





There are Right Ways to Network, and Wrong Ways to Network.

01

Why Network?

02

Networking: Start to Finish 03

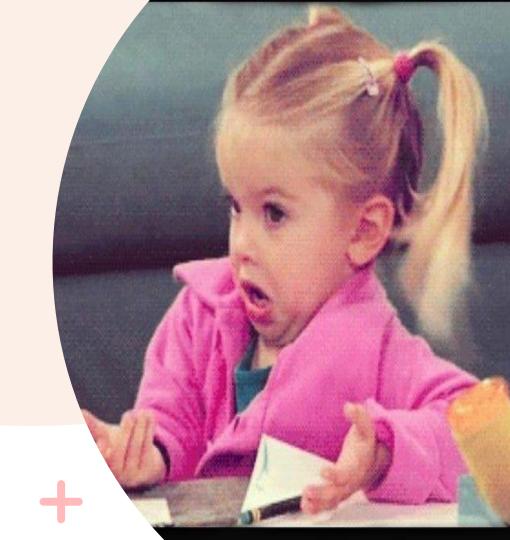
Questions / **Discussion**

01

Why Network?



What is networking?





- interacting with others to exchange information and develop professional or social contacts.
- 2. the linking of computers to allow them to operate interactively.







- exchanging with others to exchanging formation and develop pure scional or social contacts.
- 2. the linking of compute to allow them to operate interact.









+

Networking:

Developing a professional <u>relationship</u> with a person you think does cool work, and/or has the answer to some of your career questions.

Get an "in" for jobs you might want (sometimes)



- Get an "in" for jobs you might want (sometimes)
- Learn more about your industry (more often)
 I.e. types of projects, cool jobs, new skills, even work on some cool new projects!



- Get an "in" for jobs you might want (sometimes)
- Learn more about your industry (more often)
 I.e. types of projects, cool jobs, new skills, even work on some cool new projects!
- Make Friends / Get mentored / Get to know cool people! (most often)
 This is the Grown Up(™) way of making friends who like doing the same thing that you do, but at a different company



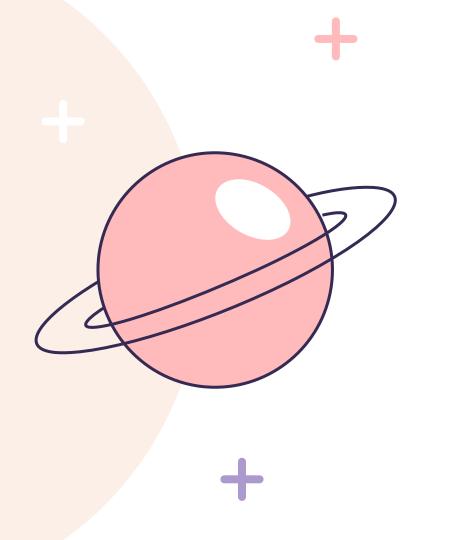
- Get an "in" for jobs you might want (sometimes)
- Learn more about your industry (more often)
 I.e. types of projects, cool jobs, new skills, even work on some cool new projects!
- Make Friends / Get mentored / Get to know cool people! (most often)
 This is the Grown Up(™) way of making friends who like doing the same thing that you do, but at a different company
- This is applicable when trying to meet upperclassmen who can guide you through the STEM major, talking to professors who can write you letters of rec, or finding people that can help you get a job.



Networking is a process.



It's normal for new types of social interactions to feel weird, you'll get used to it!



02

Networking -Start to Finish

Reaching Out

Stage 1: LinkedIn, Meetups, Mentorship



Reaching Out

Stage 1: LinkedIn, Meetups, Mentorship

During The Meeting

Stage 2: Online, In Person, Solo / Group



Reaching Out

Stage 1: LinkedIn, Meetups, Mentorship

During The Meeting

Stage 2: Online, In Person, Solo / Group

After the Meeting

Stage 3: Following up, connecting, etc





Stage 1: LinkedIn, Meetups, Mentorship

During The Meeting

Stage 2: Online, In Person, Solo / Group

After the Meeting

Stage 3: Following up, connecting, etc



Do you know what you want to do in STEM?



Do you know what you want to do in STEM?

"I want any job that will take me".

"I want to work at a big 4 tech company because everyone else is."

"Idk why I'm constantly reading Cracking the Coding Interview."

"What even is software engineering anyway?"

