

# the art of networking

Presented by Kristina Wright  
Engineering Career Services

# ECS Resources & Services

---

## **Resources & services:**

Workshops & seminars

Job search strategies

Career resource center

Online resources & databases

Career Profiles

Employer contacts

Career fairs

Co-ops & internships

## **Customized services:**

- Career counseling
- Resume & cover letter reviews
- Mock interviews
- Job offer negotiation and evaluation



# Do these excuses sound familiar?

---

“I’m uncomfortable starting a conversation with a stranger.”

“I don’t know how to keep a conversation going.”

“I’m embarrassed to ask someone for a favor.”

“I’m busy.”

“I don’t care for the type of people who call themselves ‘networkers.’ I think they are only interested in getting something from me.”

“I’m only a junior. I will have plenty of time to network in my senior year.”

“With the degree I am getting, it is such a specialty I won’t need much networking in my field.”

“As a student, I don’t have that much work experience to tell people about.”

# Why people don't network

---

Networking is designed to convince someone to do something they don't really want to do

Networking is has to be done in large groups

Networking requires an extraverted personality

Networking is phony or manipulative

Networking is selling myself



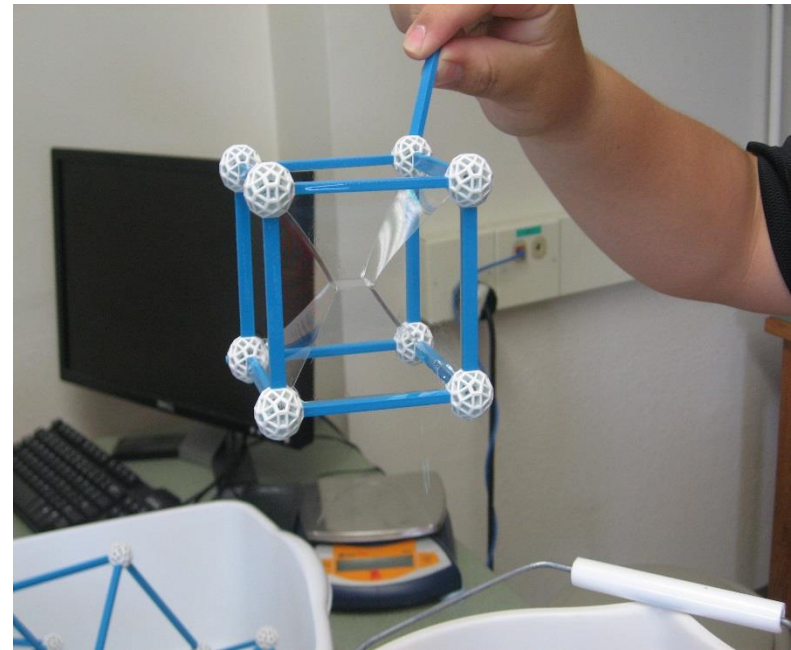
# How many of you...

---

DECIDED TO TAKE A CLASS, GO TO A MOVIE OR EAT AT A RESTAURANT BASED ON A REFERRAL?



FOUND A PART TIME JOB OR SUMMER JOB BY TALKING WITH FAMILY, FRIENDS, OR SOMEONE YOU KNEW?





# What is networking?



- 
- a) Meeting new people
  - b) Keeping in touch
  - c) Introducing others
  - d) Connecting several parties so they can communicate

# The Truth

---



Networking is about using social, personal and professional contacts to help you to learn more about a field of interest, or organization.

