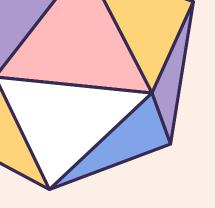


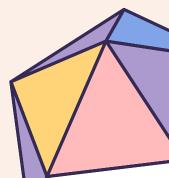


+ but still get paid internships every year of college.



How? Networking.

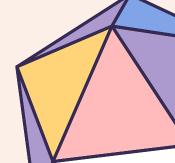
















There are Right Ways to Network, and Wrong Ways to Network.

01

Why Network?

02

Networking: Start to Finish 03

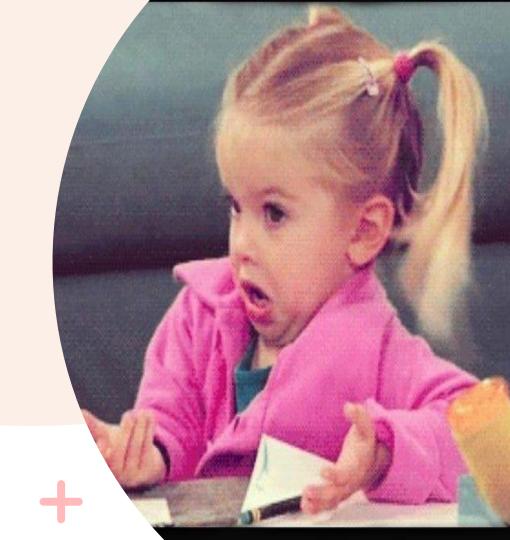
Questions / **Discussion**

01

Why Network?



What is networking?





- 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!



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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



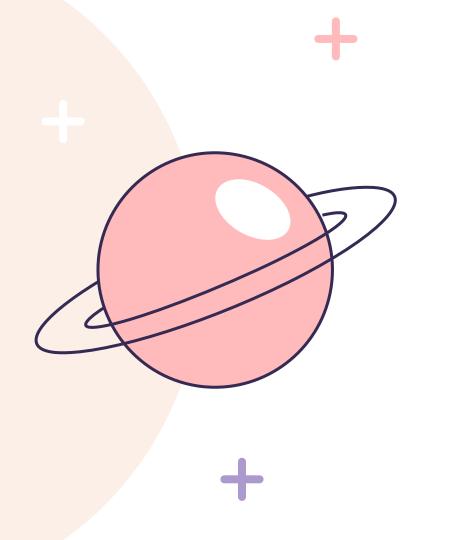
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 This is the Grown Up(™) way of making friends who like doing the same thing that you do, but at a different company
- This is applicable when trying to meet upperclassmen who can guide you through the CS major, talking to professors who can write you letters of rec, or finding people that can help you get a job.



Networking is a process.



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

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Do you know what you want to do with CS?





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?"

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.



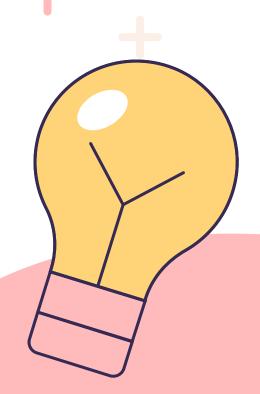


It's okay if you don't have all the answers yet. Even narrowing down a little bit helps.

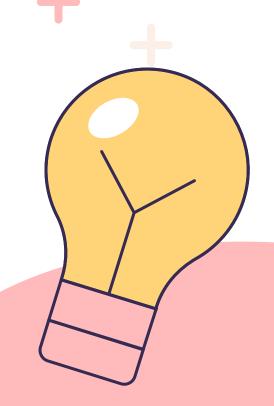
"Who do I know that can help me walk through this?"



- 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 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?



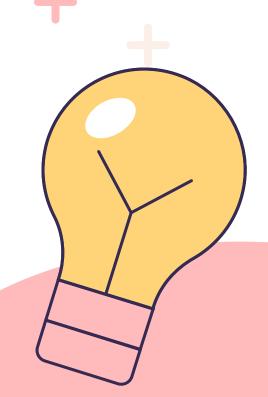
Be on the lookout at your university, hometown, etc.

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.



- 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.



