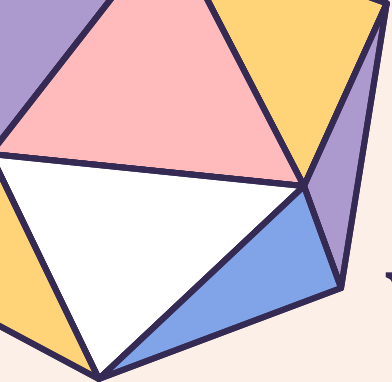




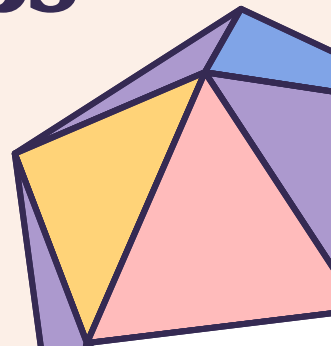
# Networking 101

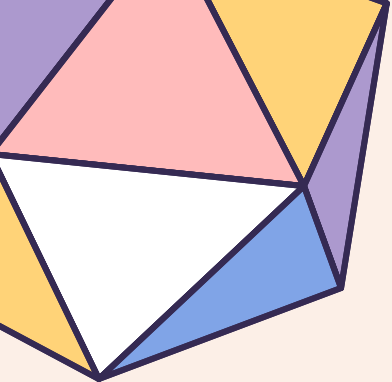
Advice from 6 Tufts CS alumni



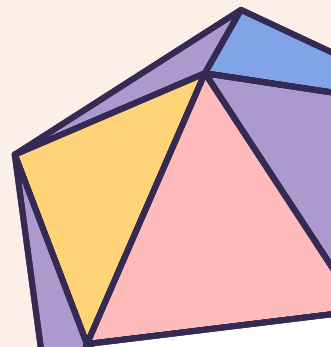
**You can fail almost every  
technical interview,**

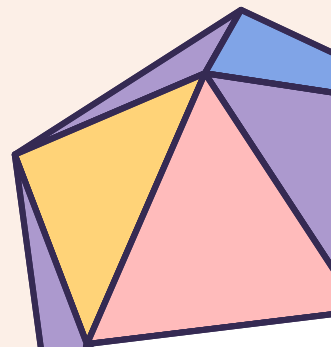
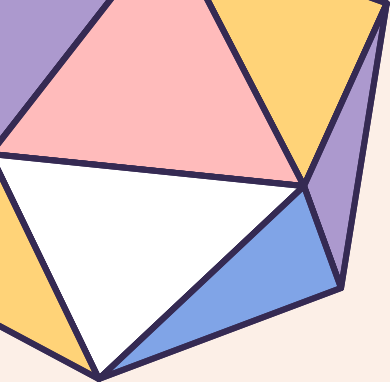
**+ but still get paid internships  
every year of college.**





**How? Networking.**







# **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?**





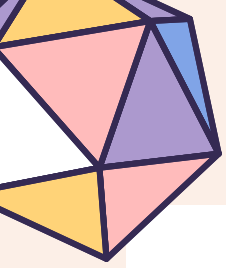
1. **interacting with others to exchange information and develop professional or social contacts.**
2. **the linking of computers to allow them to operate interactively.**





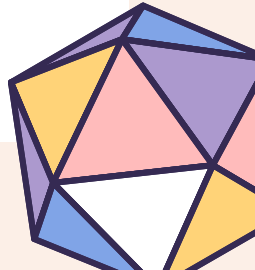
1. interacting with others to exchange information and develop professional or social contacts.
2. the linking of computers to allow them to operate interactively.





# **Networking:**

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





# Benefits of Networking



- Get an “in” for jobs you might want (**sometimes**)





# Benefits of Networking




- 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!





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  - 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
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  - 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 CS 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.**



$$1 + 1 =$$

+

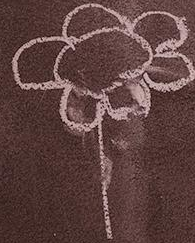
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**This is an  
opportunity to  
meet people  
that do cool  
work!**



