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Networking Within or Out of the Workplace

1) Lessons/Topic Covered: Networking Within or Out of the Workplace

2) Mentee Objective covered:
   a) How to Network

3) Goals/Objectives of this Lesson:
   a) Understand what you need to know how to network effectively.
   b) Understand the characteristics of great networkers.
   c) Understand how to adjust your networking style based on your personality (extrovert versus introverts).
   d) Understand proper networking etiquette. (Brief introduction – separate module available on etiquette)

4) Sources Used
   a) **Faulkner, Dr. Michael L. Networking for College Students and Graduates: Nonstop Business Networking That Will Change Your Life, Nierenberg Consulting Group. Kindle Edition. Third Edition 2017**

5) Read Ahead(s)/ Homework Assignment
   a) None

6) Lesson Notes
   a) 85 percent of the newly created jobs in America are never posted anywhere and 75 percent of the jobs for replacement positions are never posted anywhere. Knowing hiring managers and their networks helps.
   b) The four things that firms repeatedly claim they want (these skills are reinforced in networking):
      i) Skills – soft skills such as communication, interpersonal, ability to solve problems, work ethic. (**Networking helps with this**)

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    ii) Knowledge – courses at college
    iii) Experience – work experience (especially related to their degree and job applying for)
    iv) Talents - applicant's recurring patterns of thought, feelings, actions, and behaviors that naturally equip the individual to excel in a job. (**Networking helps with this**)

c) Networking is a simple five step process
    i) Meet people: Mix it up and get to know people.
    ii) Listen and learn: Actively listen. Five personal pronouns (you/yours) to one (me/I).
    iii) Make connections: Help people connect with others you know can help them.
    iv) Follow up: Keep promises. Follow-up with email, written letter, or phone con.
    v) Stay in touch: Follow up as necessary and be persistent, but not annoying.

d) Fourteen easy to use techniques, when it comes time to network:

(1) Have a business card, (2) develop "ice breaker" opening line, (3) 20 to 30 second "branding or elevator statement", (4) Research your potential network associate,
(5) List of "get to know you" questions prepared, (6) List of idea generator topics, (7) Get in line, (8) relax and visualize yourself in thoughtful and interesting conversation,
(9) Start with designated host or greeter, (10) If contact has hands free extend your hand first, (11) If seated at table, start a conversation with person to left or right,
(12) Have exit strategy to "break the contact", (13) Set goal at every event to build your network by some number, and (14) Follow-up with thank you.

e) Characteristics of great networkers:
    i) Confident: To develop confidence, practice the skills you wish to attain.
    ii) Empathetic: Be interested in hearing their point of view.
    iii) Appreciative: Say "thank you" in many forms (written or verbal).
    iv) Tenacious: Be patient and keep in contact, despite negative (no replies).
    v) Enthusiastic and energetic: Makes people more receptive to your message.
    vi) Caring: Network not because you need to, but rather to create lifelong connections.
    vii) Rapport Builders: Include phrases of understanding with replies.

f) Selecting and working with mentors – work with your mentor(s) to build a network.

g) Networking for extroverts or introverts
  i) Extroverts normally can meet many different types of personalities and engage in multiple conversations at one. Therefore, they may more easily adapt to the characteristics above.
  ii) Introverts can use their introverted nature to their advantage – good listeners. Ten networking techniques for the quiet networker.
      (1) Have an objective, (2) take baby steps, (3) use lots of open ended questions,
      (4) use a script, (5) work on your eye contact, (6) attend events and more events,
      (7) set up one-on-one meetings, (8) do your networking at highest energy time of day, (9) set a time limit, and
      (10) recharge and reward yourself.
  iii) Think of a process you can **POST** on your bulletin board:
      (1) **P** – Create a **P**lan that fits your **P**ersonality
      (2) **O** – **O**wn it in an **O**rganized fashion
      (3) **S** – **S**tick to your own **S**ystem
      (4) **T** – **T**akes **T**ime to build relationships
h) Proper Networking Etiquette (More details in etiquette module)
  i) Arrive on time, or better yet early.
  ii) Place name on the right side and as high as appropriate on your garment.
  iii) Exchange business cards with ease.
  iv) Don't walk around with stack of resumes. Keep in folder until needed.
  v) Shake hands (if appropriate) firmly.
  vi) Be aware of difference between business (five or more feet), social, and personal space.
  vii) Turn off cellphone and/or other electronic devices.
  viii)If seated introduce yourself to person on right first, then left.
  ix) Don't eat and carry on conversation.
  x) If holding drink, use little ice and put napkin around it – no cold handshakes.

7) Networking in a virtual environment
    a. Resources to view:

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      i.   https://www.youtube.com/watch?v=aSeRyRgjWOI

     ii.   https://www.indeed.com/career-advice/finding-a-job/networking-virtually

8) Post Lesson Assignments
- e) Conduct a one-on-one networking event with your mentor.
- f) If possible, attend a dinner for eight sponsored by OSU Arts and Sciences Alumni Society.

9) Lesson(s) Learned Feedback
- a. Include any lessons learned from this module. Can be transferred to bi-monthly report.