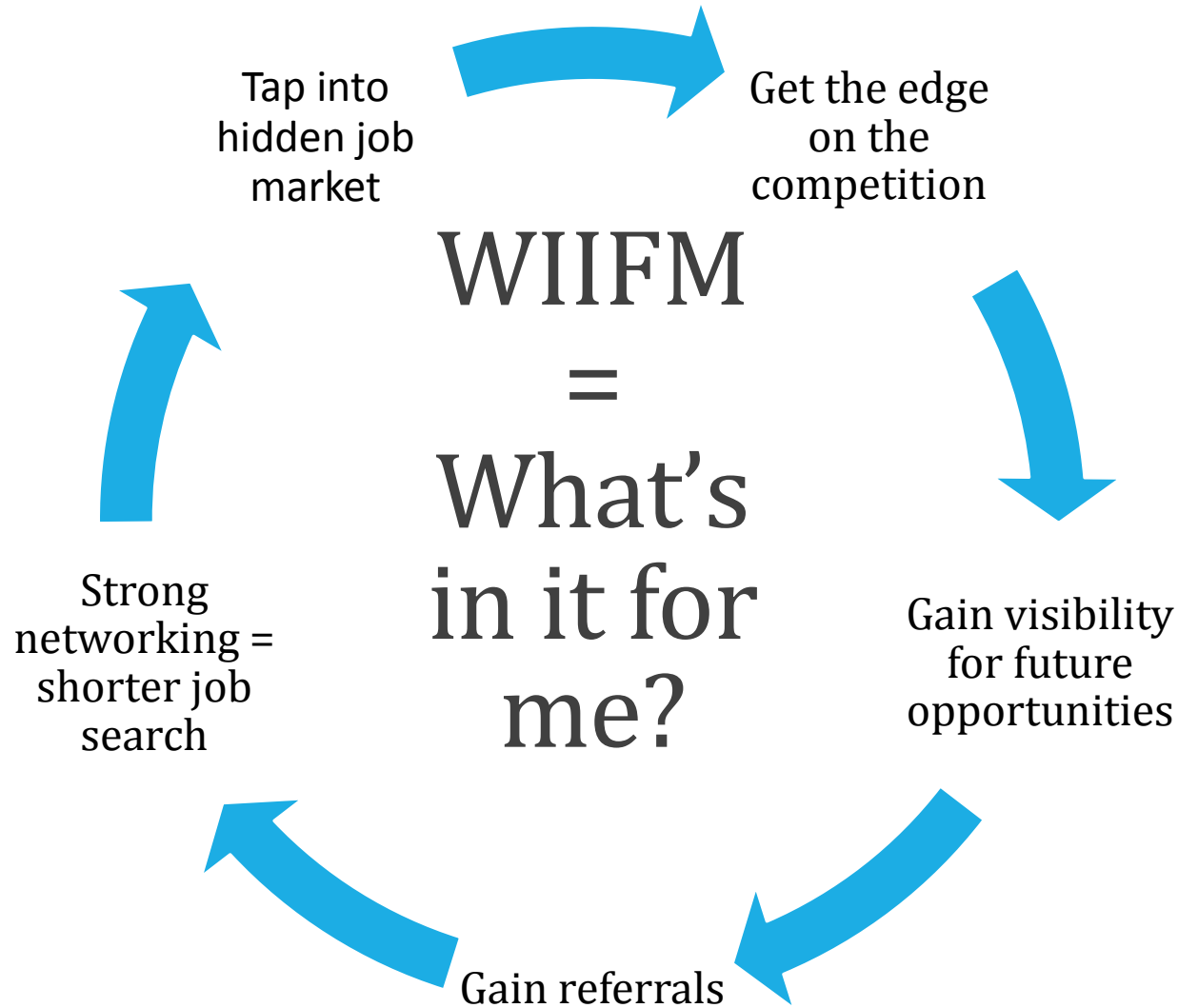
It can be planned...and happens when you least expect it to

Networking is not about only selling yourself, it's about learning and getting more information

People enjoy talking about themselves and enjoy helping others...you are not a nuisance (*note: if someone asked you, would you help?*)



*It is all about who you know or need to get to know, and what you do with what you know.*





## Networking Methods

- In person
- Phone
- Email
- Online social networks (LinkedIn, Facebook, Twitter, Instagram, etc...)