$$1 + 1 =$$

+

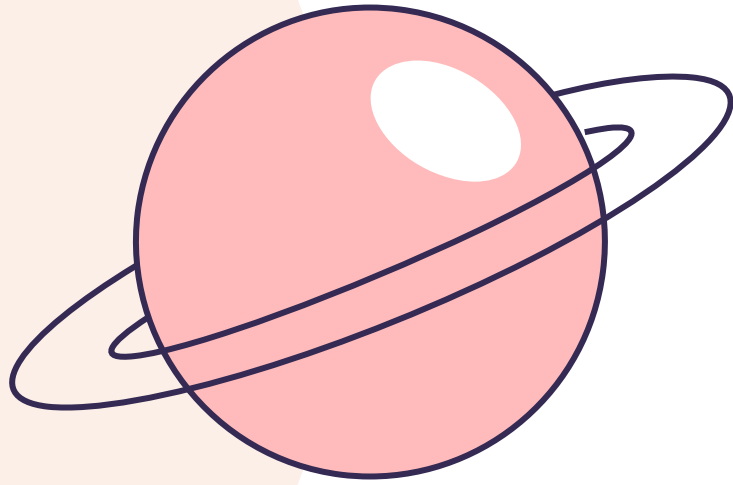
+





**+**  
**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

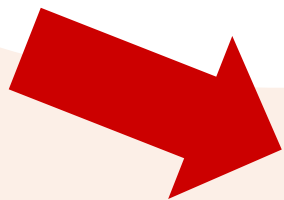
# + During The Meeting

Stage 2: Online, In Person, Solo / Group

# After the Meeting

Stage 3: Following up, connecting, etc





# Reaching Out



Stage 1: LinkedIn, Meetups, Mentorship

# + During The Meeting

Stage 2: Online, In Person, Solo / Group

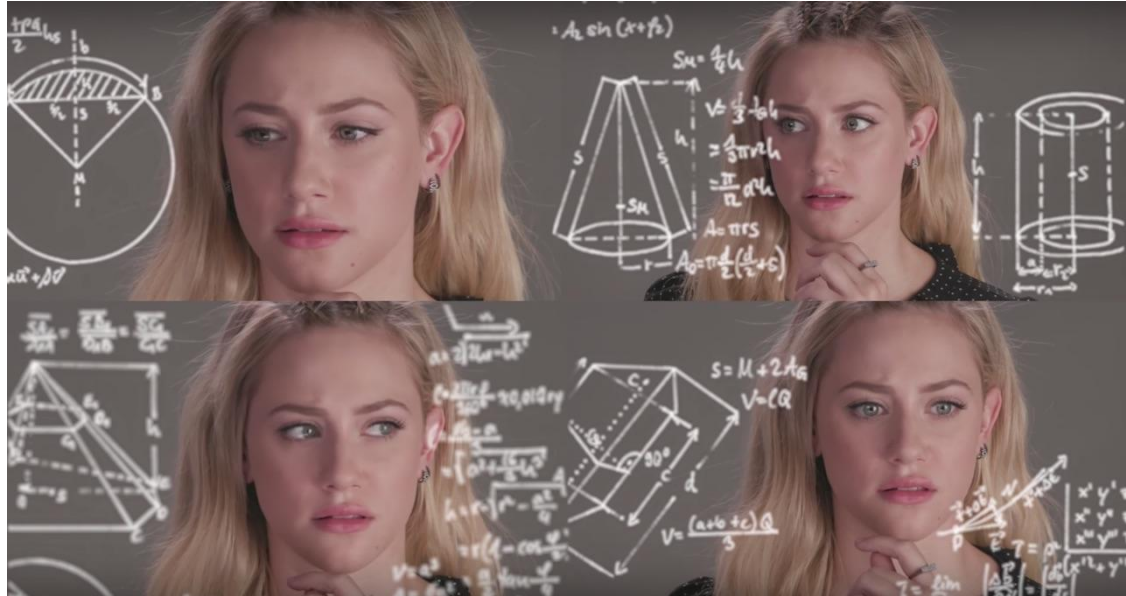
# After the Meeting

Stage 3: Following up, connecting, etc



# Reaching Out - Conceptual Guide

- Do you know what you want to do with CS?





# Reaching Out - Conceptual Guide

- Do you know what you want to do with CS?

“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?”



# Reaching Out - Conceptual Guide

- Do you know what you want to do with CS?

~~"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 CS?*

*What part about CS 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 CS where I can use my CS skills?*