Do you know what you want to do in STEM?

"I want any job that will take me".

"I want to work at a big 4 tech company because everyone else is."

"Idk why I'm constantly reading Cracking the Coding Interview."

"What even is software engineering anyway?"

Instead of this, walk through the following questions.



What industry do I want to be in?

What types of skills do I want to develop?

Why am I in STEM?

What part about STEM do I actually like, or what part am I good at?



Do I want to be in a technology field, or a field that isn't STEM where I can use my STEM skills?

Do I want to be doing coding work, design, data analysis, or project management?

What types of projects did I like in classes? Which **didn't** I like?



TL;DR

Knowing what you know you want,

as well as what questions you have about your career,

helps you figure out who to reach out to.



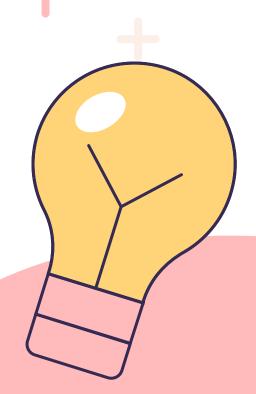


It's okay if you don't have all the answers yet. Even narrowing down a little bit helps.

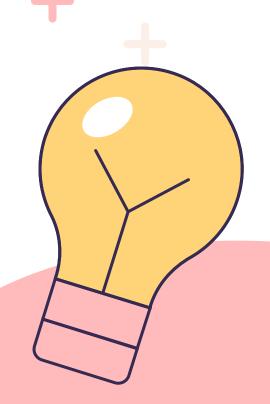
"Who do I know that can help me walk through this?"



- Do you know what you want to do?
- Who do you know that might have the answers?



- Do you know what you want to do?
- Who do you know that might have the answers?
 - A friend, an classmate, a professor, some person on Twitter, someone whose email you got at a conference, etc.
 - Who do you know that can connect you to someone who might have the answers you're looking for?



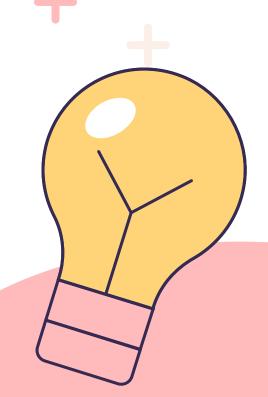
Be on the lookout at your university, hometown, etc.

Search for people your friends can connect you to.

Alumni can be a good resource, if you have a specific reason for reaching out to them.



- Do you know what you want to do?
- Who do you know that might have the answers?
- How does the person you're reaching out to fulfill your specific needs?



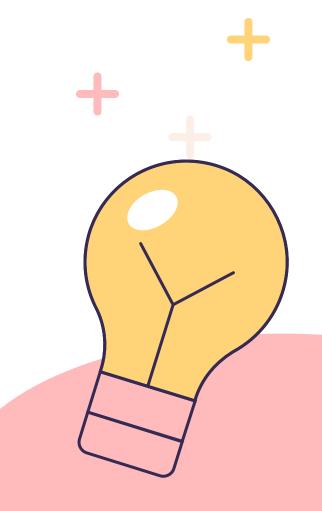
- How does the person you're reaching out to fulfill your specific needs?
 - They work for a company I really believe in and I want to know more.



- How does the person you're reaching out to fulfill your specific needs?
 - They work for a company I really believe in and I want to know more.
 - They are in a position I am interested in and I want to know more.



- How does the person you're reaching out to fulfill your specific needs?
 - They work for a company I really believe in and I want to know more.
 - They are in a position I am interested in and I want to know more.
 - They have life experience that I think could help me answer questions I have.

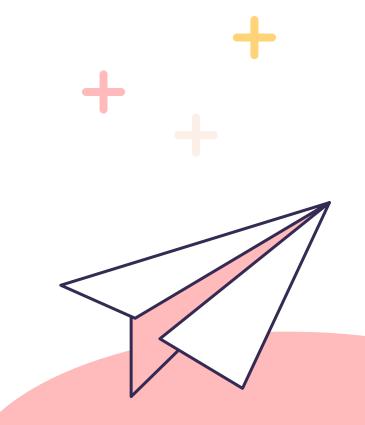


- How does the person you're reaching out to fulfill your specific needs?
 - They work for a company I really believe in and I want to know more.
 - They are in a position I am interested in and I want to know more.
 - They have life experience that I think could help me answer questions I have.
 - (ONLY OCCASIONALLY) they work for a company or team that I want to work for.



