

Week 1: Day 5

Networking

Overview:

This lesson is an introduction to social networking - what it is, how it relates to software engineering, and techniques to start developing and grow it.

Goal:

Demonstrate an understanding of networking in general, gain insights into student's personal social network, and develop specific tools and strategies to strengthen their network strategically.

Objectives:

By participating in this lesson, students will:

- Understand Networking: the Why, When, Where, & How
- Consider how best to utilize social networks
- Use the perspectives of others to improve your understanding of your network
- Visualise and get better understanding of your network's paths
- Discuss factors that affect likeability
- Write a Follow up Communications

Anchor Vocabulary:

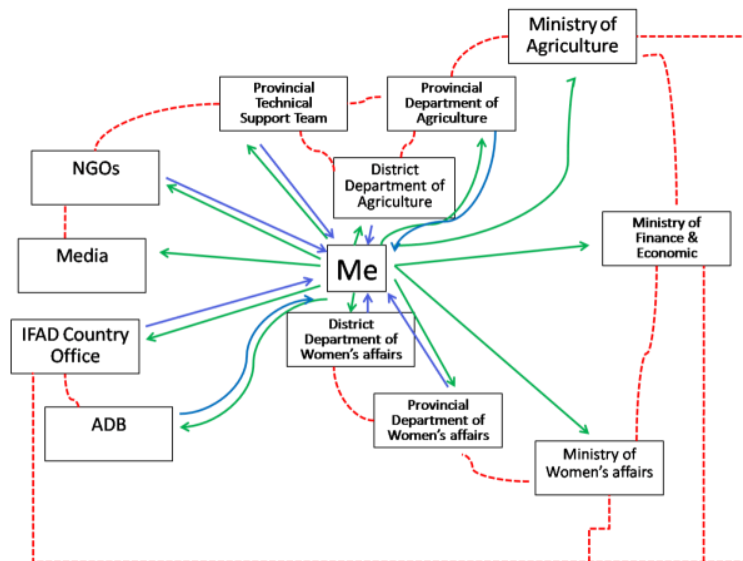
- Networking
- Social network map
- Likability

Materials and Media:

- [Slide Deck](#)
- 2 x pieces of flip chart paper
- Small post-it notes
- Pencil
- 2/3 x different colour marker pens

Lesson Outline	Lesson Description
Part 1: Networking Introduction	Topic: Networking Introduction Agenda Warm Up Discussion <ul style="list-style-type: none">• How do you feel about networking?• Why is networking significant (use slide example)
Part 2: Social Network Mapping	Activity: Social Network Mapping <i>Each participant creates their own social network (informal and formal) map using basic tools (paper, pen, post-its). After having done mapping the network you can discuss the maps with each other, to have an opportunity to see your network from others' point of view, and get different perspectives about how fellow participants may fit into your network.</i> Directions: <ol style="list-style-type: none">1. List all the people and organizations involved with your professional, putting each one on a small Post-it note (we'll call them 'notes' from now on)

3. Create a note that represents you
 4. Starting with your note, arrange the notes on the flip chart paper or large piece of paper.
 5. Place other notes in relationship to you. People or organizations you most frequently do things with should be closer to your note than the ones you interact with only infrequently. Consider:
 - Your immediate classmates
 - Your family
 - Your friends
 - Academic community
 - Your coworkers, etc
 6. If people or organisations on the notes have relationships or interactions with each other, try to place these notes closer together. Move the notes around until you have a general sense of how each person or organisation interacts with you and others.
 7. Drawing arrows in pencil
 - Draw an arrow from you to any of the other people who whom you regularly share knowledge. The direction of the arrow will be from your note to their note.
 - Then draw arrows from other people/organisations who regularly give you information and share knowledge with you (or where you wish they would). The direction of the arrows will be from their note to yours.
 - Repeat the process showing where other people/organisations share knowledge with each other.
 8. Look at the pencil network. Consider how both knowledge and communication flows. Do you want to reorganise the notes? Maybe some should be moved further away? Some may be clumped together?
 9. Drawing the knowledge flow arrows in pen
 - Put the flow from you to others in one colour
 - Put the flow from others to you in a second colour
 - Add a third, dotted line between any notes where there are the strongest connections
 -
- Here's a sample map for you. Try to write names of stakeholders wherever possible.



Discussion:

10. Step back and look at your map. What do you notice?

- With whom do you have the strongest knowledge sharing connections? (two-way arrows and dotted lines)
- With whom do you want to have the strongest connections? If these are not already your primary connections, what can you do to strengthen them?
- Who is an important knowledge intermediary or connector in your work? Look for people/organizations with lots of connections to other nodes.
- Which have few connections? What are the implications of that?
- What might you do to strengthen the weak connections? How can you manage areas with too many connections? Who might also play the connector role with you?

11. Show your map to someone else in your class and invite them to comment on what they see when they look at it. Note down their observations and any suggested changes.

Part 3: Visualization Activity

Activity: Visualization

To help build and strengthen your network that you mapped above, it can be helpful to visualize your existing contacts and strategize questions that you might have for them and ways that you might help them!

