



# Networking and Localized

**Professional Development and Academic Skills**



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# Objectives

- **Develop awareness of career readiness**
- **Learn why it's important to network**
- **Discover the hidden job market**
- **Learn about social media networking**
- **Create a Localized profile**
- **Explore how to create your personal brand and develop your charisma**
- **Review CPT and OPT**
- **Complete the Networking Quiz**



Photo from Microsoft Office



# Career Readiness

**Career readiness means preparing yourself for the transition from the university to the workplace. You will need to do the following:**

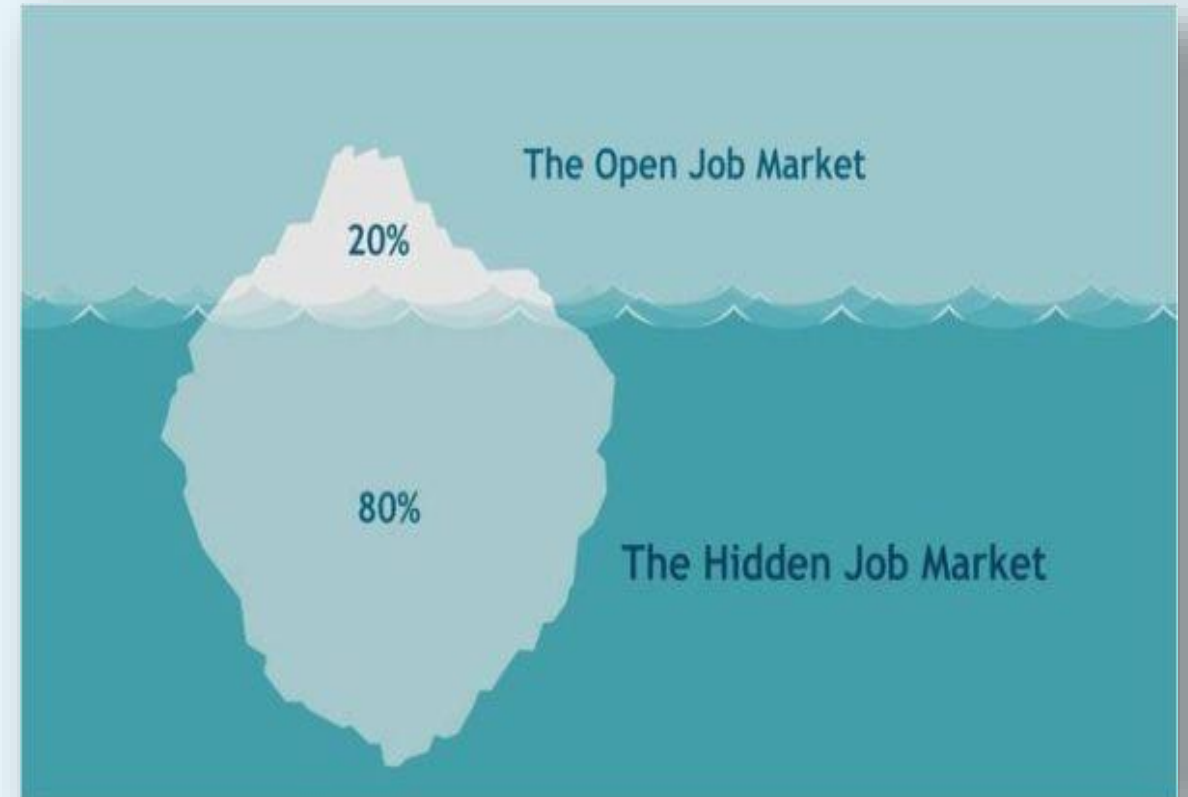
- **Equip yourself with essential soft skills.**
- **Build your resume and write a cover letter.**
- **Attend workshops.**
- **Participate in mock interviews.**
- **Develop personal branding: Create digital profiles and online presence.**
- **Cultivate workplace ethics and etiquette.**
- **Participate in professional networking: How to introduce yourself and build an engaging network.**



