



University of Virginia
Alumni Career Services
Friday Forum Webinars

The ABCs of Networking: Back to Basics

with **Amanda Flora**

October 4, 2013

- ***Welcome!*** The presentation will start at 12 noon.
- Questions can be typed into the chat room.
- Please check your audio in the audio setup wizard from the tools → audio menu at the top of your Blackboard window.
- A link to the recording of this webinar will be emailed today to everyone who registered.



The ABCs of NETWORKING: Back to the Basics

A WEBINAR CREATED EXCLUSIVELY FOR
UVA ALUMNI CAREER SERVICES FRIDAY FORUM
BY AMANDA G. FLORA, PH.D., NCC (CURRY '08)

Today's agenda

Brief overview of career development

Starting out

Developing existing network

Expanding network

Strategies

- Cold Calling
- 30 second/Elevator speech
- Informational Interviewing

Q&A

Before you Start Networking

OR “WAY BACK TO THE BASICS”

A solid orange horizontal bar at the bottom of the slide.



<http://webs.purduecal.edu/careerservices/student-information/self-assessment-career-exploration-and-planning/a-career-development-and-planning-model/>

Develop or revisit current goals

What are your goals for developing a network (career, business, etc.)?

What are your ideas about a “successful” network? (How would that look for you?)

Are you looking for a new job or a new career?

What are your interests?

Assess (or reassess) your values?

- Total compensation
- Commute, flexibility, etc.

The point is...before you begin investing time in networking, make sure that, whenever possible, you are considering long-term career or personal goals and overall life satisfaction.

Why Network?

It is not the same as asking for a job. Usually your networking contacts will not be potential employers.

It helps you learn inside information about jobs that are being created or not advertised.

It lets you tap into the “hidden network”—the many jobs that are never advertised.

You can use it for ongoing professional and personal development.

An employer who is not hiring today may be looking for someone like you tomorrow.

(the above taken directly from CareerOneStop.org)

To develop a client base or donor base

AGREED THAT IT IS THE MOST EFFECTIVE JOB SEARCH STRATEGY

Barriers to Networking

Unclear career goals

Shyness/Introversion

Communication Skills

Discomfort with asking for help/for money/for favors

Pride

Confidence

Geography

Lack of social media knowledge/comfort

Networking Basics

Networking

It's not who know but how you get to know others...

A- Acquaintances to Alumni

B- Build connections

C- Contact connections

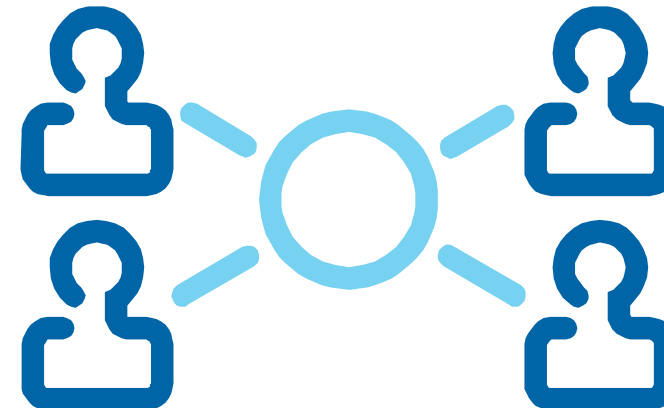
A- Acquaintances to Alumni (Existing Networks)

A - Alumni

- Linked In, Facebook & other Social Media groups
- Local alumni events
- UCAN directory (through Hoos Online)

B – The 3 F's – faculty, family, and friends

C – Community and professional organizations



B – Build Network (Expanding or Developing upon Existing)

A - Using people identified on the last slide, connect with others (introductions)

B – Social Media

C – Putting yourself “out there”



C- Contacting and communication

A - Cold calling

B - 30-second or elevator speech

C - Informational Interviewing

Cold Calling

1. Be sure to get the target contact's name
2. Consider his/her schedule
3. Prepare what you are willing to offer
4. Avoid chit chat
5. Use courtesy – with “gatekeepers”
6. Keep a “cheat sheet”

And last but DEFINITELY not least...