# Networking for Introverts

---

*Think of it as “gathering information”, “having coffee with someone”, or “building an in-depth relationship with someone”*



Talk to people you already know well to get job leads.

Join at least one professional association and attend related events – this strategy is uncommon, but the most beneficial.

Use the written word (especially email) and online social networking: blogs, discussion groups/listservs, etc.

*networking without a purpose is just socializing*

---



# GPS: A Networking Strategy

---



## Goals

- What do you want to accomplish as a result of your networking activities?



## Plan

- Assess your current network
- Who do you want to meet?
- Where and how will you meet them?



## Strengthen Relationships

- What will you do to progress the relationship?
- Who will you choose to deepen the relationship?
- How will you maintain this relationship?



# Goals: What do you want to accomplish by networking?

---

## Career Research

- get information & advice about career options
- explore your fit
- know how to be a good candidate

## Job Search

- learn about opportunities
- make new contacts in your field
- pave way for future opportunities

## Career Development

- maintain awareness of opportunities for new projects & jobs
- enhance skills
- assist others in their career development



Make a list of 10-15 people  
you know by their first names.

---



**PREPARATION = CONFIDENCE**



# Preparing for a Networking Event: Research

## What you Need to Know:

Key Players of the Organization

Skills and Experience the Employer Values

News and Recent Events about the Employer

Company's Culture, Mission and Values

Clients, Products and Services

Inside Scoop



# Research

**Mike Mahoney**  
CEO of Boston Scientific  
Barrington, Rhode Island | Medical Devices

Current: Boston Scientific  
Previous: Johnson & Johnson, Johnson and Johnson MD&D, GHX  
Education: Wake Forest University - Babcock Graduate School of Management

Send Mike InMail

321 connections

Background

Experience

**CEO Boston Scientific**  
Boston Scientific  
October 2011 – Present (4 years)

**Chairman of Medical Device & Diagnostics**  
Johnson & Johnson  
December 2009 – August 2011 (1 year 9 months) | New Brunswick, New Jersey

**Company Group Chairman DePuy Franchise**  
Johnson and Johnson MD&D  
February 2005 – November 2009 (4 years 10 months)

**Ceo**  
GHX

**People Also Viewed**

- Joe Fitzgerald, President at Boston Scientific
- Jeff Mirviss, President, Boston Scientific
- Michael Phalen, Executive Vice President, Boston Scientific
- Kevin Ballinger, President, Cardiology at Boston Scientific
- Pete Nicholas, Founder & Chairman, Boston Scientific Corporation
- Karen Prange, Senior Vice President and President, Urology & Women's Health at Boston Scientific

**Boston Scientific**  
@bostonsci

TWEETS 447 FOLLOWING 92 FOLLOWERS 7,912 FAVORITES 1

**Boston Scientific** @bostonsci · Jun 26  
Proud to stand with the #LGBT community on this historic day- TY #SCOTUS! #MarriageEquality #Pride

**Scientific**  
Advancing science for life™

**I support Equality at Boston Scientific**

PACE is a network of Boston Scientific LGBT employees and allies providing a welcoming environment while fostering professional growth.

**Boston Scientific** @bostonsci · Jun 24  
Great interview @megtirell – looking forward to sharing more SBSX news in the future! cnb.cx/1JjiWTb @HalftimeReport #pjheartland

**Boston Scientific** retweeted **Meg Tirrell** @megtirell · Jun 23  
Here's our interview w SBSX CEO Mike Mahoney on @HalftimeReport: cnb.cx/1K8BMLm More to come from #pjheartland on @CNBCClosingBell

**Boston Scientific**  
@bostonsci

TWEETS 384 FOLLOWING 91 FOLLOWERS 6,345

**Boston Scientific** @bostonsci · Mar 18  
Black Americans are at risk for #coloncancer. Watch our video to see how getting screened may prevent this disease bit.ly/1wJw9zD

**Boston Scientific** @bostonsci · Mar 16  
#ACC15 is wrapping up – we've made great connections and learned a lot! Keep in touch with us and see our latest news @bostonsci

**Boston Scientific** @bostonsci · Mar 16  
Black Men And Women are 20% more likely to develop #coloncancer. Take our quiz to know your risk. bit.ly/18Bst59

Who to follow

- Bianca Delgado @b42394
- Eurocareers @eurocareers
- Cleveland Cabs News @C...

