

## **Personal Branding - 2**

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## What is networking?



## Why do we need to **Network?**



**Better professional connections** 

Job opportunity and advancement

**Growth and Knowledge** 

**Business opportunities** 

#### **How to Network?**



Convert your virtual LinkedIn connections to reality

Attend meets up, conferences, and networking events both virtual and in-person

Make connections on Lunchclub, Coffeemug.ai, Meetup are professional virtual networking websites

Make every connection count

Networking is slow, be consistent and build a professional friendship.

#### Do's and Don'ts

Don't push your Find shared passion Hear the opposite person agenda **Build yourself** Be Real! Say bye to your phone and focus

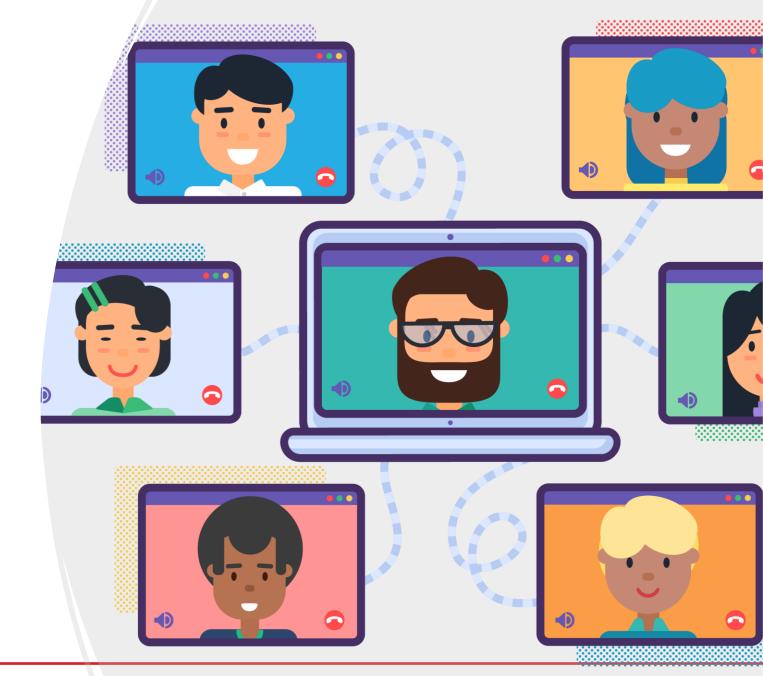


#### What will you achieve by networking

- Enhance your communication skills and confidence
- Easy access to opportunity and HNI (High networking individual)
- Learn and Earn
- Mentoring
- Learn new things and unlearn outdated ones
- Seek professional support
- Job
- Business Opportunities

# Avenues for networking

- Get your Github profile ready
- Make a shining profile on LinkedIn
- Subscribe to networking events
- Lunchclub
- Stackoverflow





#### What to speak about during networking?

- "What brings you here?"
- "How did you get involved in the industry/company?
- "Since you work in the industry, how do you feel about X?
- "How would someone get their foot in the door in your company/industry?"
- "Based on your journey, what do you wish someone would have told you earlier in your career?"
- "How do you spend your time outside of work?"
- "What's the best way for me to get in touch/follow up with you?"



### **Hands On Activity**

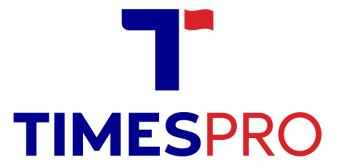
 Write a post about 3 learnings you had in the program till date

Prepare a post line for your Professional Social Media

Tag your learning peers and professors



## Let's start connecting



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