On Cold Messaging

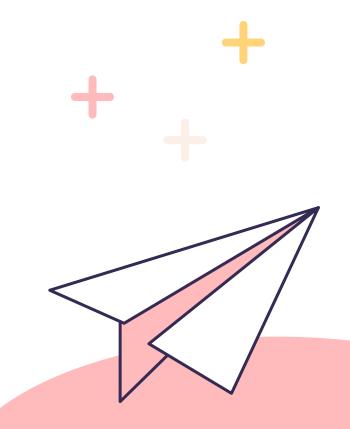
Cold messaging for an intro or a referral is only okay if you already have a relationship with this person.



On Cold Messaging

Cold messaging for an intro or a referral is only okay if you already have a relationship with this person.

Cold LinkedIn messaging a person to ask them questions that you have

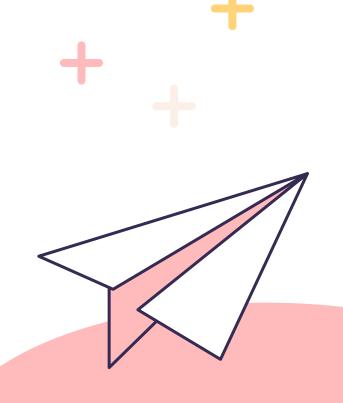


On Cold Messaging

Cold messaging for an intro or a referral is only okay if you already have a relationship with this person.

Cold LinkedIn messaging a person to ask them questions that you have

Cold LinkedIn messaging a person to ask for a referral



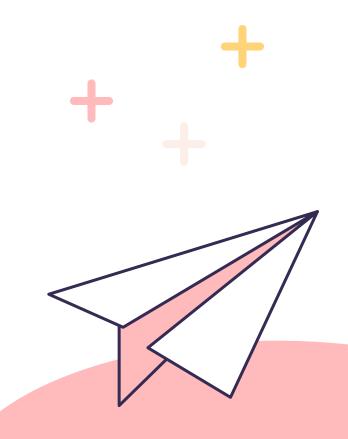
On Cold Messaging

Cold messaging for an intro or a referral is only okay if you already have a relationship with this person.

Cold LinkedIn messaging a person to ask them questions that you have

Cold LinkedIn messaging a person to ask for a referral

Cold LinkedIn messaging a person to pretend to ask them questions, when in reality all you want is a referral (everybody has feelings)



Networking is a process.

Instead of:

I want to meet people that can give me a job.



Reframe the goal:

I want to meet people that can help me guide my career.



1. Do your Research.

Spell the individual's name right, know WHY you're reaching out to them.

1. Do your Research.

Spell the individual's name right, know WHY you're reaching out to them.

I recognize this seems like a no-brainer, but it happens.

1. Do your Research.

Spell the individual's name right, know WHY you're reaching out to them.

Networking Session 21, 2020

Found in Gmail Inbox

e a no-brainer, but it

Hi Winona,

1. Do your Research.

Spell the individual's name right, know WHY you're reaching out to them.

Networking Session 21, 2020

Found in Gmail Inbox

invitation: <a>Sinvitation:

e a no-brainer, but it



1. Do your Research.

Spell the individual's name right, know WHY you're reaching out to them.

Networking Session 21, 2020

Found in Gmail Inbox

invitation: Winona Zoom

Hi Wionna! I hope you're doing well

Hi Winona,

1. Do your Research.

Spell the individual's name right, know WHY you're reaching out to them.

Networking Session 21, 2020

Found in Gmail Inbox

invitation:

><Winona Zoom

Hi Wionna! I hope you're doing well

Hi Winona,



Hi Winona!

1. Do your Research.

Spell the individual's name right, know WHY you're reaching out to them.

2. Make the Connection.

Play 6 Degrees of Kevin Bacon - how did you find this person? What do you have in common?

1. Do your Research.

Spell the individual's name right, know WHY you're reaching out to them.

2. Make the Connection.

Play 6 Degrees of Kevin Bacon how did you find this person? What do you have in common?

3. Make a Specific Ask.

What do you want out of this conversation? Is it to find out more about the industry? Figure out what they do for their job?

Case Study - What's Wrong here?

Wiona,

name is X, I'm a rising junior at Tufts. ave experience in full stack velopment, machine learning and P. I am looking for an entry-level sition in software engineering. I'd love talk about potential opportunities at ur company.

anks!

