15 Networking Tips to Find a Job

Sometimes, especially when it comes to getting your foot in the door to be considered for the best job opportunities, it’s more about who you know than what you know. Here are 15 tips to bild your network, use it to your advantage, and establish long-lasting connections.

Contents

* [Tips to Expand Network](https://resources.biginterview.com/job-search/network-for-a-job/#elementor-toc__heading-anchor-0)
* [Tips to Make Use of Your Network](https://resources.biginterview.com/job-search/network-for-a-job/#elementor-toc__heading-anchor-1)
* [Tips to Keep Your Network Thriving](https://resources.biginterview.com/job-search/network-for-a-job/#elementor-toc__heading-anchor-2)

A picture containing application

Description automatically generated

**Networking has always** been the most effective way to land a new position and social media continues to bring us more efficient ways to build and maintain our networks.

By definition, “networking” just means meeting people through business and social projects and events and nurturing those relationships. Networking is a great way to make new friends and learn more about all kinds of fascinating topics. And for job seekers, networking contacts are also valuable sources of information on job leads and even introductions to hiring managers.

While it may not seem fair that connections are so important in getting hired, the fact remains that more people find job openings through personal contact than any other way.

## Tips to Expand Network

Your network can and should contain current and former co-workers, contacts from your school (students, professors, alumni), a wide range of people in your industry, and personal friends. If you have neglected networking in the past, there’s no time like now to get better connected.

### **1. Take time to socialize.**

Your time is far better spent on lunch or coffee with contact than on surfing job listings. In fact, surveys consistently show that 80-85% of job-seekers find work as the result of a referral from a friend or colleague, and only 2-4% of land jobs from Internet job boards.

And this doesn’t only apply to in-person meet-ups! Start getting active with people you see on LinkedIn or in some common groups. For example, if you post regularly on LinkedIn you probably already have a handful of people you talk with in the comments but have never met with. Take the time to set up a coffee chat to get to know them.

If you’re not into LinkedIn, no problem. Most cities have online groups you can join. For example, if you recently moved to Paris  you could look through the “Women in Paris” group to find people in your industry you could drab a coffee (or a glass of wine) with.

### **2. Don’t be shy.**

If you feel like you don’t have much of a network, you’re not trying hard enough. Sit down and make a list of all of the people you know (or know of through a close connection) who might be able to offer useful career advice. Challenge yourself to think beyond your comfort zone.

If you hate networking, you may feel awkward about reaching out to that passing acquaintance you met once or the guy you worked with four years ago. However, a casual note via email or LinkedIn isn’t very risky (so what if he doesn’t write back?) and could lead to a great relationship. ***(Note:*** See **Use the Network** below for more on how to reach out to those in your network for advice).

### **3. Treat people like human beings, not walking job leads.**

This should be obvious, but most people don’t enjoy being used.  When you meet someone new or reconnect with someone you haven’t seen in a while, focus on connecting as human beings first. Be natural and don’t try too hard to sell yourself. The best way to connect with someone is to show interest in them and listen. Even better, offer something of value to the person you meet (suggest a restaurant, recommend a book, offer expert advice). Sure, it would be great if they could help you out at some point down the line. However, nobody wants to be pals with a tiresome opportunist.

### **4. Mix and mingle.**

Attending organized events is another way to expand your network. Join professional/industry/alumni groups and attend the events most likely to attract interesting people. You’ll also be able to find intriguing lectures, seminars, parties, fundraisers, and other events through LinkedIn, Facebook, or MeetUp. Intimidated by the idea of cruising a networking event by yourself? See below.

### **5. Team up.**

Recruit a friend to join you if it makes you more comfortable, but don’t spend the evening in a corner talking to the one person you already know. Introduce yourself to at least 3 new people at every event. If you go with a friend, work together to work the room and introduce each other to interesting people that you meet.

### **6. Expand your horizons.**

Don’t limit yourself to just networking within your industry. Getting to know your hairdresser makes sense even if you don’t want a job cutting hair, because she knows so many people. Hairdressers are often the first to hear about coming changes that lead to open positions. We all know people who are natural connectors — they throw the best parties and have the best stories. They also LOVE to make introductions to help out their friends.

### **7. Don’t forget your business card.**

Business cards seem a bit old-school, but they’re your passport to networking. Have a business card prepared that provides your contact information and a brief description of what you do, and be sure to have plenty on hand if attending an event. However, it’s more important to collect business cards than to distribute them. Make sure that you have contact information so that you can reach out and continue the dialogue after the event.