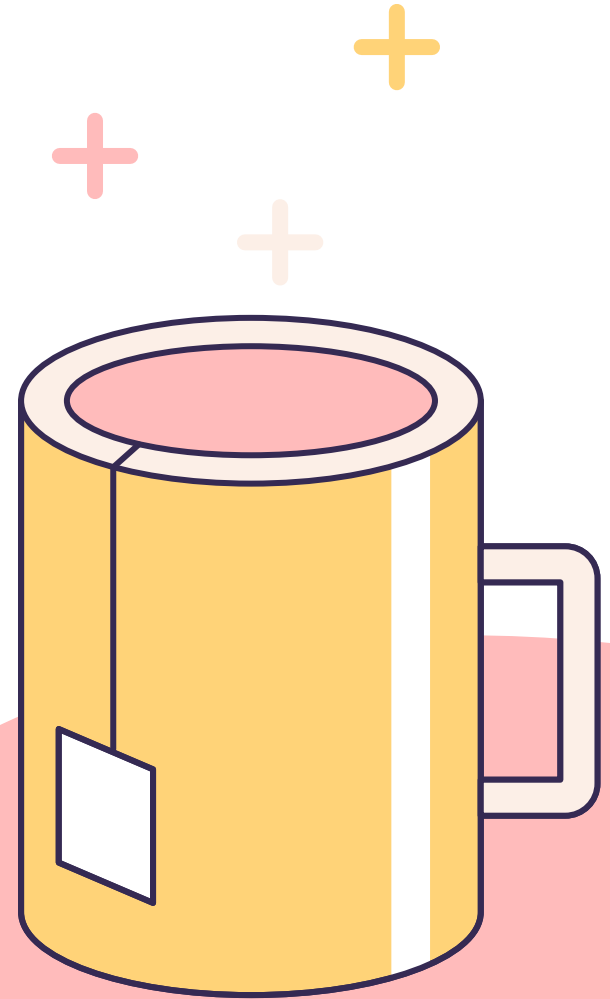
*Do I want to be doing coding work, design, data analysis, or project management?*

*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.



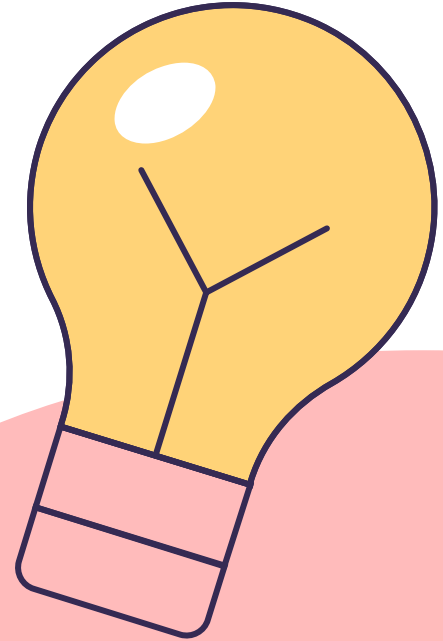
**It's okay if you don't have all the answers yet. Even narrowing down a little bit helps.**

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



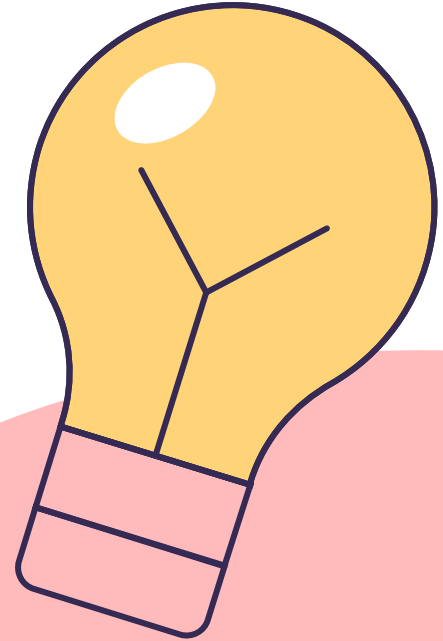
# Reaching Out - Conceptual Guide

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



# Reaching Out - Conceptual Guide

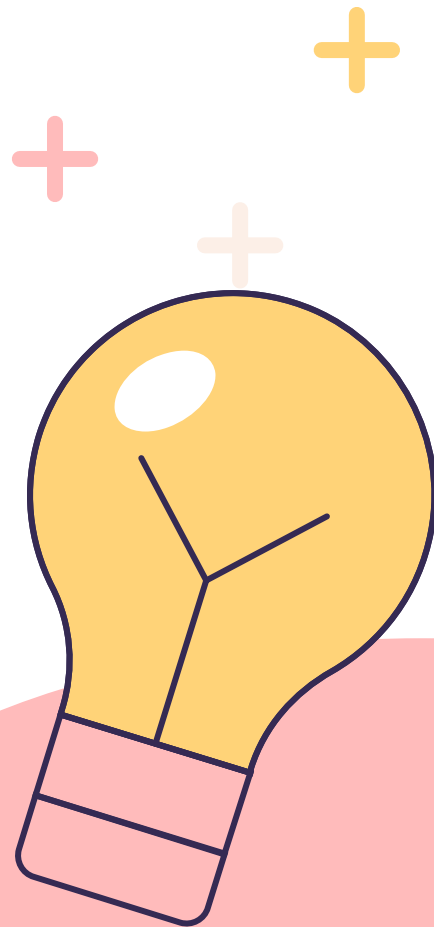
- Do you know what you want to do?
- Who do you know that might have the answers?
  - A friend, an upperclassman, a professor, some person on Twitter, someone whose email you got at a conference, etc.
  - Who do you know that can connect you to someone who might have the answers you're looking for?