Trends

- #BeetDayEver
- #AprilFools
- Joni Mitchell
- Ginraj Singh
- #PacMan
- Easter

# Making a great first impression!

Did you know that first impressions can be made in as little as 3 seconds....and they are hard to change!





# The Handshake

[https://www.youtube.com/watch?v=gK3I\\_NcXzWc](https://www.youtube.com/watch?v=gK3I_NcXzWc)





# Elevator Pitch

<https://www.youtube.com/watch?v=LDpe9StfGTA>

---



# Elevator Pitch



Who are you?

What is your major?

What experience/skills do you have to offer?

What type of position or work are you interested in?

# “I’m Amanda, nice to meet you...”

---

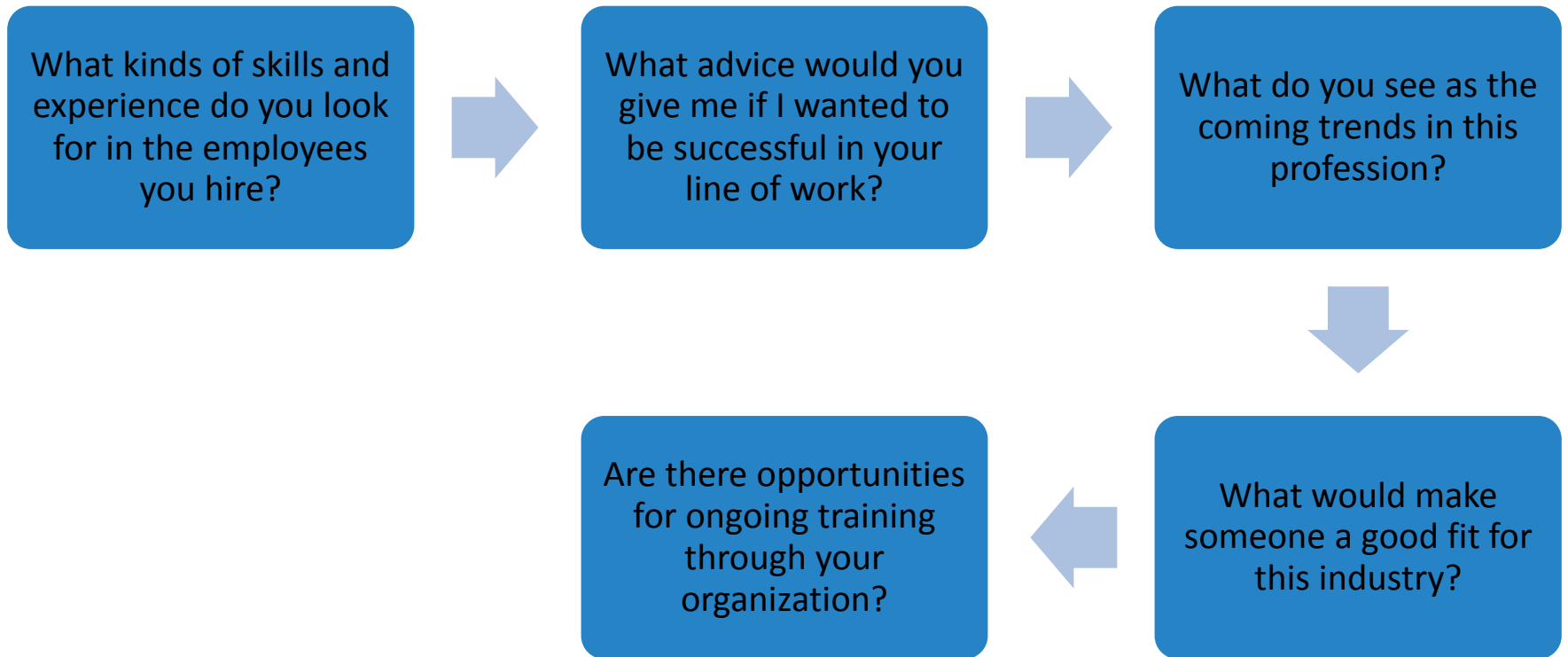
## MOST PEOPLE LIKE TO TALK ABOUT THEMSELVES:

- “So, how did you hear about this event?”
- “What is your degree in?”
- “Where did you go to school?”
- “What do you enjoy about your line of work?”
- “What drew you to that line of work?”

## MOST PEOPLE LIKE TO GIVE ADVICE:

- “What is your best advice about how to do this?”
- “What are suggestions as to how I might fit?”
- “How can I make myself a strong candidate?”
- “Is there anyone else I should talk to, to learn more?”
- “What advice would you give to someone aspiring to a career in this field?”

# Questions you might ask a recruiter at a Career Fair or Networking Event



# What not to say to a recruiter

---



*Does your company do background checks?*

*How many vacation days do you get?*

*What is the salary for this position?*

*It's on my resume...*



*Dear Career Advisor,*

*I'm going to a campus networking event. There will be employers there that I'd like to develop a relationship with. How do I approach employers at the event?*

*- Excited in Champaign*



Gina: Hi, I'm Gina, nice to meet you.

***Recruiter: I'm Andy. I'm with XYZ Technology Solutions. Tell me a little about yourself...***

Gina: I'm a Junior Computer Engineering major. I love gaming, it's like my passion. I stayed up all night last night working on my newest project. I think it's going to be really big. So do you know if you're hiring?

***Recruiter: I know my company is always looking for talented computer engineering students.***

Gina: I really need to be on the West Coast, do you any have openings there?

***Recruiter: I'm not sure if we are hiring specifically for our West Coast branch. Have you visited our website to see open positions?***

Gina: No, not yet. I figure I'd see who was at the event first and then figure out who I was interested in. Oh, I see someone else I wanted to talk to you. Thanks, bye!

# Gina



Hi, I'm Brad, nice to meet you.

***Mike: Hi Brad, my name is Mike.***

Brad: I'm a Bioengineering major with an interest in the biomedical industry. What industry are you in?

***Mike: I'm a Project Manager for ABC Medical Innovations.***

Brad: I saw an article about your company on the news recently, I'd like to hear more about your new ventures.

***Mike: Sure, well we now developing products that are going to change the way that we diagnose wide range of medical conditions.***

Brad: Wow, that sounds really great! I've been working on a project that examines disease diagnosis. How did you get your start?

***Mike: I was a biology major in college and then went to graduate school in Bioengineering. I worked in a lab while I was a graduate student and that led me to this area of development.***

Brad: Your background sounds similar to my interests. I'd love to hear more about your experiences. Would you be interested in meeting for coffee to talk more about your career path?

***Mike: Sure! Here's my business card, send me an email and we'll set up a time.***

Brad



# Who would you like to spend more time talking to?

---





*Dear Career Advisor,*

*I got a business card at a networking event, and I actually want to keep in touch with this person. What do I do now?*

*-Antsy in Illinois*

# How and when to follow up

---

## HOW:

Email

LinkedIn

## WHEN:

No such thing as too soon!