# Questions: What Is the “Hidden Job Market?”

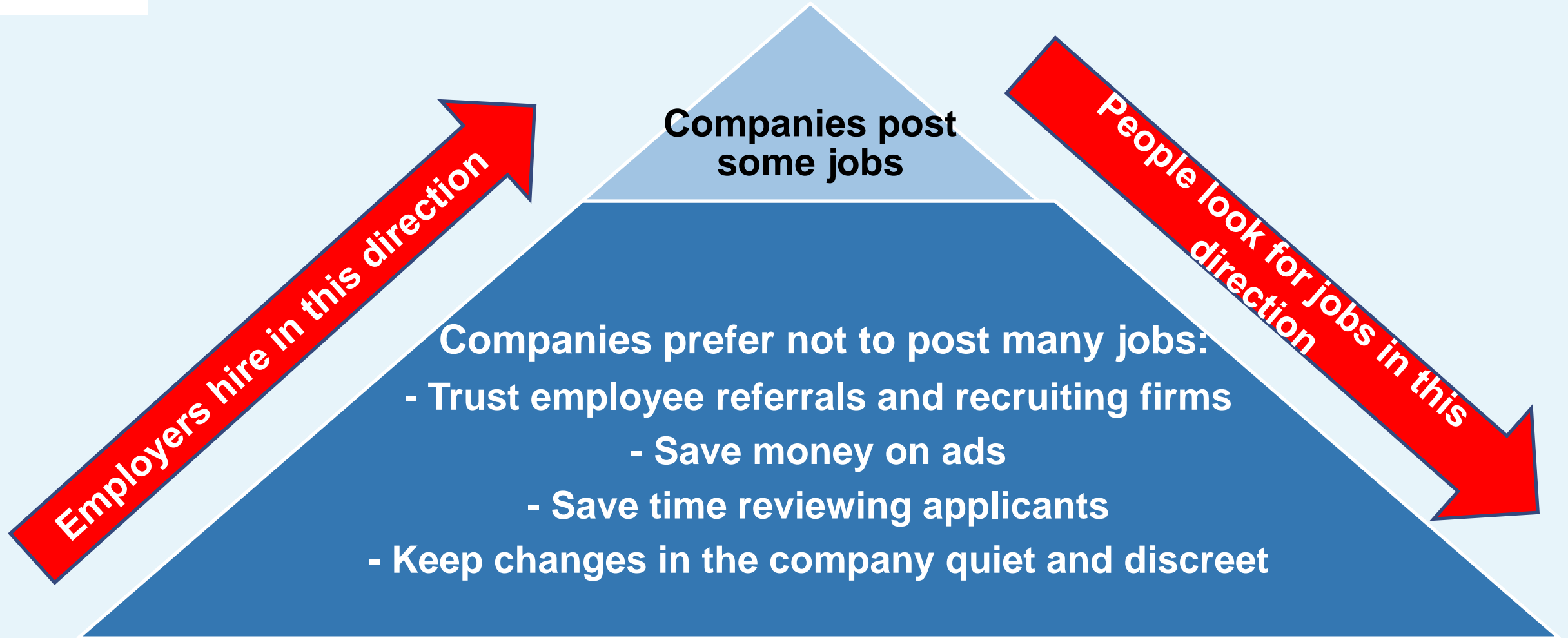
**Raise your hand on Zoom to answer these questions:**

- 1. What does this graphic show?**
- 2. How does a company fill open positions?**
- 3. How have you found jobs in the past?**





# The Hidden Job Market





# The Hidden Job Market





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# Question: The Hidden Job Market

**Raise your hand on Zoom to  
answer this question:**

**How can you access the hidden  
job market?**

**By networking!**



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# Questions: Networking

## Networking is everything!

Raise your hand on Zoom to answer these questions:

1. Who can define the **meaning** of networking?
2. Who can explain the **importance** of networking?
3. Who can describe different **examples** of networking?







# How Do You Network?

- Attend **networking events**, trade shows, chamber of commerce events, and college meetings.
- **Seek recruiters.**
- **Connect** with friends, family, and former co-workers.
- Meet **experts** in your field.
- Expand your social network—go to **fun events**, too.