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

Search for people your friends can  
connect you to.

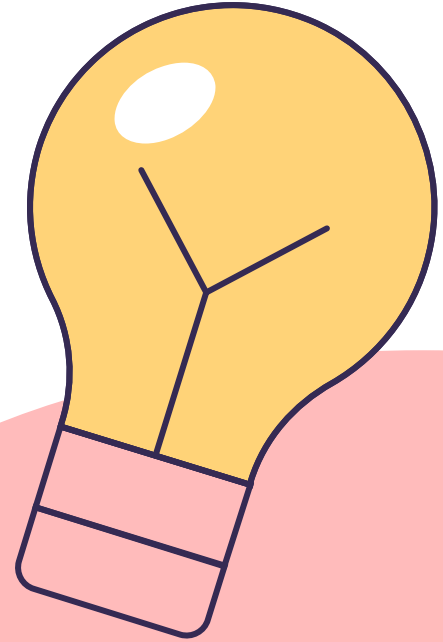
Alumni can be a good resource, if you  
have a specific reason for reaching out  
to them.



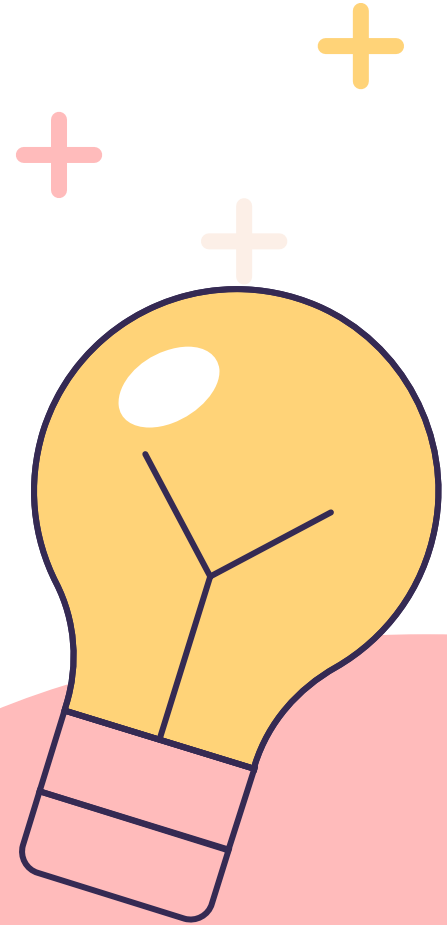


# Reaching Out - Conceptual Guide

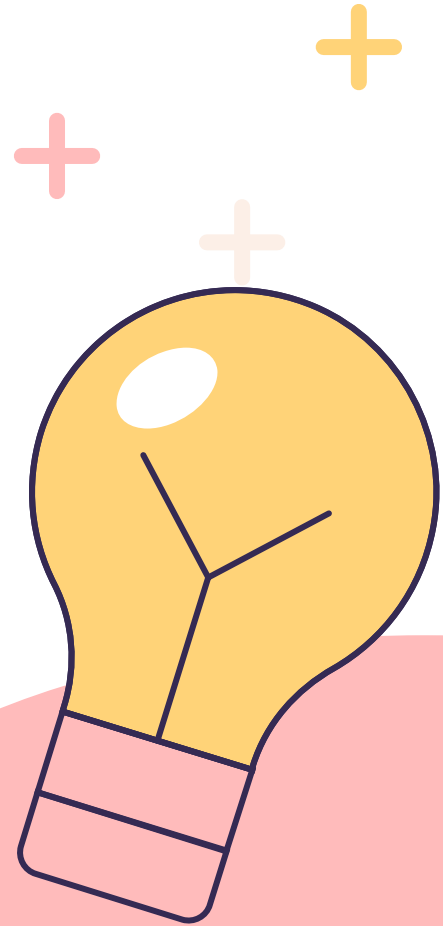
- Do you know what you want to do?
- Who do you know that might have the answers?
- How does the person you're reaching out to fulfill your specific needs?