## Tips to Make Use of Your Network

People in your network will be able to help you with your job search, but you must be mindful of how you approach them.

### **8. Ask for advice, not a job or a favor.**

Start by requesting a brief meeting, phone call, or even a coffee chat to ask the person’s advice about career opportunities in the industry. Make it clear that your goal is not to beg for a job. This is particularly important when reaching out to people who don’t know you very well yet.

However, almost everybody is happy to provide advice if you make it easy for them and ask nicely (see below). If you make a great impression, your contact is much more likely to think of you when they become aware of a new opportunity.

### **9. Schedule informational interviews.**

With contacts working in your field or at a target company, you may want to ask for a more formal informational interview. Follow our advice on [how to ask for an informational interview](https://resources.biginterview.com/industry-specific/informational-interview-advice/) and then [take the time to prepare for your informational interview](https://resources.biginterview.com/interviews-101/informational-interview-tips/) to make the best possible impression.

(You can also use some nifty tools to [*export leads from LinkedIn*](https://wiza.co/linkedin-scraping) for people in certain industries to reach out to, but remember to be humble, polite, and not make demands on their time or knowledge.)

### **10. Ask for a job referral.**

If you find out about an opening at a contact’s company or former company, reach out to see if your contact has advice on the best way to apply. If you’re lucky (and have done your groundwork by showing that you’re a strong candidate), your contact may offer to pass your information along to the right person and bypass the resume black hole of unscreened applicants. This can make all of the difference in getting you to [the interview stage](https://resources.biginterview.com/interviews-101/job-interview-best-practices/). Remember that this is a big favor — your contact will be putting his or her reputation on the line to vouch for you with coworkers. Make it as easy as possible for them by demonstrating that you will make them look good if recommended.

### **11. Ask for a job reference or a LinkedIn recommendation.**

Everybody needs strong references to land a job offer. Make sure that you stay connected to the former bosses and coworkers that you want to use as references. After all, memories fade and you want your reference giver to be able to speak glowingly about all of your good points. It’s also a good idea to ask for LinkedIn recommendations from people who know you and your work well. Good recommendations can help your LinkedIn profile stand out.

And an added bonus to these is that in some cases your ex-colleagues might even share their experience working with you publicly on LinkedIn or in industry-relevant groups.

### **12. Look for ways to return the favors.**

Remember that networking is about mutual support, not just other people doing you favors. Stay alert for opportunities to help others. Ask them about what they’re working on and find ways to lend a hand — invite a contact to an interesting networking event, pass on the phone number of that reliable contractor or genius dermatologist, or just send a book or article about a topic of interest.  And if someone asks YOU to [pass a resume](https://resources.biginterview.com/resumes/resume-tips-career-changers/) along or offer job-search advice, remember that you’re paying it forward!

## Tips to Keep Your Network Thriving

### **13. Be grateful.**

Most people are thrilled to help out their contacts if they know the effort is appreciated.  Let your networking contacts know when their efforts have paid off on your behalf (through connecting with someone they introduced you to, landing an interview, or eventually getting a job offer) and thank them warmly. Thank them with lunch or dinner if you can. Be sure to send [thank-you notes](https://resources.biginterview.com/interviews-101/job-interview-thank-you-notes-2/) after you accept a position.

### **14. Keep a long-term view.**

Don’t expect business and social networking to be a quick fix for your job search. It can take time for relationship-building efforts to pay off. You need to put in the effort to get to know people and trust that you will see results from it.

### **15. Stay connected.**

Even after you’ve landed a new gig and are happily employed, make efforts to stay in touch with your contacts. Above all, don’t ever stop networking. Remember, networking is not just about finding a job. Your contacts can be very helpful to you in other aspects of your career and your life. And if and when it’s time to start job hunting again, you will have a strong network to back you up.

**The best way to connect with someone is to show interest in them and listen. Even better, offer something of value to the person you meet (suggest a restaurant, recommend a book, offer expert advice)**

Lunchclub (LC) is a networking platform that helps you meet new people with similar interests and backgrounds over weekly 1:1 meetings. By signing up for LC, you can get introduced to new people in your industry each week and build your own network of industry-specific professionals as you navigate a career pivot.