Follow up within 48 hours





*Dear Ms. Jacobs:*

*I enjoyed meeting you yesterday at the SHRM meeting and hearing about XYZ Corp's new software packages. I appreciated what you were saying about automation being the future of the field.*

*As I mentioned when we spoke, I am currently considering a double degree in computer science and management, but I am not sure if this combination would be valuable to potential human resource recruiters. I would really appreciate your thoughts and advice on this subject. Could I please take 30 minutes of your time to talk to you by phone or meet you for coffee before or after work one day so I may get your feedback and insight?*

*Thank you in advance for your time. I will call your office next week to schedule something if I don't hear back from you soon. I'm really glad I ran into you at the meeting as you seem to be very experienced in the fields I am learning about.*

*Best Regards,  
Bobby Gateway*



*Dear Mr. Barnett:*

*Thank you for taking the time to meet with me at the Engineering Career Fair today. You were extremely helpful in explaining XYZ's Trainee Program. Now that I have a better idea of what the position entails, I am certain I would be an asset to your team and to XYZ.*

*My solid education in Engineering Physics at the University of Illinois, along with the fact that I have worked my way through college, show the work ethic and determination you said are important to succeed at XYZ. As you suggested, I have submitted my resume through XYZ's Web site.*

*Thank you again for your time and consideration. I look forward to discussing the program with you further.*

*Sincerely,  
Robert Fern*

# Taking the relationship to the next level...

---



*Dear Career  
Advisor,*

*I never know  
how to end a  
conversation  
so that I can  
talk to  
someone else.  
What are some  
graceful exit  
strategies?*

*-Awkward  
Annie*



- *“This has been very informative, Amy, thank you!”*
- *“Fred, I’ve really enjoyed talking with you, would it be possible to meet over coffee for more discussion?”*
- *“Thanks for your time, Ann! I look forward to meeting you again! May I contact you in a couple of weeks?”*
- *“Your comments and suggestions have really helped me, Ted!! I need to say hello to a few others here, but can we plan to connect next week?...May I have your business card?”*

---

## DECLARATIVE STATEMENTS AND EMPHATIC QUESTIONS



maximize your exposure

# Linked In

Professional  
social media  
platform that  
helps you...

- Build a valuable, resourceful network
- Connect with other likeminded industry professionals
- Gain fresh insight
- Learn new methods and trends
- Match recruiters and candidates