Case Study - What's Wrong here?

Wiona,

name is X, I'm a rising junior at Tufts. ave experience in full stack velopment, machine learning and P. I am looking for an entry-level sition in software engineering. I'd love talk about potential opportunities at ur company.

anks!

Name is spelled wrong.





Wiona,

name is X, I'm a rising junior at Tufts. ave experience in full stack velopment, machine learning and P. I am looking for an entry-level sition in software engineering. I'd love talk about potential opportunities at ur company.

anks!

Name is spelled wrong.

Didn't do research: I don't work in software engineering, machine learning or NLP





Wiona,

name is X, I'm a rising junior at Tufts. ave experience in full stack velopment, machine learning and P. I am looking for an entry-level sition in software engineering. I'd love talk about potential opportunities at ur company.

anks!

Name is spelled wrong.

Didn't do research: I don't work in software engineering, machine learning or NLP

Unless I work at a small start up, manage a large team, or am a hiring manager, I can't tell you about potential opportunities.



Case Study - What's Wrong here?

Wiona,

/ name is X, I'm a rising junior at Tufts. ave experience in full stack velopment, machine learning and P. I am looking for an entry-level sition in software engineering. I'd love talk about potential opportunities at ur company.

anks!

Name is spelled wrong.

Didn't do research: I don't work in software engineering, machine learning or NLP

Unless I work at a small start up, manage a large team, or am a hiring manager, I can't tell you about potential opportunities.

This message could have been sent to anyone: If the message is copy-pasteable, it's not a good message.

Winnona,

name is X, I'm a rising junior at Tufts. interested in cyber security, but I'm t sure what type of cyber security job ould be a good fit for me. The job you we at Google sounds really cool, I ould love to talk to you more about w you got to where you are, and how ould develop the right set of skills to t into this industry.

ould you be free for a brief phone call metime next week?



Winnona, 🔽

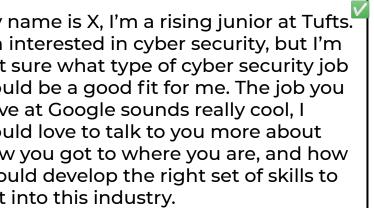
name is X, I'm a rising junior at Tufts. interested in cyber security, but I'm t sure what type of cyber security job ould be a good fit for me. The job you we at Google sounds really cool, I ould love to talk to you more about w you got to where you are, and how buld develop the right set of skills to t into this industry.

ould you be free for a brief phone call metime next week?









ould you be free for a brief phone call metime next week?

 Did basic research on why they should reach out to me (cyber security + Tufts)





name is X, I'm a rising junior at Tufts. In interested in cyber security, but I'm it sure what type of cyber security job under the job you we at Google sounds really cool, I wild love to talk to you more about we you got to where you are, and how buld develop the right set of skills to this industry.

ould you be free for a brief phone call metime next week?

- Did basic research on why they should reach out to me (cyber security + Tufts)
- Has a specific ask getting to know more about the industry



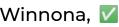


name is X, I'm a rising junior at Tufts. In interested in cyber security, but I'm it sure what type of cyber security job would be a good fit for me. The job you we at Google sounds really cool, I would love to talk to you more about wo you got to where you are, and how buld develop the right set of skills to this industry.

ould you be free for a brief phone call metime next week?

- Did basic research on why they should reach out to me (cyber security + Tufts)
- Has a specific ask getting to know more about the industry
- Specific compliments are nice too!

+



name is X, I'm a rising junior at Tufts. In interested in cyber security, but I'm it sure what type of cyber security job would be a good fit for me. The job you we at Google sounds really cool, I would love to talk to you more about wo you got to where you are, and how buld develop the right set of skills to this industry.

ould you be free for a brief phone call metime next week?

Could be even better if:

 We had a common person who connected us (getting an intro from a friend is helpful here) Networking is a process.

"But this sounds like I'm not trying to get a job though"



Networking is NOT about getting a job.

It's about finding the RIGHT job, and figuring out the skills you need to get it.



