The Power of Networking

“Who you are is your power”
Workshop Objectives

1. What is networking and why is it important
2. Where can you network
3. How to create effective connections
4. Leverage Networking Tools
5. Follow up is key
Workshop Objective #1

What is networking and why is it important to your career?
My Network

My Network Hand

My network people:

😊 Listen to me
😊 Believe me
😊 Do something to help me

Adapted from the ‘Family Planning Tool Victoria 2016’ and Ann Seal protective behaviours training
What is networking?

- Networking is about building relationships and exchanging information with a clear job objective in mind.

- Creating relationships that are mutually beneficial

- Going beyond advertised & unadvertised opportunities
Why is networking important?

- 80% of the jobs are not advertised.
- People choose to do business with the people they know, like and trust.
- Employers choose to fill positions through people they know, like and trust before they advertise for people they don’t even know yet.
- 98% of all businesses in British Columbia are small businesses, with 79% of them being micro-businesses with fewer than 5 employees.
Resistance to networking

- Resistance - I don’t like to network because...
  - It's about constantly promoting yourself
  - You try to manipulate others to do certain things
  - I am not an extrovert
  - I don’t have good public speaking skills
  - It requires having a big social network
How to overcome resistance

- Resistance is normal
- Know that marketing yourself is important
- Building relationships is NOT manipulation
- Manage your expectations
- Prepare well and practice
Workshop Objective #2

Where can you network?
Who are you connected to?

- Family and Extended Family
- Religious Community
- Sports Clubs
- Service Renders
- Customers
- Previous Employers & Work Colleagues
- Social Media friends
Where can you start

- Start with close family members, best friends
- Feel comfortable when you ask to be introduced
- They may connect you with someone they know
- They are invested in your success
- Extend your networking circle gradually
- Don’t feel frustrated, this takes time and effort
Bettina Smalley recalled how she landed her first job

“Divine intervention got me my first job... The pastor of my little Lutheran church was friends with a recruiter who needed to fill a sales position ‘at some big company’ with someone who spoke German. My pastor called me at 10 p.m. one night to tell me about it. By the end of the week, I had the job.”

Bettina’s pastor knew something personal about her that also related to her professional potential: she speaks German.
Where else can you network

- Industry associations (BC Technology, Life Sciences)
- Board of Trade / Chamber of Commerce (Tri-cities, Surrey, Vancouver, Burnaby, Richmond, Delta)
- Trade shows, Industry Events
- Networking in Vancouver
- Toastmasters
- Job and Career Fairs
- Community events (Vancouver, Richmond, Surrey, Tri-cities)
- Volunteer (Go Volunteer, Charity Village, BC211, Professional Associations - Industry Canada, New to BC, AMSSA, WelcomeBC)
- LinkedIn, SCI LinkedIn, SCI FaceBook, SCI Twitter

You can print a copy of these resources from here
Social Networks

- Social Networking as a Tool
  - LinkedIn
  - Facebook
  - Twitter
Workshop Objective #3

How to Create Effective Connections

http://internationallifeincanada.com/networking-and-volunteering/
Prepare Your Networking Strategy

- **What’s Your Elevator Pitch?** It is extremely important how you introduce yourself.

- **Conversation starters:** Read newspapers, professional or trade journals for up-to-date topics of conversation to build rapport.

- **Be Proactive:** Be the first to extend your handshake and exchange business cards.

- **Start quality conversations:** Be Curious! Have a genuine interest in the other person. Ask open questions to help have a longer conversation.

**Question:** What can you use to start a conversation?
Elevator Pitch

- No more than 30 seconds long
- Who I am?
- What I do?
- Clarify your goal and why is it important to you
- Mention what differentiates you from others
Remember!

- Keep it Short!
- Edit, edit, edit!
- Memorize and practice it!
- Show your passion for the field
- Include a Call to action
- 40/60 talking time

Click here for Elevator Pitch Assignment exercise
Creating a Business Card

Click here for Business Cards Samples

Career Paths for Skilled Immigrants
Back in Motion Rehab Inc.
Overcoming Nervousness

- Go to Network events with a friend - Tag Team
- You are not the only one who is nervous
- Like learning to ride a bike, the more you practice, the easier it gets
Non-verbal Communication

- What does your body language communicate?
- Confident, proud, professional presence
- Dress appropriately for the situation
- Smile and be approachable to others
- Physical proximity; gender implications, handshake, eye contact
Workshop Objective #4

Leverage Networking Tools
Networking Tools

- Informational Interview
- Job Shadow
- Volunteer
- Social Networking tools - LinkedIn, Twitter
Informational Interview

- Gather information about the occupation
- Get better understanding of the industry
- Opportunity to ask focused questions
- Clarify career goal and discover opportunities
- Build confidence for job interview
- Identify strengths and weaknesses
How to plan an Informational Interview

- Identify target occupation
- Prepare list of questions
- Identify people to interview
- Schedule interview
- Conduct interview
- Interview follow up

You can find a sample of some informational interview question here
LinkedIn

- Worlds largest online professional network
- Over 500 million members from >200 countries
- 40% (20 million) members use it daily
- Over 10 million active job posts
- Members include all fortune 500 companies

Source: http://fortune.com/2017/04/24/linkedin-users/
Create a LinkedIn Profile

- Upload your profile picture
- Provide professional headline
- Add your work experience, education
- Include volunteer experience
- Highlight skills so that recruiters can find you
- Provide links to website, blog
LinkedIn in Job Search

- Let recruiters know that you are in the job market
- Make sure you use keywords so recruiters can find you
- Follow relevant companies and individuals in your industry or network
- Get involved in LinkedIn Groups related to your industry and let me know the type of role you are looking for
- Keep your personal updates and professional updates on separate social media accounts
Benefits of using LinkedIn

- Apply for advertised roles easily and quickly
- More visible to recruiters who are using social media to advertise their jobs and source candidates
- Build your network and engage with a wider audience across multiple social channels
- Create positive PR by presenting testimonials, endorsements and presentations of your work onto your social media accounts, blog and/or website
- Speak to recruiters, head-hunters and prospective employers throughout your job search by engaging with them across all channels in real time
Twitter

- Social networking and micro-blogging tool
- Users read and post short messages called tweets
- 336 million monthly active users
- Follow companies you would like to work for
- Follow leaders you admire, get inspired
- Learn and share knowledge
Importance of Follow-up
Following up is key

- Networking happens AFTER the event
- Send a thank you note hand written or via email
- Schedule time to meet for coffee or lunch
- Nurture and build connections
Workshop Review

- Mindset - Attitude is everything
- Dress appropriately
- Develop script
- Know where to network
- Set a goal
- Being specific, focused
- Being a good listener

- Stepping out of your comfort zone
- Handshake and Eye contact - Show your Confidence
- Making Small Talk - How we start a conversation
- Making friends and have fun
Reflection

A fulfilling career is waiting for those brave enough to find it.

(Richard Branson)
Helping people work. Helping people live.