

# Networking

Why, Where and How

April 12, 2016

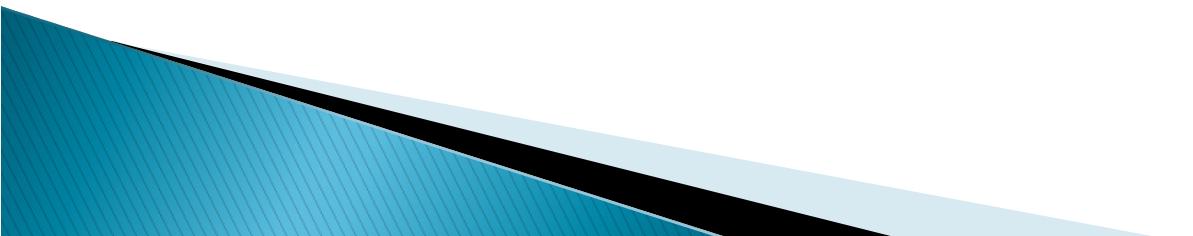
# Agenda

- ▶ Introductions
- ▶ What and Why Network
- ▶ Myths
- ▶ Where to Network
- ▶ Tools
- ▶ Practice
- ▶ How to network successfully now and over the summer



# What is Networking

- ▶ Process of giving and getting **USEFUL** Information





# Myths

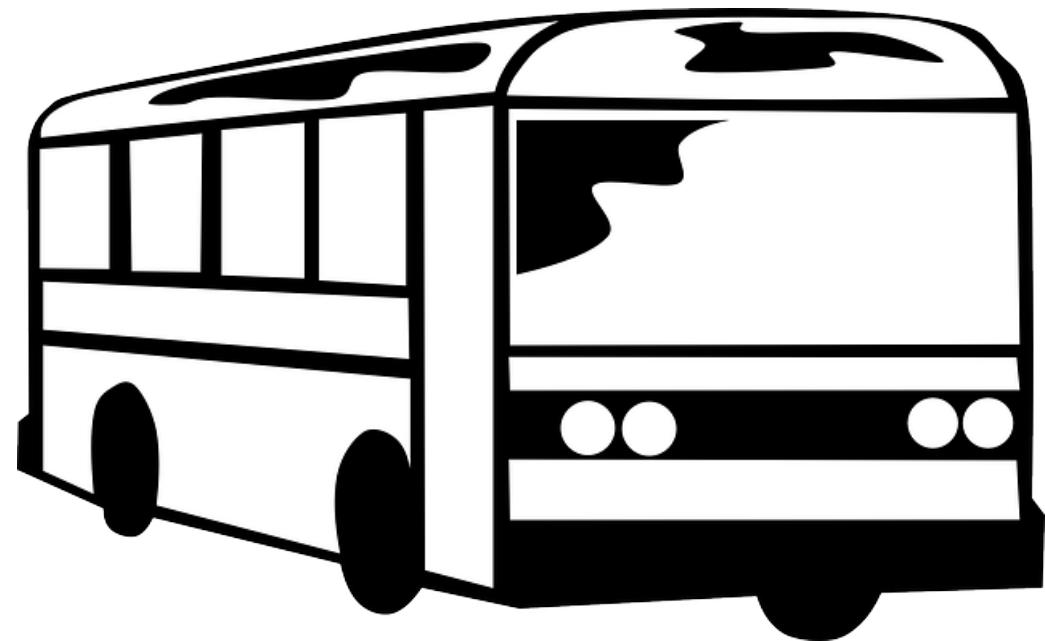
- ▶ Need to be extraverted
- ▶ Need to have “connections”
- ▶ Need to talk to high level people
- ▶ Need to do it all in person



# WHY Network

- ▶ Learn about career fields, employers, classes to take...
- ▶ Get advice and information – Never ask for a job!
- ▶ Nationally 60–80% of all jobs are gotten through networking
- ▶ In the past Tufts students – 45%
- ▶ Many jobs/internships are never posted





# Networking Opportunities

- ▶ Campus events, alumni gatherings, panels, lectures
- ▶ Correspondence related to event, meeting, interview
- ▶ News articles that spark your interest
- ▶ Professional association meetings or activities
- ▶ Lunchtime at your internship site
- ▶ Tufts Career Advising Network on LinkedIn
- ▶ Everyday at Tufts
- ▶ Meetup.com
- ▶ Catching up with non-Tufts friends
- ▶ Going to the dentist!



# Planned or Spontaneous

## PLANNED

- ▶ Calling Tufts alumni from the TIP BOOK
- ▶ Informational interview
- ▶ Writing letter or email asking for career advice

## SPONTANEOUS

- ▶ Attending professional or social event
- ▶ Chatting on an airline flight/bus to Harvard SQ
- ▶ Holidays with family & friends



# How to Network

## ► G.E.M. Model

- Goal Driven
  - What do you want? What can you learn?
- Exchange of Information
  - 2 Golden Questions
    - Who Else Should I be Talking to ...
    - If you were me, what would you be doing....
  - 30 Second Pitch/Elevator Speech/30 Second Commercial
- Memorability
  - How will you be remembered, how did you stand out?
  - Follow-up – not just a thank you



# Goals and Script

- ▶ Take a minute to write a goal you might have when attending a networking event.

Example: I would like to learn more about web programming opportunities at start-up companies

Example: I would like to figure out what kinds of careers I might be able to pursue that would combine programming and my interest in at risk youth.