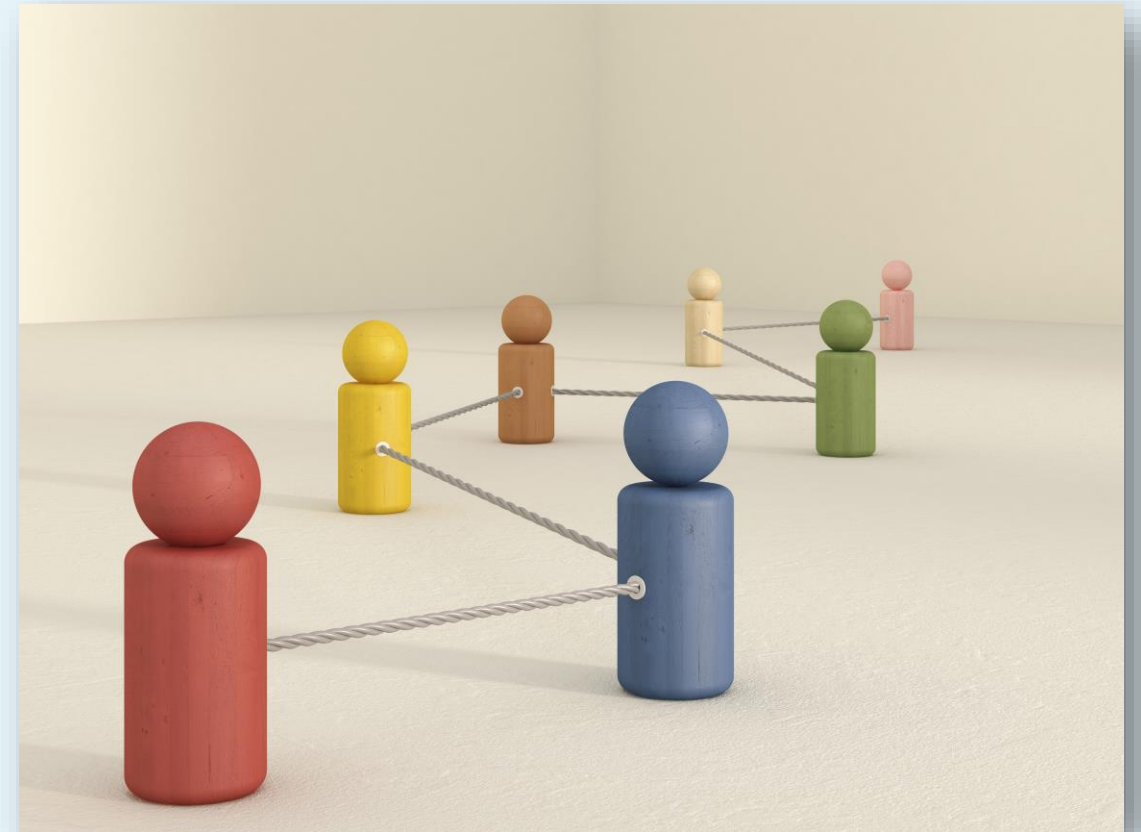


Photo from Microsoft Office



# How Do You Network More?

- **Volunteer** at a company you're interested in.
- Research your **current company**.
- **Contact** companies even if they're not hiring.
- Say **YES** to every chance to meet new people.
- Perfect your **elevator pitch**.
- Leverage opportunities on professional social media sites like **LinkedIn and Localized**.



Photo from Microsoft Office



# Question: Social Media Networking

- Another crucial way to network is through **professional social media platforms**.
- Who knows a professional social media platform?
  - **LinkedIn** is a well-known platform. You'll learn about it during this course in two of our workshops.
  - However, there are other platforms such as **Localized**.
  - Today, we're going to explore the **Localized** platform and you're going to create an account.



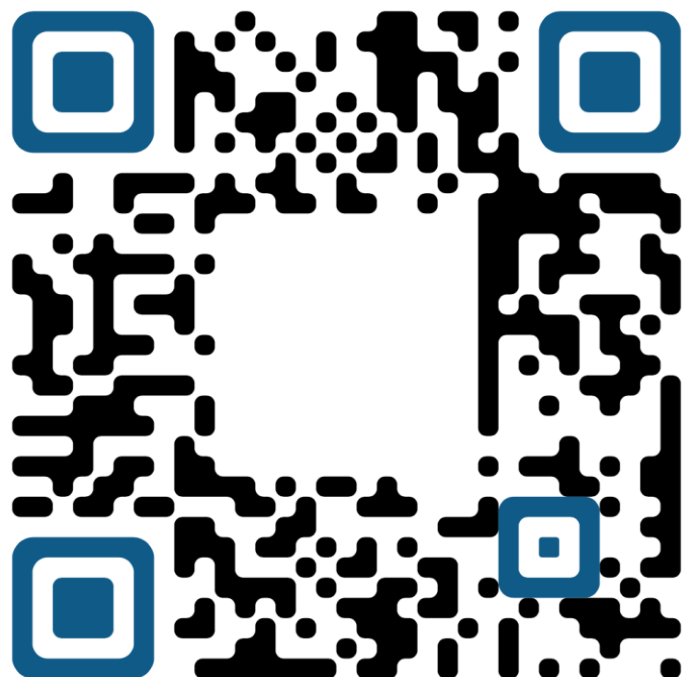
Photo from Microsoft Office



# Navigating through Localized

- First, we'll watch a video about **Localized** (1:55min).
- Then, I'll share my screen and show you some key features of Localized at [www.localized.world](http://www.localized.world)
- In the following slide, you'll get a **QR code** to register.





Registration Link



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# Steps to Create a Profile

1. **Register** for Localized.
2. **Create** a profile.
3. **Upload** your resume (if ready).
4. **Search** “Channels” that may be of interest to you and follow 3 or more.