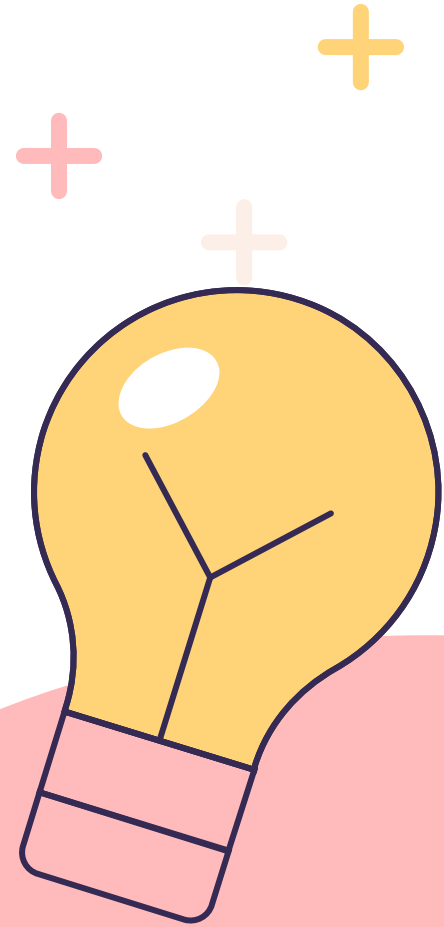
- How does the person you're reaching out to fulfill your specific needs?
  - They work for a company I really believe in and I want to know more.



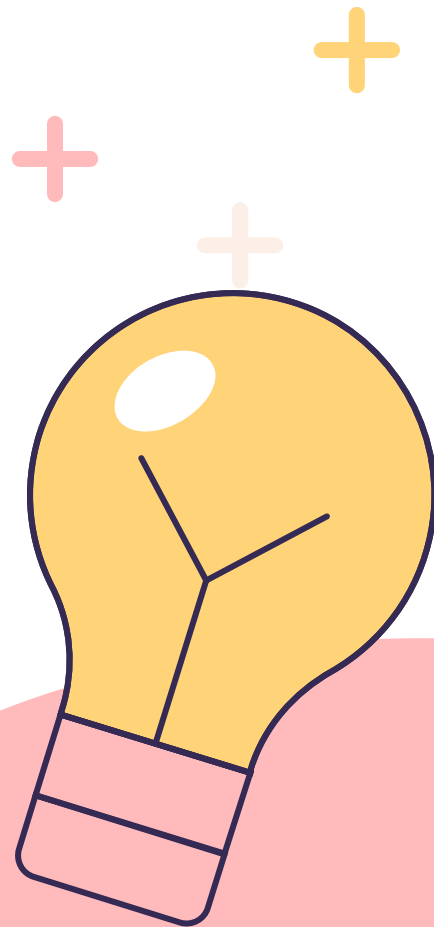
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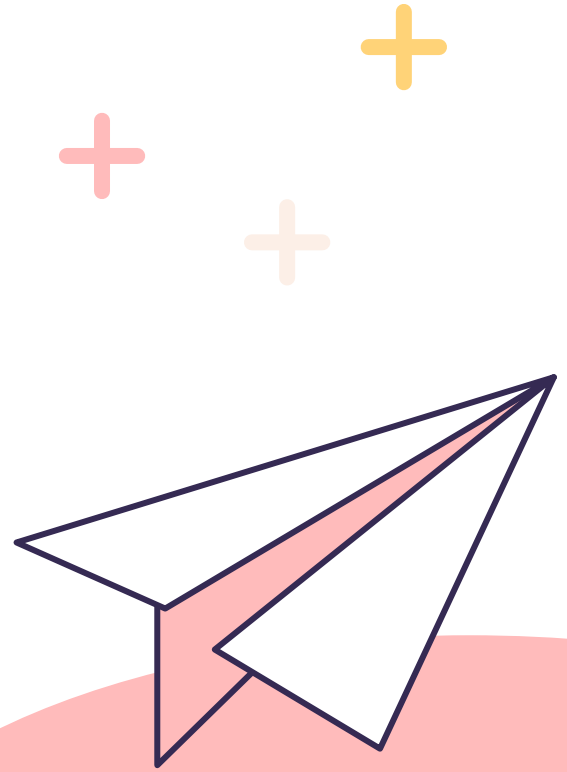


- How does the person you're reaching out to fulfill your specific needs?
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  - They are in a position I am interested in and I want to know more.
  - They have life experience that I think could help me answer questions I have.
  - **(ONLY OCCASIONALLY)**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



# On Cold Messaging

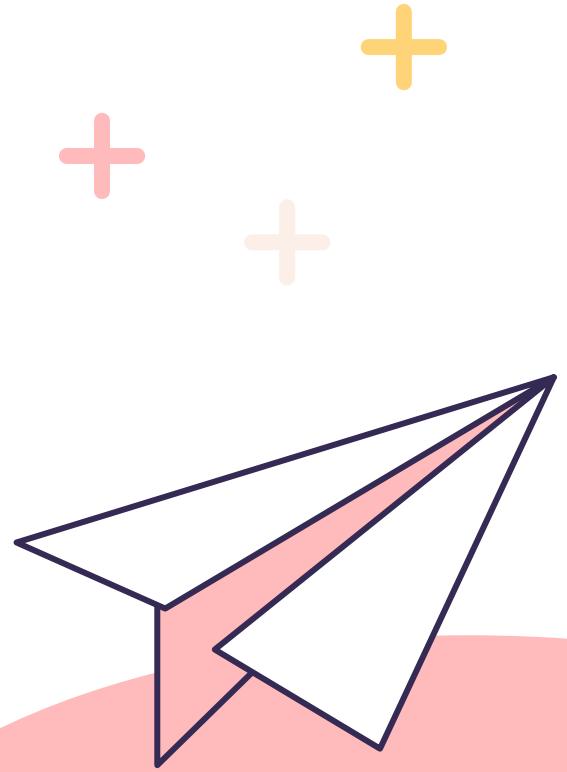
Cold messaging for an intro or a referral is only okay if you already have a relationship with this person.