# Exercise – Write A Goal

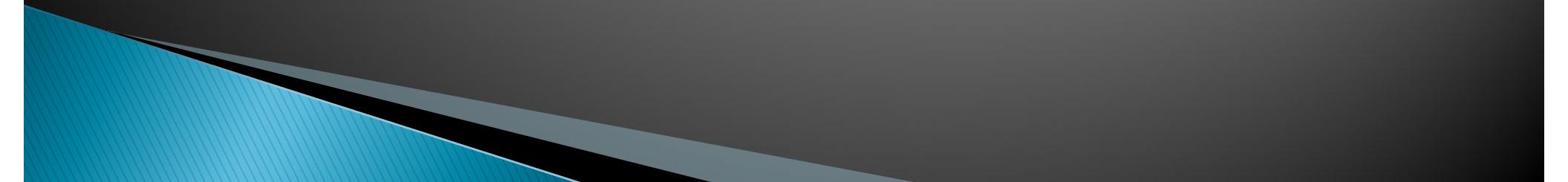


# Thirty–Second Script

- ▶ Script uses goal and can ask a question to solicit information
  - Example: I am a sophomore computer science major at Tufts taking courses in web programming. I think I would like to work in a start up and I am wondering what other kinds of courses might I take to make me a good candidate for a position with an early stage company?

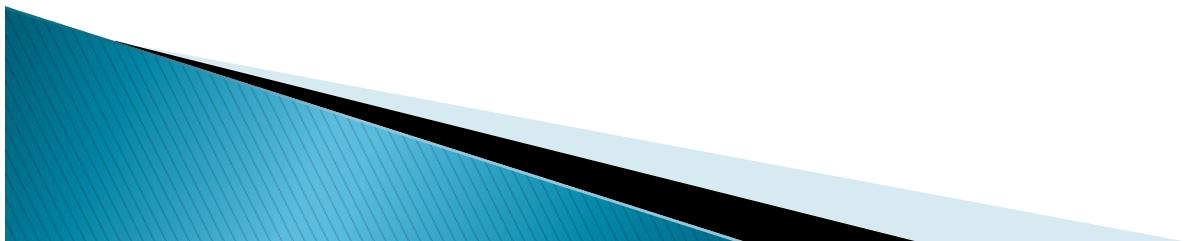


# Write a Script



# Things to remember

- ▶ Smile
- ▶ Handshake
- ▶ Enthusiasm
- ▶ Eye Contact
- ▶ Posture



# Practice and Prepare

- ▶ Generate a List of people
  - Tufts Career Networking Group ( in Linkedin)
  - Linkedin
  - Family & Friends
  - Roommates & Neighbors
  - Faculty & Staff
  - Internship Supervisors & Colleagues
  - Volunteer & Community Activities
  - Sports & Clubs



MARIO  
069550

1 x 12

WORLD  
1-4

TIME  
235

THANK YOU MARIO!

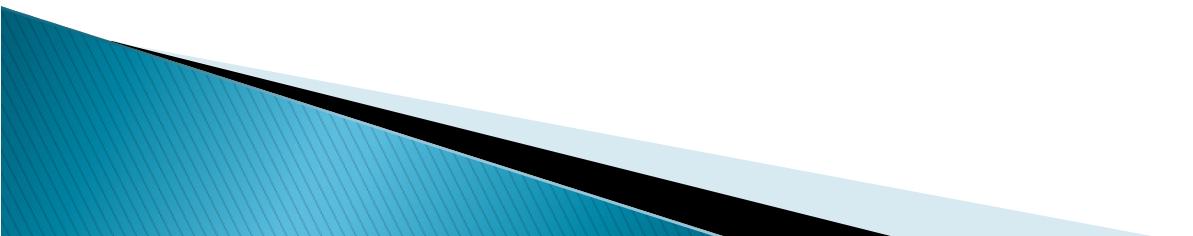
I'D LIKE TO ADD YOU TO MY  
PROFESSIONAL NETWORK ON  
LINKEDIN



# The informational Interview

An insiders view of career, jobs, employer, industry

- ▶ Form of Research
- ▶ Contact by phone or email to set up
- ▶ Formal but not about jobs



# Document and Track Networking

Last Name	First Name	email	Organization	How you found	Type of Corresp	date	Next steps	Notes
Professor	Sally	<a href="mailto:sally@tufts.edu">sally@tufts.edu</a>	Tufts - EE	EE209	office hours	10/11/2012	Follow up on networking suggestions	Write to Pat Doctor Plays Frisbee
MetonBus	Bob	<a href="mailto:bobm@gmail.com">bobm@gmail.com</a>	Engineering Corp.	Sat next to on Bus home	conversation on bus	9/20/2011	send email	Send resume
Doctor	Pat	<a href="mailto:Pat.doctor@mclean.com">Pat.doctor@mclean.com</a>	Mclean Hospital	Sally Professor	email	10/12/2011		

# If I Ruled the Zoo

- ▶ Attend relevant programs
  - Linked-In Lab              •Tips from Employers
  - Networking Events        •Grad School Panels
- ▶ Networking is the Key
- ▶ Schedule 1.5 hours a week for Career related activities
- ▶ Put your resume on Jumbo Jobs
- ▶ Mock Interview
- ▶ Set up a networking spreadsheet
- ▶ Do a weighted ave. exercise for what is important about a job or grad school

# PRACTICE