Photo from Microsoft Office





# What Else Can You Do?

- Develop an **elevator pitch**, which you'll prepare for your Final Project.
- Improve your **resume** and **cover letter**.
- Practice **job interviews**, which you can practice when you learn about the **Big Interview** site.
- Build your **personal brand**.
- Improve your **charisma**.



Photo from Microsoft Office



# What's Personal Branding?

**Personal branding is the image you create of yourself** and how you want people to see you. In order to build your personal brand...

- **Build** your reputation
- **Create** an image of yourself for the outside world
- **Market** yourself as an individual that is different from the rest

**Your personal brand is the story that's told about you when you're not in the room.**

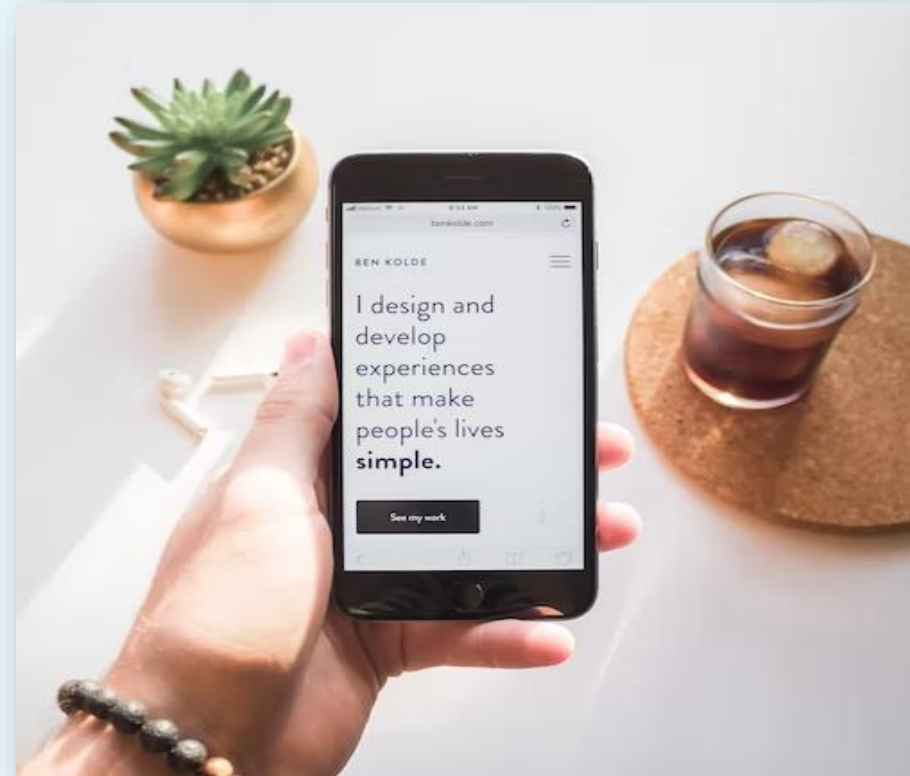


Photo by [Ben Kolde](#) on [Unsplash](#)



# Create Your Personal Brand

In order to create your personal brand, think about the following questions:

## How People View You

- What do people say about your work?
- What adjectives do people use to describe you?

## How You Want to Present Yourself

- What do you stand for?
- What do you want to be known for?