# 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 ✓

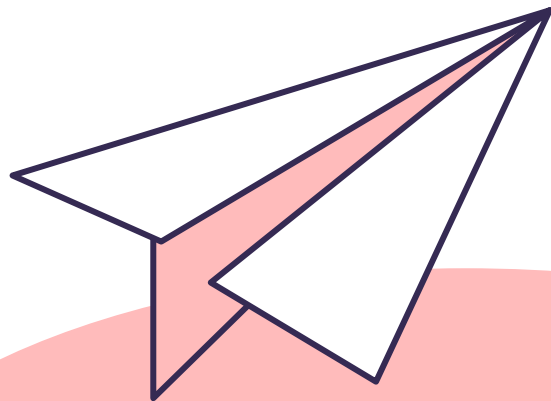


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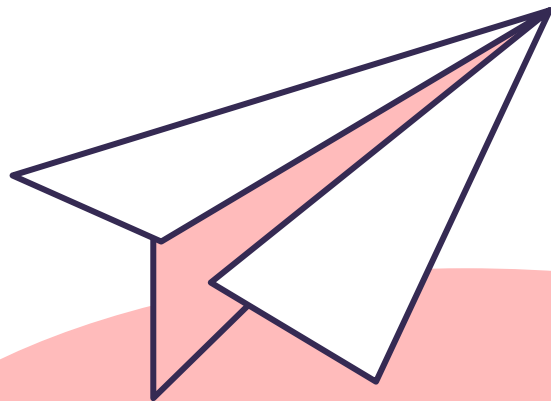
# On Cold Messaging

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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.**



$$1 + 1 =$$

+

+





+

Instead of:

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



$$1 + 1 =$$

+

+





+

Reframe the  
goal:

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



$$1 + 1 =$$

+

+



# Tactical Tips for Reaching Out

## 1. Do your Research.

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

# Tactical Tips for Reaching Out

## 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. Thanks to CS alum Winnona for the following sets of examples:**

# Tactical Tips for Reaching Out

## 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

Hi Winona,

is a no-brainer, but it  
alum Winnona for the  
es:

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invitation:

<Winona Zoom

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Hi Wionna!  
I hope you're doing well

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MC

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## 2. Make the Connection.

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

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## 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?

Let's use the following example.

Marie is a Tufts alum. Her LinkedIn profile states that she graduated from Tufts University, and does work in security at Company Y.

# Case Study - What's Wrong here?

Ally,

My name is X, I'm a rising junior at Tufts. I have experience in full stack development, machine learning and data science. I am looking for an entry-level position in software engineering. I'd love to talk about potential opportunities at your company.

Thanks!

# Case Study - What's Wrong here?



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Thanks!

Name is spelled wrong (Allie, not Ally).



# Case Study - What's Wrong here?

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Thanks!

Name is spelled wrong.

Didn't do research: She doesn't work in software engineering, machine learning or NLP



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Unless she works at a small start up, manage a large team, or is a hiring manager, the person likely can't tell you about potential opportunities.

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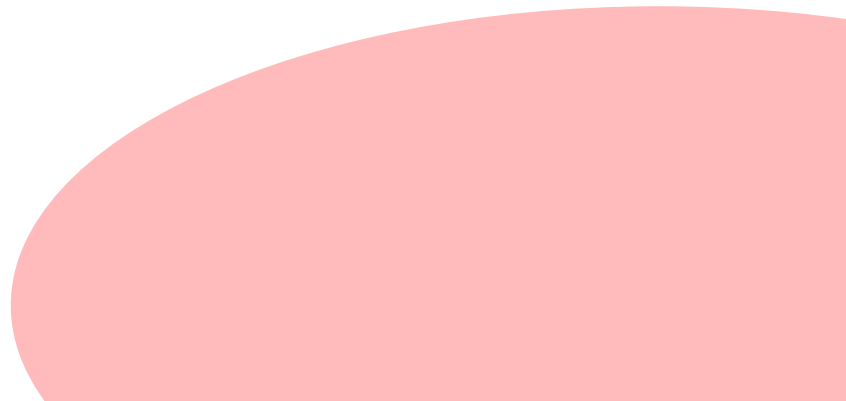
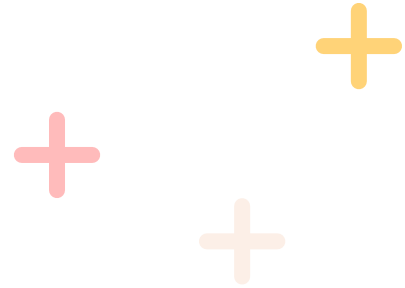
**This message could have been sent to anyone:** If the message is copy-pasteable, it's not a good message.