# Stats...

---

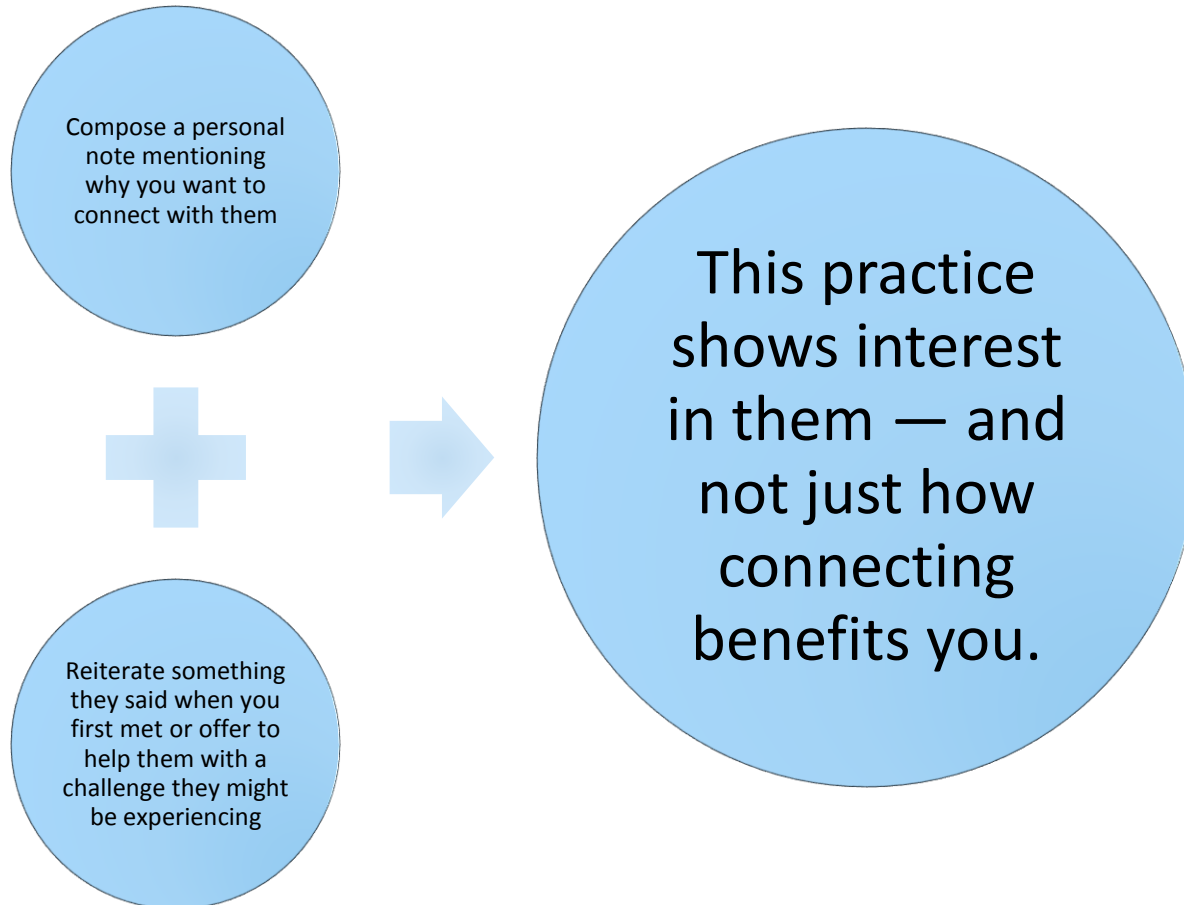
According to the Pew Research Center, **LinkedIn usage is especially high among the educated** (bachelor's degree holders and up), and **high earners** (those making \$75,000 a year or more) — exactly the types of people with whom you'd want to connect professionally.

And...

***“98% of recruiters and 85% of hiring managers use LinkedIn to find candidates.”,  
says Viveka von Rosen, author of LinkedIn Marketing: An Hour a Day***

# How to connect on LinkedIn

---



# Other ways to use LinkedIn

---

Follow your Target  
Companies

Get an Intro

Find Hiring Manager (using  
the Advanced search)

Request Informational  
Interviews

Identify thought leaders

**LinkedIn**



Snooping is the best way to use LinkedIn, but only after you've forged good connections

---



# Social Media for Networking



**Create a Twitter handle** using your name or a combination of your name and profession.

**Upload a headshot photo** that projects a professional image.

**Create a professional profile** Show knowledge and interest

**Follow organizations**

**Re-tweet, reply and direct message** to establish connections.

**Search and follow hashtags**

**Search for jobs**



**Professionalize your profile** and use privacy settings and “friend” lists to manage who can view personal versus professional content.

**Build your network** by “liking” Facebook professional and alumni organizational pages, and request to join relevant groups.

**Start discussions**

# Final Thoughts on Networking

---

- Be specific about what you need.
- Be organized and keep good records.
- Don't pass up a time to network-it can happen anywhere!
- Follow up with others in a timely fashion.
- Thank those who have helped you along the way.
- Continue to network after you have found a job.
- Return the favor and be helpful to others.



# TODAY's Challenge:

---

Network with one person from your list!

# Questions?

---

Kristina Wright, Assistant Director

[wrightk@Illinois.edu](mailto:wrightk@Illinois.edu)

Engineering Career Services

3270 DCL

Monday – Friday, 8am-5pm

(217) 333-1960

<http://ecs.engineering.illinois.edu/>