



## Networking

*['net-,wər-kiŋ]*

The exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting.

 Investopedia

# UDACITY CAREER COACHING

## Session 9: Networking

**Agenda:**  
*Recap*

*Offline vs. Online*  
*DG's 3 Networking Tips*



# RECAP

What have we done so far?



# Career Topics — What have we done?

## COMPLETED

**Self-Reflection**

**Job Identification**

**CV/Resume Building**

**Cover Letter Writing**

**Digital Profiles**

— *Personal Websites* —

— *LinkedIn* —

— *GitHub* —

**Interviewing**

**Portfolio & Projects**

## TONIGHT

**Networking & Career Development**

## UPCOMING

**General Support (Q&A's)  
& Random Advice**



# Offline vs. Online Networking

What's the difference? What are the benefits?



# Offline vs. Online



**Connecting in order to create mutually beneficial relationships!**

Beginner-friendly tips:

- Start virtually, attend a webinar
  - Make a plan (ROI)
- Prepare your elevator pitch
- Take advantage of social media
- Remember names and follow-up

Ask for a podcast or book recommendation, best practices as a new BA professional, DO's vs. DON'Ts, PROs vs. CONS, etc.



# Leslie Samuel's Advice on Conferencing



## Three Reasons Why You Should Attend Conferences

3.1K views • 5 years ago



# Multiple Strategies

“It’s Not What You Know But Who You Know”

“Be So Good That They Can’t Deny You.”

& more.



# Networking Tips

From DG to you!



# Tip #1 | Career Path Outline

- Examples:

- Chief Operations Officer (COO)
  - <--- Director of Business Development/Operations
    - <--- Senior Business Analyst and/or Business Architect
      - <--- Associate Business Analyst
      - <--- **Business Analytics Intern {Entry-Level}**
- Data Science & Analytics Consultant (Independent, Entrepreneur, Freelancer)
  - <--- Senior Data Engineer and/or Lead Data Scientist
    - <--- Data Scientist
      - <--- Data Analyst
      - <--- **Planning/Data/Expense/Operation Analyst and/or Intern {Entry-Level}**

## FOCUS ON:

**Creating a soft draft of what you're ideal career pathway would look like.**

This works for W-2 and 1099 folks!

— Build the title/role chart with at least 3 levels.

— Start with your potential retirement role and work your way back to the present day.

— Entrepreneurs: don't forget about the succession process (whom will you be leaving your business to?).



# Tip #2 | The Top Performers

## FOCUS ON:

**Finding professionals at those levels you've created and begin reaching out.**

Remember your elevator pitch!

— Introduce yourself via social media: present details, past details, and future interests.

— Invite them out for lunch/coffee OR ask for a short-office visit. Request a time/date that is ~2 weeks out.

**YouTube** is your FRIEND!

- Check out individual **LinkedIn, GitHub, and/or personal websites**
  - Notice where the professionals started, their training background, previous/current projects
  - What are their thoughts on the future direction of the industry?
- Search for **recent posts** made about your profession of choice
- Check out **professional association boards**; their upcoming events and career centers
  - Business Analytics: *International Institute of Business Analysis*
  - Data Science: *The Association of Data Scientists*
  - Operations Research & Management Science: *Informs*



# Tip #3 | Conferences & Events

## Microsoft Power BI Overview

FREE  
WEBINAR



Jun 25



## Using Microsoft Power BI to develop Reports(Free Webinar)

Learn to use Microsoft Power BI to develop reports.

### FOCUS ON:

Getting plugged in with industry “waves”.

U.S. IT Hot Spots:

*Silicon Valley, CA | Austin, TX | Seattle, WA  
New York City, NY | San Francisco, CA*

— Use social media to tap into upcoming events that are *safe, well-known, & creditable.*

— Check out things near you

*Intimidating?* Opt for virtual conferences!





Danielle Guy [REDACTED] Tue, Apr 16, 2019, 2:15 PM ☆ ↩ ⋮

Hello Art of Finance Team!

I am in need of advice. My name is Danielle Guy and I have had the pleasure of hearing your perspectives and advice on financial matters via blogs and YouTube (Two Cents). I genuinely love the value that you all are adding to the financial education gap within our society. In fact, I am highly interested in contributing to that mission in a similar way...

For starters, I enjoy seeing people be great - this is where my heart lives and thrives. I have a strong desire to enlighten others through financial education (specifically those who come from a deeply uninformed background). I currently work in the Transportation industry and though I enjoy what I do, I want to do more/in addition to it. I've done hours of research on how I could develop myself in efforts to be valuing adding to others. I've dived head-first into majority of the different certifications and career pathways (CFA, CFP, FA, etc.) that work within this sector but the only one that has resonated with me is Financial Coaching. You see, I want to walk alongside people through their financial journey. I want to be there to help with the behavioral changes and perspective adjustments that come with achieve financial health.

The mental block/question that I keep running into is: ***How do I get THERE (a thriving/influential financial coaching business) from HERE (a young professional working in an unrelated field)?***

## Tip #4 | Outreach

### FOCUS ON:

Clarifying your purpose; clear & concise.

**Allow the message to match your personality**

(i.e., Are you talkative? Are you more direct?)

**Many approaches get the job done!**

Find a common interest or a personalized way to connect to the individual that you are reaching out to.



# Thank You!

*Don't Forget to Share Your Thoughts On Today's Presentation!*

**Feedback Form**