# Case Study - Better?

Allie,

My name is X, I'm a rising junior at Tufts. I'm interested in cyber security, but I'm not sure what type of cyber security job would be a good fit for me. The job you have at Company Y sounds really cool, I would love to talk to you more about how you got to where you are, and how I could develop the right set of skills to get into this industry.

Would you be free for a brief phone call sometime next week?



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

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Would you be free for a brief phone call sometime next week?

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

# Case Study - Better?

Allie,



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Would you be free for a brief phone call sometime next week?

Could be even better if:

- You had a common person who connected the two of you (getting an intro from a friend / common colleague is helpful here)



+

**Networking  
is a process.**



$$1 + 1 =$$

+

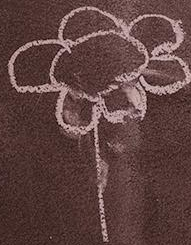
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*“But this sounds  
like I’m not  
trying to get a  
job though”*



$$1 + 1 =$$

+

+





+

**Networking is NOT  
about getting a job.**

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



$$1 + 1 =$$

+

+



# Reaching Out

(LinkedIn, Meetups, Mentorship)



# + During The Meeting

(Online, In Person, Solo / Group)



# After the Meeting

(Following up, connecting, etc)



# During the Meeting





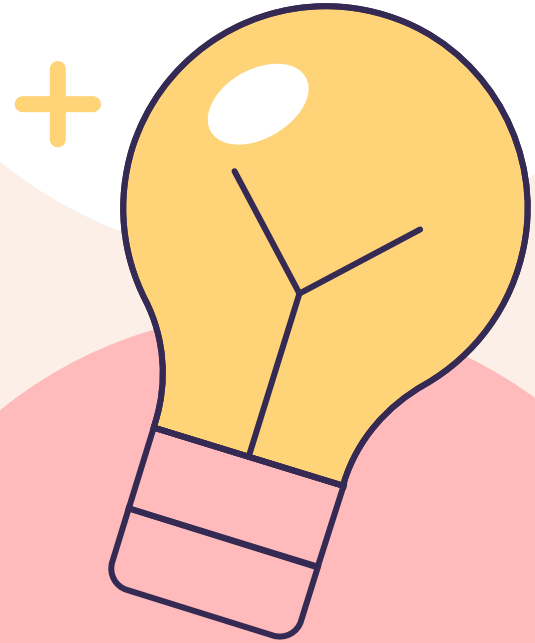
# During the Meeting

- 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!



# Don't Stress.

- 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... ->

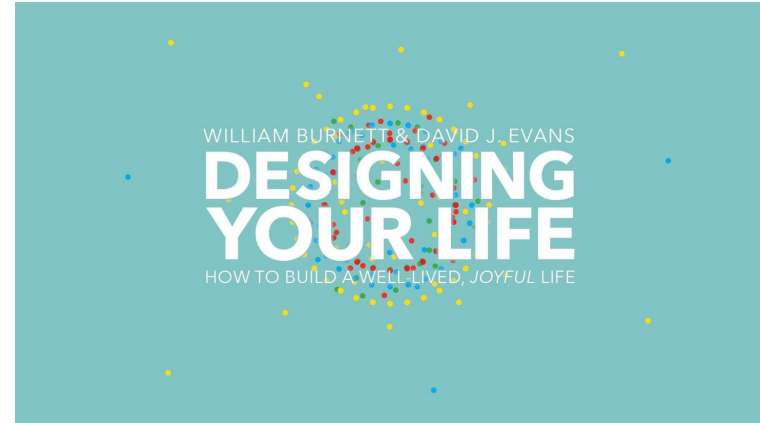


# The Two Questions that turn a meeting into a job interview: +

“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?”