7. Follow up

Taken directly from: “How to Cold Call When You’re Job Hunting” – US News online



30 second or elevator speech

- 1. Who are you?**
- 2. What are you looking for in a job?**
- 3. What are your skills?**
- 4. What do you want?**
- 5. What can you offer?**
- 6. Ask for help.**
- 7. Thank them for listening.**

Taken directly from IllinoisWorkNet.com

Other “basics”

Have your resume reviewed – this is all part of marketing yourself (for job search)

Even if not for networking for a job, be sure your online profile is professional and updated

What is your brand? What are you “selling” to the potential employer or offering to the potential client/donor?

Gratitude – remember that someone is giving you his/her time.
Manners matter.

Informational Interviews

It's not about asking for a job! It's about

A - Learning more about the employer

B – Building on your network

C – Clarifying what you have to offer and what you want

Resources

Alumni Career Services

University Career Services & School Career Services (handouts & resources)

www.quintcareers.com

Personal and Career Development Center (PCDC)

- Currently seeing local alumni for career development
- Contact: agf8n@Virginia.edu

National Career Development Association

- Be sure to check for local or regional chapters
- Career Counselors or Career Development Facilitators

Shenandoah Valley Career Paths

- Contact: shenvalleycareerpaths@gmail.com

Confidence

Clarification

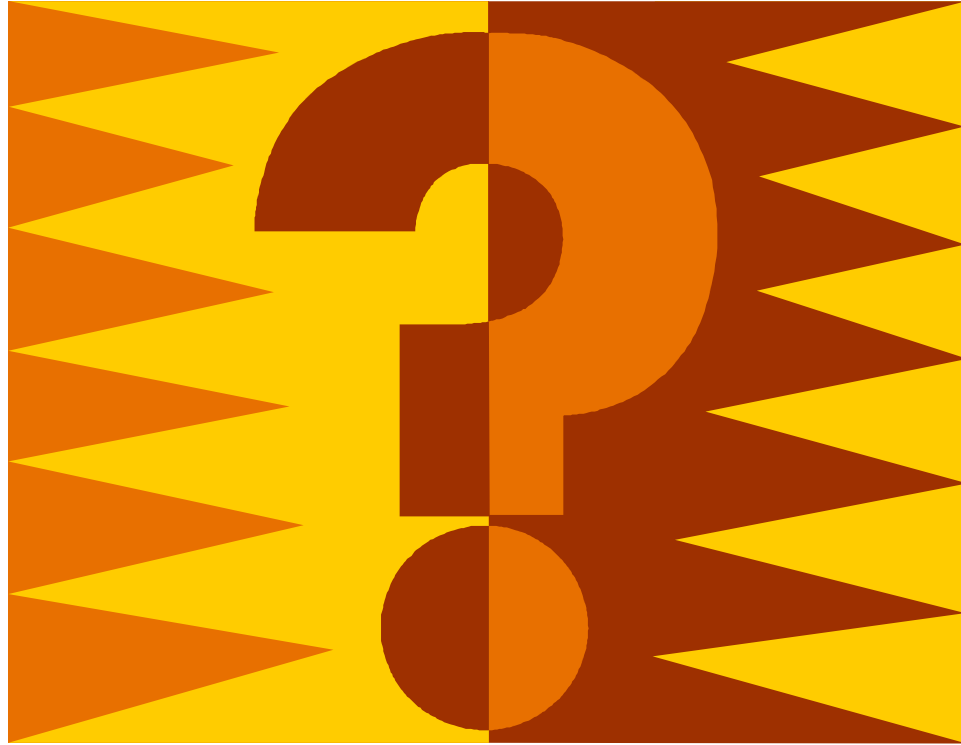
Direction

Internal control of the process rather than external control

Professional or personal relationships that go beyond the job search or business world

Success is a journey, not a destination. The doing is often more important than the outcome.

- Arthur Ashe





FRIDAY



Köszönettel

Ευχαριστώ

Gracias

Thank You

Obrigado!

Díky

Merci

Teşekkürler

شكراً

Hvala

Vielen Dank

THANK YOU

ขอบคุณ

Bedankt

תודה

Grazie



University of Virginia
Alumni Career Services
Friday Forum Webinars

Thank you for participating in today's webinar!

- A link to the recording of this webinar will be emailed today to everyone who registered.
- Please complete the brief survey included in that email.
- Next webinar Friday October 18 at 12pm:
Twitter for Professional Purposes: 21 Tips
- Register at alumni.virginia.edu:
go to "Career Services" then "Webinars & Events"