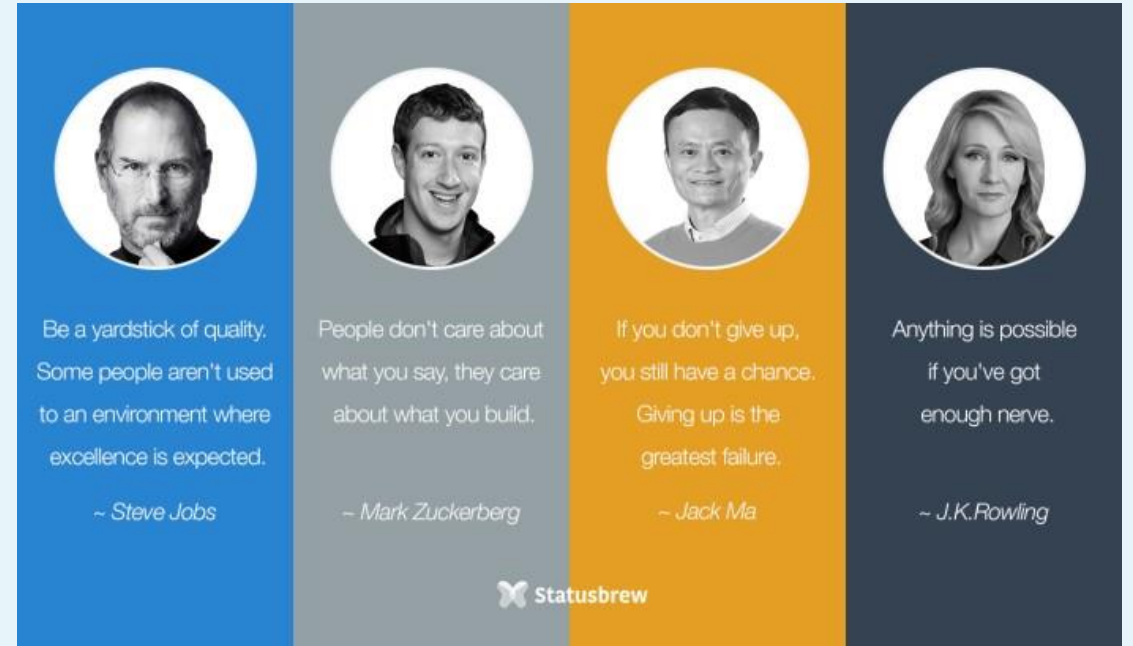


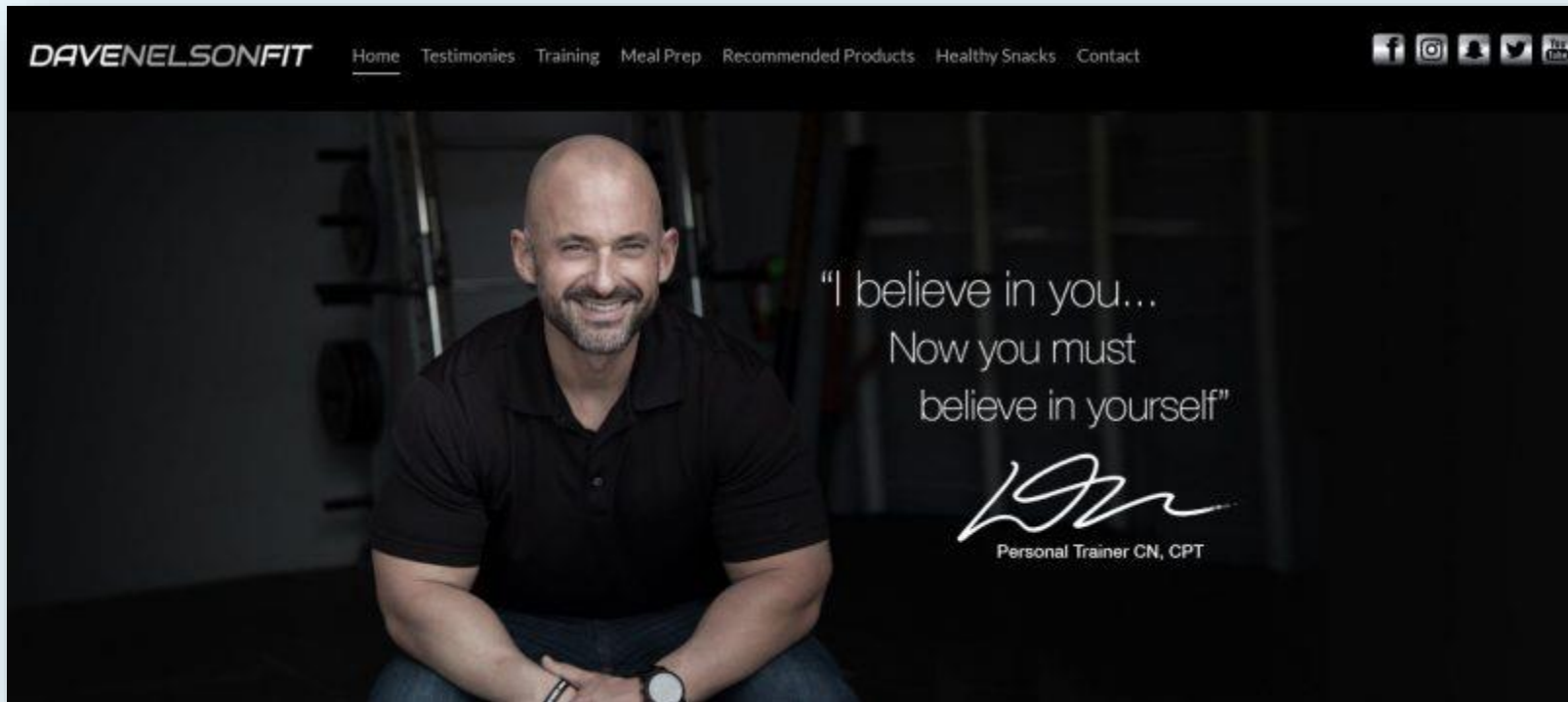
Image from <https://statusbrew.com/insights/the-complete-guide-to-building-your-personal-brand/>