*(shamelessly stolen from the book, Designing your Life. This book is great for helping students determine life and career paths.)*





# Reaching Out

(LinkedIn, Meetups, Mentorship)

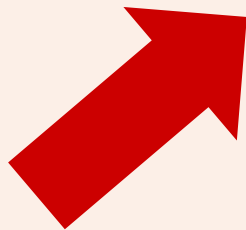


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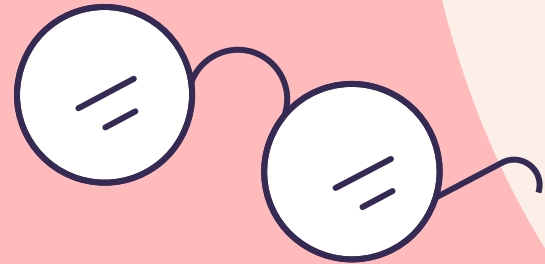
(Online, In Person, Solo / Group)

# After the Meeting

(Following up, connecting, etc)



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



# After the Meeting

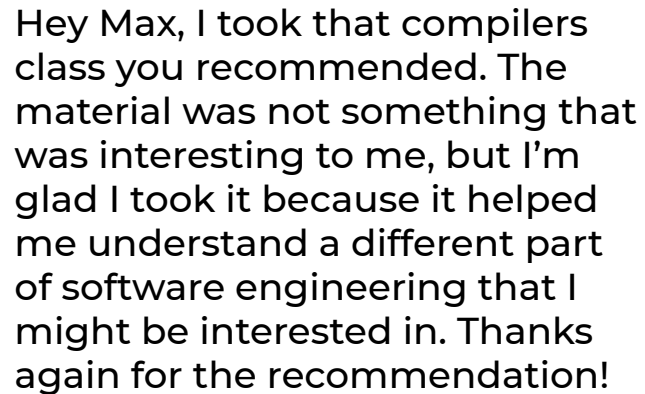
- Thank you emails / messages go a long way.
- Updates (especially celebratory ones) are encouraged.



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

# After the Meeting

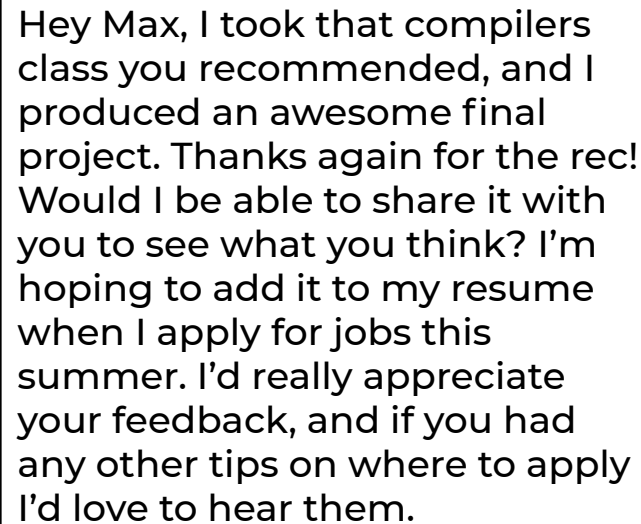
- Thank you emails / messages go a long way.
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Hey Max, I took that compilers class you recommended. The material was not something that was interesting to me, but I'm glad I took it because it helped me understand a different part of software engineering that I might be interested in. Thanks again for the recommendation!

# After the Meeting

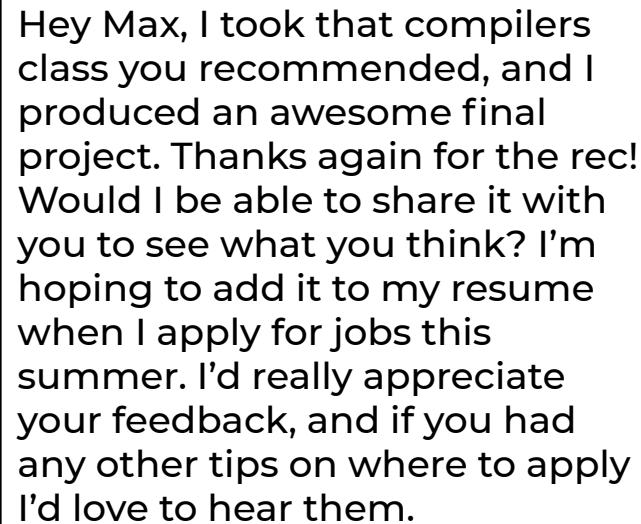
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- Updates (especially celebratory ones) are encouraged.



Hey Max, I took that compilers 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 Max, I took that compilers 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.

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**Networking  
is a process.**



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# Learning Summary

## 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

### Questions / Discussion



# Learning Summary

## 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

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

## 03

### Questions / Discussion

# Learning Summary

## 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

### Questions / Discussion

# Learning Summary

## 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

# Learning Summary

## 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

*Let's talk!*



# Thanks

More questions on networking? Reach out to the Tufts alum that shared this post, or the relevant student / alumni chat platforms.



(Slides completed in Sep 2020)

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