Here are some reasons why Springboarders found Lunchclub to be helpful:

* Effective platform for talking about professional topics, exchanging resources, getting to know people from very different backgrounds, and practicing their elevator pitch
* Making meaningful professional connections
* Gaining a better understanding of possible roles to apply to, work environment, and growth opportunities
* Gathering ideas for their capstone projects and other opportunities to develop their skills

To take full advantage of Lunchclub, here are some best practices:

* Carefully curate your profile to reflect your background, your interests, and your networking objectives on Lunchclub for accurate matches
* Regularly signing up for 1-2 calls per month during your course completion period will set up you for informational interviews and active networking
* Remember to share your feedback with Lunchclub after every call so that it can create better matches for you in the future

### **How to Use Meetups to Build Your Network**

This video provides tips and tricks to get the most out of data science meetups. When you’re deciding which meetups to attend, look for these four criteria in your search results to find a valuable group:

* A meetup group that has at least 500 members
* A meetup group that meets regularly, ideally at least once a month
* A meetup group that brings in guest speakers or hosts panel events
* A meetup group that is sponsored by a corporation

# The best email scripts for cold-emailing

By [Benjamin Todd](https://80000hours.org/author/benjamin-todd/) · Published June 2016

Here’s a collection of the most useful email scripts we’ve found for asking for introductions and small favours from people you don’t know. It’s a work in progress. Send suggestions on what to include to ben@80000hours.org.

## How to ask for an introduction

### A basic script from the Muse

Hi [name],

I hope all is well with you. As you know, I’ve been [context: looking for a new job, raising capital, working in sales at XYZ company]. I noticed that you’re connected to [target name] and was hoping that you could introduce us for [reason] if you feel comfortable doing so.

I’ve included an easy-to-copy blurb below, to provide context, but let me know if there’s any other information I can provide. I appreciate your help!

[Your name]

[SOURCE](https://www.themuse.com/advice/how-to-ask-for-an-introduction-an-email-template)

### Scott Britton

Britton is a successful tech entrepreneur. [Here’s his advice.](http://life-longlearner.com/how-to-ask-for-an-email-introduction/)

## How to set up an informational interview

### Ramit Sethi

An informational interview is an opportunity to meet someone who works in a position or industry you’d like to work in, where you can ask them questions about their job and get the inside scoop.

Never, ever directly ask for a job in an informational interview. That’s a big no-no. You can turn an informational interview into a potential job opportunity, but only if you approach it wisely. Here’s the first step of that process: The email introduction for an informational interview.

By the way, the best place to get informational interviews is via your alumni association. People who went to the same college have a bond with each other, even decades later.

To: Jane

From: Samantha

Subject: Michigan State grad — would love to chat about your work at Deloitte

Hi Jane,

My name is Samantha Kerritt. I’m a ’04 grad from Michigan State (I know you were a few years before me) and I came across your name on our alumni site. [TELL THEM HOW YOU CAME ACROSS THEIR NAME SO YOU DON’T SEEM LIKE A CREEP]

I’d love to get your career advice for 15-20 minutes. I’m currently working at Acme Tech Company, but many of my friends work in consulting and each time they tell me how much they love their job, I get more interested. [THE FIRST SENTENCE SAYS WHAT SHE WANTS. MOST PEOPLE ARE FLATTERED THAT PEOPLE WANT/VALUE THEIR ADVICE.

Most of them have told me that if I’m interested in consulting, I have to talk to someone at Deloitte. Do you think I could pick your brain on your job and what motivated you to choose Deloitte? I’d especially love to know how you made your choices after graduating from Michigan State. [THE PHRASE “PICK YOUR BRAIN” IS ONE OF THE BEST WAYS TO ASK FOR ADVICE AND FLATTER, AND “MICHIGAN STATE” REINFORCES SHARED BOND]

I can meet you for coffee or at your office…or wherever it’s convenient. I can work around you! [THE BUSY PERSON IS MORE IMPORTANT THAN YOU. TREAT THEM ACCORDINGLY.]  
Would it be possible for us to meet? [A BUSY PERSON CAN SIMPLY REPLY TO THIS WITH A “YES” — PERFECT. NOTE THAT I DIDN’T ASK FOR THE TIME/LOCATION AS THAT’S TOO MUCH INFORMATION IN THE FIRST EMAIL.]

Thanks,

-Samantha

[LINK](http://www.iwillteachyoutoberich.com/blog/video-how-to-use-natural-networking-to-connect-with-people/)

### Scott Britton

[More advice](http://life-longlearner.com/the-art-of-asking-someone-to-meet-for-coffee/)

## Questions to ask in informational interviews

### Ramit Sethi

[Suggested questions](http://www.iwillteachyoutoberich.com/blog/informational-interview-questions-that-create-a-lasting-impression/)

### Cultivated culture

You will not and should not mention anything about the opening at their company. People innately enjoy helping others and if you follow the steps above, they will bring this up naturally.  
You will want to prepare a list of questions that gets them to open up about themselves and the company. I like to ask them several softballs to get things warmed up and then hit them with a few questions they are guaranteed to remember.