**Let's look at examples of personal branding in the next four slides.**



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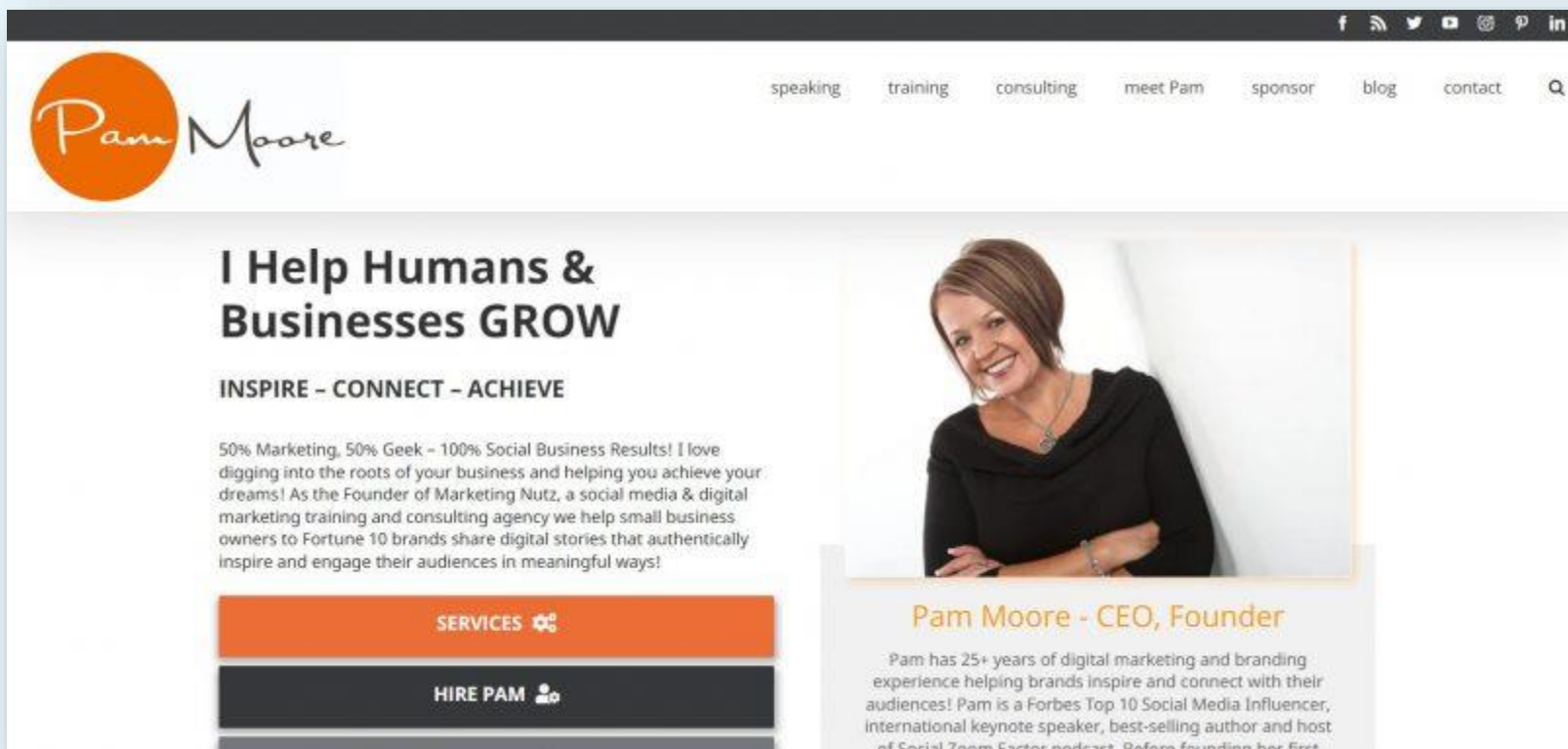
# “I believe in you... Now you must believe in yourself.”





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# “Half geek – half marketing – 100% social nut!”