Instructions:

1. Take a piece of paper and draw this Quadrant:
Friends & Family, People you worked with, school ties, wild card
2. Fill in the following within each quadrant:
 - What's their names?
 - What's their roles?
 - Why are you contacting them?
 - What are two questions you might ask them?
 - How might you help them?

Part 4: Where to find Networking Opportunities	Topic: Where you can find networking opportunities <ul style="list-style-type: none"> • Gary's Guide • Meetup <ul style="list-style-type: none"> ◦ NYTM ◦ N Languages ◦ Women Who Code • Eventbrite • AlleyWatch
Part 5: Common Networking Questions	Topic: Common Networking Questions after “What is your role” <ul style="list-style-type: none"> • That's really cool! So, what does your typical day as a [job title] look like? • How did you get into [industry Y]? • What courses do you suggest I take in school to maximize my learning? • Any recommendations for industry events and conferences? • Do you have any advice for someone at my career level?
Part 6: How to Network	Topic: How to Network <i>The following are the steps student should take to network effectively.</i> <ul style="list-style-type: none"> • Do your research • Set an Intention <ul style="list-style-type: none"> ◦ Get advice, learn, meet point person, info interview? • Show up <ul style="list-style-type: none"> ◦ Observe, Introduce, Ask Question • Listen and Learn • Give your pitch! • Be Likeable • Exchange Info & Follow up
Part 7: Follow Up Emails	Follow up Emails After a networking event, students should send out follow up emails to individuals they connected with that they'd like to chat with. Should Include: <ul style="list-style-type: none"> • First name • Where you met them • One reason you're reaching out- What could this be? • How much time you need from them • Offer bullet pointed list of dates and times Sample 1: Dear [first name], My name is [your name], and I'm a [job title] who works in [department]. I'm reaching out because [reason why you want to speak with this person]. I'd love to learn more about [one to two things you'd like to learn from the person]. I'm sure you're busy, so even 20 minutes would be appreciated. Thanks so much, [your name]

	<p>Sample 2:</p> <p>Dear [first name],</p> <p>It was nice meeting [date] at [location]. What a coincidence that we both know [name of person]. I'd love to get on your calendar for 15 minutes to learn more about your experience [xyz]. Please let me know what day works best for you:</p> <ul style="list-style-type: none"> • Mon. 6/27 <ul style="list-style-type: none"> ○ 10am ○ 1pm • Tues. 6/28 <ul style="list-style-type: none"> ○ 10am ○ 1pm <p>Looking forward to connecting!</p> <p>Thanks so much, [your name]</p>
<p>Part 8: Likeability Traits & Behaviors</p>	<p>Topic: Likeability Below are more details about likability (traits and behavior).</p> <p>TRAITS</p> <ul style="list-style-type: none"> • Enthusiasm • Positivity • Openness • Agreeableness • Confidence • Vulnerability • Interest in others • Humility • Relatability • Good listeners <p>BEHAVIORS</p> <ul style="list-style-type: none"> • Body language pointed toward person <ul style="list-style-type: none"> ○ Eye contact, posture, shoulders square to person speaking, smile • Start with the positive • Greet people by their name • Put away your phone • Ask questions • Offer to help • Ask for help • Own up to your mistakes • Highlight similar interests • Don't interrupt, complain or blame other people
<p>Part 9: Likeability - Handy Phrases</p>	<p>Likeability - Vocabulary / Phrases</p> <p>"How can I help?"</p>

	<p>"I'll find out."</p> <p>"You're welcome, [Name]."</p> <p>"Please" and "thank you."</p> <p>"I can't help you, but..."</p> <p>"I'd like to introduce you to..."</p> <p>"Forgive me, I've forgotten your name."</p> <p>"I'm happy to see you."</p> <p>"Tell me more."</p> <p>"I took your suggestion."</p> <p>"Yes, and..."</p> <p>"If I Understand Correctly, What You Are Saying Is..."</p> <p>"What Can I Do For You?"</p>
Part 10: Likability Practice	<p>Practice: Likability</p> <ol style="list-style-type: none"> 1. Write down 3 likeability traits and behaviors you'd like to improve. 2. Identify your target. BONUS POINTS if it's someone at a networking event!! 3. Start a conversation with the intention of implementing the traits you identified. 4. Reflect on the conversation. Note any challenges, responses, and things you will do differently to improve. <p>Write this down. I will ask you to share next class!</p>
Part 11: Wrap Up	<p>Wrap Up</p> <p>Briefly review what lesson covered and answer any questions.</p>

Additional Resources

Reading Materials:

- [What I learned from Stack Overflow's massive survey of 64,000 developers](#)
- [5 Email Templates That Make Following Up With Anyone Way Less Awkward](#)
- [13 Things Highly Likable People Do Differently](#)
- [7 Ways to Be Likeable](#)
- [13 Habits of Exceptionally Likeable People](#)
- [4 Tricks For Remembering Anybody's Name](#)
- [21 Questions You Haven't Been Asking Your Network \(But Really Should\)](#)
- [6 Ways to Correct a Co-worker Without Coming Off as a Condescending Know-it-All](#)
- [How to Talk About Your Accomplishments Without Sounding Braggy and Ann](#)