Here is a quick set that I’ve had success with in the past (I’ve found the last one really seems to stick):

* 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]?

#### The “Million Dollar” Question

Regardless of the questions you choose, there is one that you must always be sure to ask:

* “What is the biggest challenge your team is facing right now?”

Really dig in here, get them to be specific. This information is going to be critical in helping you land a referral from this person, as well as getting the offer further down the road.

[LINK](http://cultivatedculture.com/how-to-get-a-job-anywhere-no-connections/)

### An extra tip

Ask about exceptions. Who landed a job in this area without the normal background? Who landed a job with much less experience than people normally have? How did they do it?

This can help you identify more effective ways of entering the position.

## How to ask for recommendations for people to talk to

### Ramit Sethi

Hello John,

Hope all is well.

If you recall, we spoke a few months ago when I was exploring new career opportunities in information security (I was your student at the time). Thanks again for agreeing to be my reference! [REMIND THE BUSY PERSON HOW YOU KNOW EACH OTHER

I was browsing the the Acme Career site the other day and the Research Scientist role caught my eye. I think it’d be perfect for me considering my work on insider threat-related projects at Current Company. [NOTE THAT THE FOCUS OF THIS EMAIL IS ASKING FOR RECOMMENDATIONS, NOT DIRECTLY ASKING FOR A JOB. JOHN UNDERSTANDS YOU’RE LOOKING FOR WORK AND DOESN’T WANT TO BE PUT ON THE SPOT. IF HE WANTS TO TALK TO YOU ABOUT THE POSITION, HE WILL.]

From what I remember, it sounds pretty similar to the work you do at Acme. By any chance, do you know of anyone there that you think I should chat with? I’d love to learn more about the role so I can see if it’s the right fit for me.

If not, no problem — just wanted to keep you in the loop. Thanks again for all your help!

Take care,

Roger

[LINK](http://www.iwillteachyoutoberich.com/blog/video-how-to-use-natural-networking-to-connect-with-people/)

## How to ask an important person for a favor

### Adam Grant’s advice

[Link](https://www.linkedin.com/pulse/20130624114114-69244073-6-ways-to-get-me-to-email-you-back?trk=tod-posts-art-)

### Tim Ferriss

[Link](http://fourhourworkweek.com/2008/05/19/5-tips-for-e-mailing-busy-people/?_ga=1.230642715.669069150.1399294612)

### Ramit Sethi

I want to share a private email with you that I wrote to NYT Bestselling Author Ben Casnocha when I wanted him to help me with my 10 More Little Life Experiments ebook. My comments are in brackets:

Hey Ben,

I’m putting together a short free ebook with fascinating/actionable test results (e.g., material on marketing, business, lifestyle design, social dynamics, career hacks, etc). [Quickly introduce what I’m doing and get them excited about it. Note how I skip over introductions because I already know Ben. If I didn’t, it would be important to introduce who I am and why he should read this email.]

I’d love to have you contribute, and wanted to see if you’d be interested. I already have a great idea of what your test result could be. [VIPs expect you to want something from them. Get to the point. Again, this is not the approach I would take with everyone, but it works here because Ben is (1) insanely busy and (2) a friend.]  
I’ll be putting IWT’s marketing muscle behind it — we’ll be sharing it with our list of 200,000+ and we expect to have at least 500,000 other emails going out. The emails will have links to your site. [Benefit. Why should he care? Note that almost anyone would love to get this kind of exposure. (And note the meta lesson of me promoting Ben in this very email. His blog is awesome and you should read it.)]

All I would need from you is ONE great test/result that you’ve run. For example, one of the following list:

1. How I started waking up earlier (lifestyle)
2. One phrase I always use when I meet someone new (social dynamics)
3. How I got more people to join my email list (business/marketing) [Anticipate the needs of the reader. As he reads, he’s saying, “Hmm…so what would this require?” BOOM — proactively hit him with specific examples.]

(For you, I’m thinking about conversational techniques you used to become more interested/interesting…or how you elicit people to become more open by being transparent yourself. Also, you had that AWESOME tip about speaking, where you take a mid-talk break and tell them 5 books to write down, and everyone wakes up. People love that.) [Personalize it. I personalized every email I sent and got a tremendous response rate of over 90%. Use my motto — “Don’t make the busy person do your work for you” — and suggest ideas to them. There’s more to this principle that I outline in my ebook on writing winning emails (see below).]