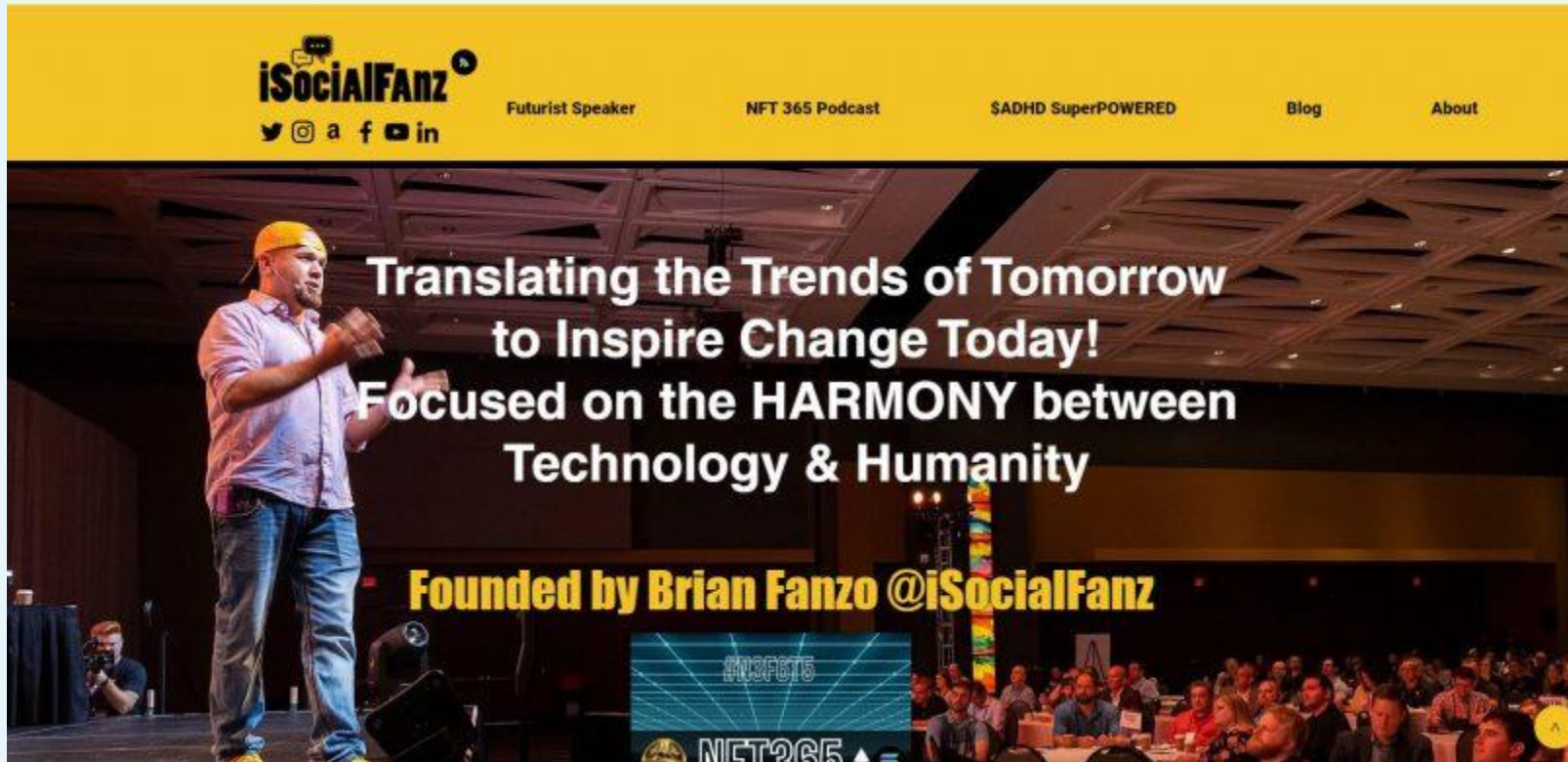






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# “Translating the geek speak & simplifying the complex!”