Reaching Out

(LinkedIn, Meetups, Mentorship)

During The Meeting

(Online, In Person, Solo / Group)

After the Meeting

(Following up, connecting, etc)



During the Meeting





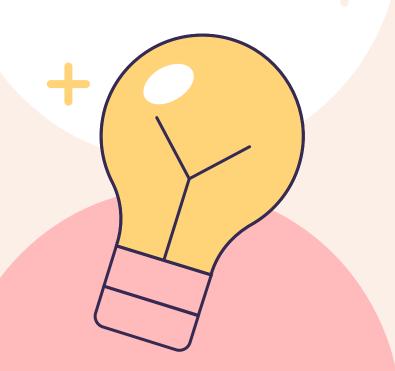
During the Meeting

- Have your questions written down.
- It's okay to have done research on the person you're meeting with.
- Talk to them a little bit about what you want out of your career.
- Keep the conversation going!





- Because this is informational, you don't have to impress them.
- If you realize that you want to take a different path from them, that's also a good data point!
- If you find out that this is the job / industry / company you want to be working in, however... ->



The Two Questions that turn a meeting into a job interview: +

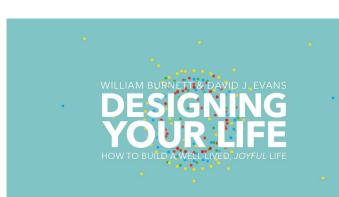


"What additional skills or experience would I need to be able to work on a team like yours?"

"Do you know any companies that are looking for someone with my skill set, or that I could apply to after I develop those additional skills?"

HOW TO BUILD A WELL LIVED, JOYFUL L

(shamelessly stolen from the book, Designing your Life. Highly recommend.)



Reaching Out

(LinkedIn, Meetups, Mentorship)

During The Meeting

(Online, In Person, Solo / Group)

After the Meeting

(Following up, connecting, etc)



Believe it or not, mentors / connections usually want to hear from you again.



- Thank you emails / messages go a long way.
- Updates (especially celebratory ones) are encouraged.



Hey Winnona, I took that class you recommended, and it was awesome. Thanks again for the recommendation!



- Thank you emails / messages go a long way.
- Updates (especially celebratory ones) are encouraged.

Hey Winnona, I took that security class you recommended. The material was not something that was interesting to me, but I'm glad I took it because it helped me understand a different part of

interested in. Thanks again for

security that I might be

the recommendation!

After the Meeting

- Thank you emails / messages go a long way.
- Updates (especially celebratory ones) are encouraged.

Hey Winnona, I took that security class you recommended, and I produced an awesome final project. Thanks again for the rec! Would I be able to share it with you to see what you think? I'm hoping to add it to my resume when I apply for jobs this summer. I'd really appreciate your feedback, and if you had any other tips on where to apply I'd love to hear them.

After the Meeting

- Thank you emails / messages go a long way.
- Updates (especially celebratory ones) are encouraged.
- This facilitates the relationship, and keeps the person interested in helping you out in your career.

Hey Winnona, I took that security class you recommended, and I produced an awesome final project. Thanks again for the rec! Would I be able to share it with you to see what you think? I'm hoping to add it to my resume when I apply for jobs this summer. I'd really appreciate your feedback, and if you had any other tips on where to apply I'd love to hear them.

Networking is a process.



01

Why Network?

It's a process that, while not an instant job solution, helps you meet cool people, find interesting jobs, and figure out what skills you need to get those jobs.

02

Networking: Start to Finish 03



01

Why Network?

It's a <u>process</u> that, while <u>not an instant</u> job solution, helps you meet cool people, find interesting jobs, and figure out what skills you need to get those jobs.

02

Networking: Start to Finish

Before the meeting: know what you want to do, who can help you, and reach out to them in a specific way. 03



01

Why Network?

It's a process that, while not an instant job solution, helps you meet cool people, find interesting jobs, and figure out what skills you need to get those jobs.

02

Networking: Start to Finish

During the Meeting: Have specific questions, tell them about your career, do your homework. Decide if you want to turn the meeting into a job interview.

03



01

Why Network?

It's a process that, while not an instant job solution, helps you meet cool people, find interesting jobs, and figure out what skills you need to get those jobs.

02

Networking: Start to Finish

After the Meeting: Follow up, and develop the relationship! 03



01

Why Network?

It's a process that, while not an instant job solution, helps you meet cool people, find interesting jobs, and figure out what skills you need to get those jobs.

02

Networking: Start to Finish

After the Meeting: Follow up, and develop the relationship! 03

Questions / Discussion

<u>Let's talk!</u>

Thanks

Do you have any questions? Feel free to reach out!

