

# NETWORKING

## FRESH Ways to Network

### 1. Reinvent the Meet-and-Mingle

Is there an activity you've been wanting to try, or a new skill you'd like to learn? Pick an activity—like taking up golf, learning to make your own wine, joining a book club, or anything else that other stressed-out professionals might do to unwind—and try it out! (Groupon is a great place to look for new ideas.) People in a relaxed, social setting are usually more open to conversation, which makes this the perfect opportunity to open up, ask questions, and build new relationships.

### 2. Be In With the in Crowd

In nearly every big city, there are at least a few restaurants where the politicians, the PR people, or the state workers like to go to mingle with their own. Even professional chefs have their favorite after-hours haunts. A little legwork or friendly conversation with a knowledgeable bartender will give you some ideas of the hot spots in your industry. So, pick your place, grab a friend, cozy up to the bar, and strike up a conversation with the person next to you. Putting yourself (literally) next to other people in your field will increase your chances of networking success.

### 3. Take Up a Cause

Consider volunteering your time where your heart is. Pick a local church, animal sanctuary, or non-profit where you can put in a few hours after work or on a weekend alongside other people in your area. Or, lend your professional expertise to a neighborhood school: Put together a presentation about your field for career night, when parents (read: new contacts) are also in attendance.

### 4. Work It

Fundraisers usually have no trouble finding people who are happy to fork over \$200, get dressed up, and enjoy the wine and hors d'oeuvres—what they really need is extra hands. So call your favorite charity and offer to work the registration desk. You'll get to be there for the entire event, you'll have a built-in chance to meet and talk with the attendees, and you won't have to pay a dime to do so.

<http://www.forbes.com/sites/dailymuse/2012/04/10/5-new-ways-to-network-that-you-wont-dread/>

### SO TELL ME ABOUT YOURSELF...

Sometimes just walking up to someone and to start talking is a hard thing to do. If you go in with a plan you will feel more comfortable and confident. Some key points to hit are:

- YOUR NAME
- YOUR MOST RECENT JOB
- AN ACCOMPLISHMENT YOU ARE PROUD OF
- YOUR REASON FOR LEAVING THE LAST EMPLOYER
- WHAT YOU WOULD LIKE TO DO NEXT

### Use O\*Net to:

- Research Careers that Interest You
- Build Your Resume
- Look at Labor Market Information
- Research Salary Information
- Find Green Occupations
- Compare Skills to Occupations



Over 70% of today's jobs are secured through networking.  
 - US Bureau of Labor and Statistics 2010



### WHERE TO NETWORK:

- Professional meetings, conferences or conventions
- Other parents
- Community
- Activities
- Social or religious groups
- Doctor, dentist or veterinary office
- Facebook/ Twitter/ LinkedIn
- Business vendors
- Online groups (meetup.com)

### SOCIAL MEDIA EXPLAINED (DONUT EDITION)

- « I'm eating a donut »
- « I like donuts »
- « This is where I eat donuts »
- « Here's a video of me eating a donut »
- « Here's a vintage photo of my donut »
- « Here's a pretty donut recipe »
- « Here's a viral picture of my donut »
- « My skills include donut eating »
- « Now listening to "Donuts" »
- « I'm a Google employee who eats donuts »

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# Networking/Interviewing - Know Yourself to Sell Yourself

## **STEP 1: Make a list of hard/soft skills and write down your professional goals**

1. List your most important skills and strengths (hard/soft skills).
2. What are your professional goals (job titles you aspire to, education/training you would like to complete, projects you want to work on, internships you plan to do, etc.)?

## **STEP 2: Brainstorm Your Accomplishments**

Ask yourself the following questions (or any other interview question about hard/soft skills) and write down your responses:

1. Did you ever take initiative, or go above and beyond? **HOW?**
2. How did you do the job better than anyone else? **HOW?**
3. Did you leave your employer better off than before you worked there? **HOW?**
4. Did you constantly receive high ratings or compliments/recognition? **WHY?**
5. List any awards you won, such as Employee of the Month.
6. What are you most proud of in your career thus far? **Be Specific!**
7. Did you help your employer(s) save money, time, or increase the quality of their product/services? **HOW?**
8. Did you attract new customers or expand the business? **How?**

### STEP 3: Write Your Elevator Speech

#### Elevator Speech (Template)

I am a/n \_\_\_\_\_

*(Occupation e.g. Carpenter or Administrative Assistant)*

with the majority of my career involved in \_\_\_\_\_

*(Industry e.g. Construction or Finance)*

While working at \_\_\_\_\_ I \_\_\_\_\_  
*(Company) (Share major accomplishment(s))*

I have also \_\_\_\_\_

*(Briefly summarize additional relevant experience)*

I find that wherever I have worked, I bring three key strengths to the table:

\_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_

*(Name three relevant hard and/or soft skills)*

At this time, my future plans are to \_\_\_\_\_

*(Future career objectives/goals)*

### STEP 4: Craft brief yet detailed stories to share in your interviews about your professional/relevant accomplishments

Tips:

- A good story has four elements, the **S**ituation, the **I**ask, the **A**ction, and **R**esult.
- Be specific and quantify results. Interviewers like results translated to #'s, %'s, \$'s.
- Use superlatives like first, only, best, most and highest.
- Demonstrate to the employer you didn't just do the job but you were great at it!

Situation (problem) and/or Task: \_\_\_\_\_

Action: \_\_\_\_\_

Result (Time, Money, and/or Increased Quality of Service/Product): \_\_\_\_\_

- Customer Service
- Conflict Resolution
- Leadership/Training
- Strong Work Ethic
- Flexibility/Adaptability
- Ability to Accept/Learn From Change
- Time Management/Scheduling
- Positive Outcome