We’ll include ~300-word case study about a successful test you’ve run. Here’s a previous ebook we did with examples from people like BJ Fogg, Mark Sisson, and Josh Kaufman:[Include a finished result, if possible. This also shows him big names I worked with in the past, so he can see this will be a gathering of renowned contributors]  
LINK TO FINISHED RESULT

Our deadline is Wednesday, September 18th. What do you think?

-Ramit

P.S. If you’re interested but not sure what you’d contribute, let me know and I can give you a quick call to share some ideas. [VIPs get swamped with emails. Sometimes, I prefer to hop on a 5-minute call while I’m in between errands. So I offer that option here.]

What are the takeaways?

* **Be brief.** VIPs are busy and do not want to read your tortured expository essay on your life history, food allergies, and the mole on your back
* **Focus on what’s in it for THEM.** Benefit-driven, focused on benefit to THEM (“putting the full IWT muscle behind it”)
* **Offer a clear CTA (call to action).** You wouldn’t believe how many people end their emails to me with “Yeah, so…wow, I wrote more than I thought” DELETE
* **Anticipate every objection and counter it before they can consciously voice it.** Who’s going to be in this? Oh, here are past people I worked with. I don’t have any ideas. Oh, let’s get on a call and I’ll help you come up with some. Etc.
* **Break the rules.** I routinely break every rule in this list (but that depends on the recipient and the message). I talk more about this below.

**Regardless of the questions you choose, there is one that you must always be sure to ask:**

* “What is the biggest challenge your team is facing right now?”

### An extra tip

Ask about exceptions. Who landed a job in this area without the normal background? Who landed a job with much less experience than people normally have? How did they do it?

Best Scripts for Cold LinkedIn Messages  
LinkedIn is a great way to build your professional network. You can connect with people  
you already know and create new connections. But how should you go about connecting  
with people you’ve never actually met? This Springboard resource provides a few  
sample scripts that you can use to write a LinkedIn message to a person you want to  
connect with to develop your network and inquire about a job.  
LinkedIn Connection & Follow-up Messages  
This two step process will help you build your network on LinkedIn as well as kick-off your  
informational calls with professionals.  
Step 1: Connection note for LinkedIn  
“Hi (Name), I found your experience really interesting. It would be great to connect. Best, (Your  
Name)”  
Step 2: Outreach to an industry experienced professional that has already accepted  
your LinkedIn connection. (second outreach)  
Hi (Name), I found your experience as a (job role) at (company) very interesting and wanted to  
see if you might be interested in sharing some of your insights and advice with me? I'm currently  
transitioning from a (role/background) into a (data analytics, UX/UI, machine learning, data  
science, etc) focus. It would be great to learn from someone like yourself on what it takes to be  
successful in a (industry/role type) role.  
Would you have any time to speak for 15-20 minutes over the next couple of weeks?  
Thank you for your time!  
Best, (Name)

Messages during your Job Search  
Springboard recommends that you start applying for positions once you’ve completed  
your first capstone unless your career coach has advised you otherwise.  
Cold Outreach to a Technical Recruiter regarding opportunities  
\*check their contact information on their LinkedIn profile to see if they provide their work  
email. If it is offered, send your message via email.  
Hello (name),  
I noticed that (name of company) is hiring for (job/role) and I wanted to reach out to you today  
to share my resume as well as interest in the opportunity. If you'd be interested in speaking with  
me I'd be happy to share some additional information on my experience and projects.  
Thank you,  
(Your Name)  
Message for a technical recruiter or experienced professional whom you’re reaching  
out to share interest in an open role at their company.  
Hi (Name),  
I recently (‘came across’ OR ‘applied to’) the following position for a (position) at (company). I'd  
love to be considered for this role and have attached my resume. If you have any time to chat  
this week or next, I'd be happy to share more of my experiences with you. Looking forward to  
connecting!  
Best,  
(Your Name)  
Message to send to a person that a friend/colleague has recommended you reach out  
to  
Hi (Name),  
I was referred to you by (name). They mentioned you'd be a great person to connect/chat with  
regarding (data science / machine learning / data analytics / UI/UX, etc) opportunities. I've  
attached my resume and link to my (Portfolio OR GitHub link) for your reference. Please let me  
know if you'd be available to speak at any time over the next couple of weeks.  
Thank you,  
(Your Name)

Impostor syndrome is a feeling that many professionals experience. People internalize their accomplishments and are fearful of being exposed as a “fraud.” This is a common phenomenon among ambitious individuals because they hold themselves to high standards. In this video, one of our career coaches discusses some great strategies you can use to combat this issue.