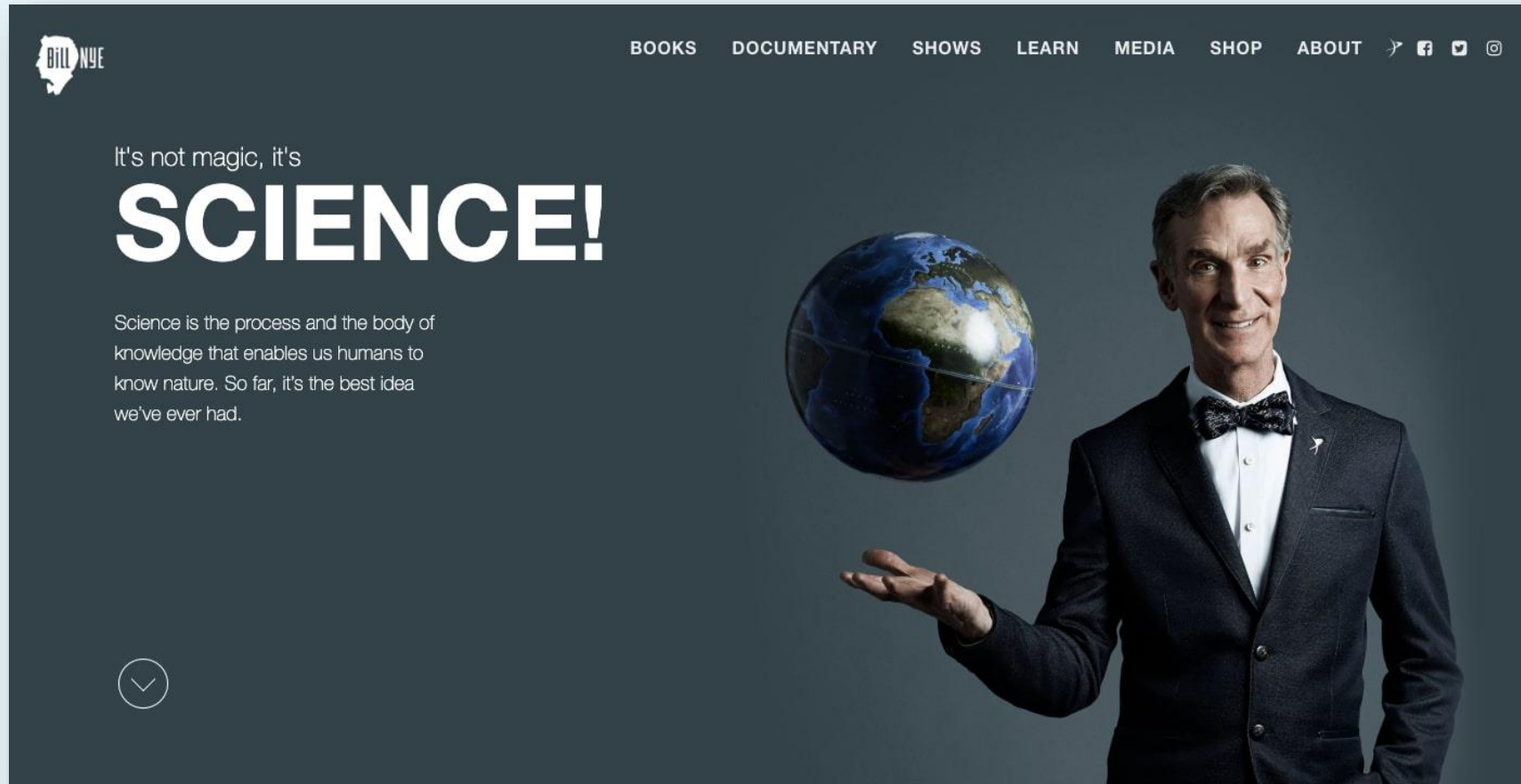






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# “It’s not magic, it’s science!”





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# Seven Ways to Improve Your Charisma

**Charisma is a person's ability to attract and influence other people. You can improve your charisma if you...**

1. **Exude confidence and smile**
2. **Radiate warmth**
3. **Convey passion**
4. **Listen actively to what people are saying**
5. **Practice reading other people's emotions**
6. **Share stories and anecdotes**
7. **Ask rhetorical questions**



Image from Twitter

**Ex President Obama is a charismatic leader.**



# CPT and OPT

- In order to be able to complete practical training in the USA, you will need information about a **CPT** and an **OPT**.
- **CPT (Curricular Practical Training)** is employer specific and must be done before you graduate. CPT is employment that is an integral part of your major curriculum and allows you to participate in an internship, practicum or cooperative education program.
- **OPT (Optional Practical Training)** is optional for any student who meets the eligibility requirements and you do not need to earn credit. OPT is not employer specific and is usually done after you graduate.
- You will learn more details in our workshops during this course.



# Quiz Time

- Now that you've learned networking, you're ready to complete the **Networking Quiz**, which you'll find under **Active Participation** on Isidore.
- Remember that you have **10 minutes** to complete it once you've opened it.
- You can start now!



Photo from Microsoft Office



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# Further Questions?

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# Assignments and Lesson Preview

## Post-work for Networking & Localized

- Build your profile on Localized
- Find a job you would like to apply for. Copy and save the job description.

## Lesson Preview

- The next class, Sexual Violence Prevention (SVP), will be Asynchronous Online, so we won't meet on Zoom. You'll find the video lesson on Warpwire.
- After watching the video, complete the Sexual Violence Prevention (SVP) Quiz on Isidore.
- We'll meet on Zoom in two weeks for our Interview Workshop & Big Interview Site session