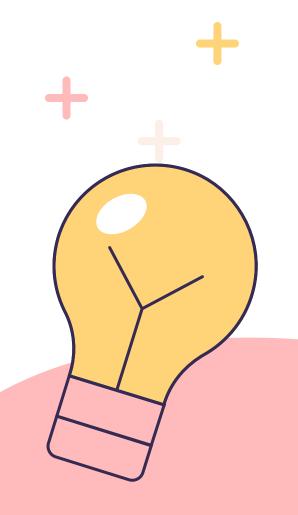
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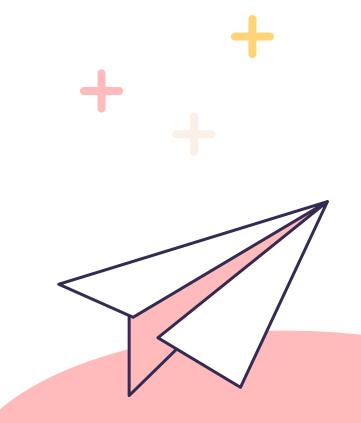
- How does the person you're reaching out to fulfill your specific needs?
 - They work for a company I really believe in and I want to know more.
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 - They have life experience that I think could help me answer questions I have.



- 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.

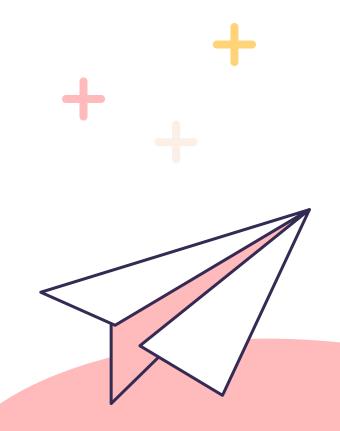


Cold messaging for an intro or a referral is only okay if you already have a relationship with this person.



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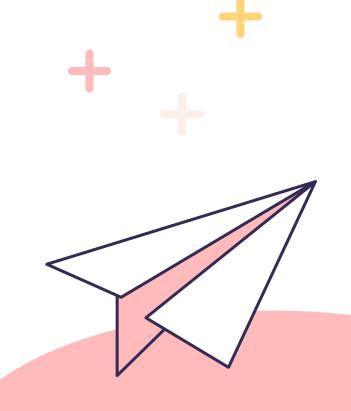
Cold LinkedIn messaging a person to ask them questions that you have \checkmark



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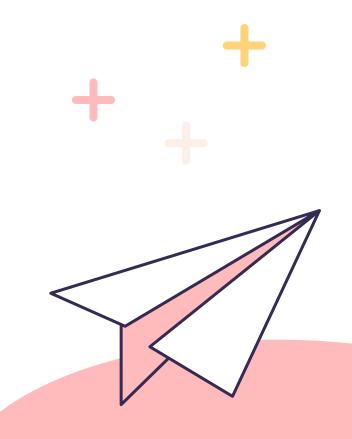


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Cold LinkedIn messaging a person to ask for a referral

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.

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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:

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

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I hope you're doing well

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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?

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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?

Let's use the following example.

Allie 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?

Hi Ally,

My name is X, I'm a rising junior at Tufts. I have experience in full stack development, machine learning and NLP. 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).





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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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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.

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

Hi 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?



Hi Allie,

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- Has a specific ask getting to know more about the industry





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- Has a specific ask getting to know more about the industry
- Specific compliments are nice too!

+



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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.

"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





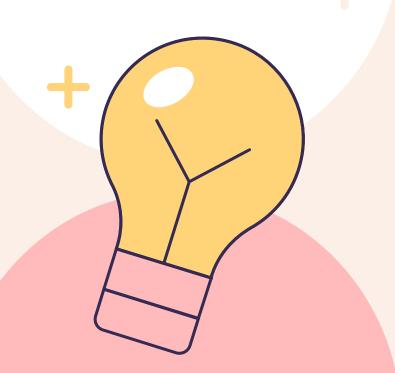
During the Meeting

- 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... ->

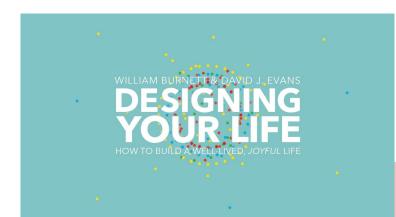


The Two Questions that turn a meeting into a job interview: +



"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?"



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

Reaching Out

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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 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.
- Updates (especially celebratory ones) are encouraged.



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

- Thank you emails / messages go a long way.
- 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.

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



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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



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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



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Networking: Start to Finish

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



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Networking: Start to Finish

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

Questions / Discussion

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

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)

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**.



