

# **NETWORKING : IT'S NOT WHAT YOU KNOW BUT WHO**

**Guide to a successful networking  
experience**

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# WHAT IS CAREER NETWORKING?

- Career Networking, also known as professional networking, involves using personal, professional, academic and family contacts to create a reciprocal relationship that is mutually beneficial
- Networking supports your future through:
  - assisting your job search
  - achieving career goals
  - learning more about your field of work
  - learning more about a new field of work you are interested in
- Networking allows you to tap into the "hidden job market"
  - Hidden job market is the large percentage of positions that are never publicly advertised
- Networking can help you get an "in" at the company you hope to work for

# WHO CAN YOU NETWORK WITH?

- Past or present co-workers, colleagues, managers, supervisors and employees
- Past or present clients and customers
- Business associates
- Alumni of Lethbridge College
- Acquaintances from your personal life
- Acquaintances through your family
- Past or present instructors/professors
- Anyone you meet and have a productive, professional conversation with could be a potential connection

# IS IT WORTH THE TIME TO NETWORK?



- LinkedIn\* report found:
  - 70% of people in 2016 were hired at a company where they had a connection
  - 80% of professionals consider professional networking to be important to career success
  - 61% of professionals agree that regular online interaction with their professional network can lead to possible job opportunities

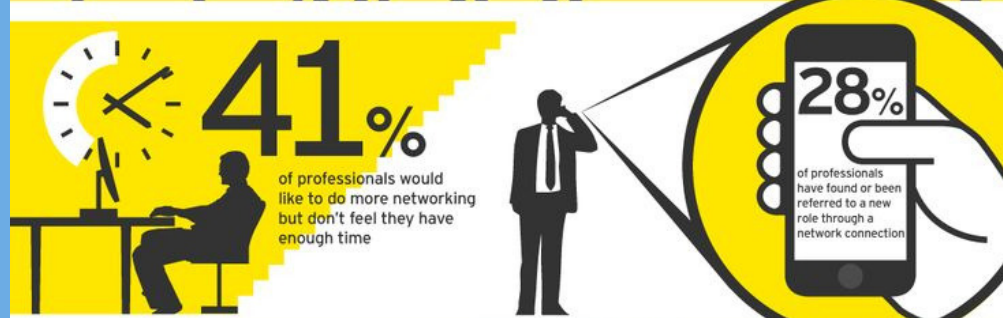
## OTHER FACTS TO KNOW ABOUT NETWORKING

- Employers often prefer to hire people they know, or who have connections with people they know
- Building a professional network provides an avenue for advice, referrals and inside information from those already in the field
- A personal referral is more valuable than a well written resume
- Networking can happen anywhere, being more conscious of how you are being perceived in public will be important as you grow your career
- Use your student status: community members, alumni and employers are typically willing to talk to students. This will open more doors than job seeker status after you graduate
- Always follow up any meaningful connecting with a thank you note, whether via email or handwritten

\*<https://news.linkedin.com/2017/6/eighty-percent-of-professionals-consider-networking-important-to-career-success>

# Building better connections

How connected we really are, and how to network better



## Reasons to network

**Career advancement**  
the most popular reason for junior professionals



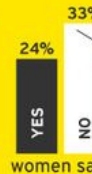
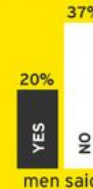
**Expanded knowledge**  
the most popular reason for managerial level workers



**New business**  
the most popular reason for directors and above



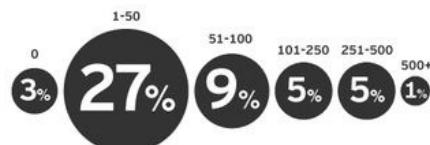
## Women only networking. Is there a need?



**LinkedIn**



## Number of LinkedIn Connections



\*Rounding means percentages total more than 100% or similar

**51%** are without LinkedIn profiles



## Five points for future success

### 1 Being a better networker

Dunbar's Number = 150. We can only hold stable relationships with 150 people, so work out who yours are

### 2 Knowledge dashboard

Create a list of your sources of information to stay on top of. The more you can demonstrate your intelligence, the stronger your social capital

### 3 Face-to-face 5 times a Week

Try to meet five people for coffee or lunch every week

### 4 Curiosity and generosity

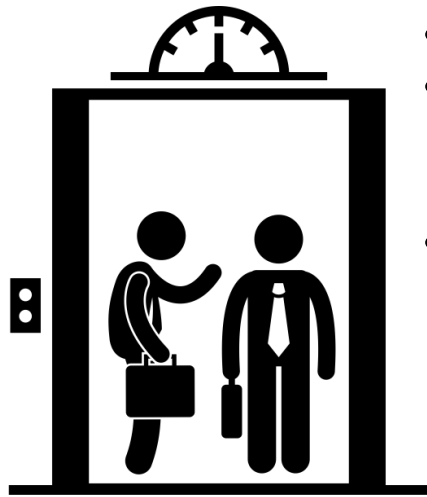
Share what you know, help others and be interested in ideas and other people

### 5 Lifestyle not diet

There are no quick fixes. Try to spend a fifth of your working time on all your different networking activities



# YOUR INTRODUCTION OR 30 SECOND PITCH (ELEVATOR PITCH)



Networking can happen anywhere, therefore it is important to be prepared with a succinct introduction that will highlight key interests, goals and skills.

- Consider your goals
- Be ready to talk about relevant information such as hands on experience, volunteer experience, and transferable skills
- For example: Hi my name is Elizabeth Taylor, I am a recent graduate of Some Random University. I am interested in careers in human resources. I would love to talk with about your career path and how you were able to successfully enter the market. Is there a time in the next few weeks when we could chat?
- Practice, practice, practice, networking is a skill like any other and must be practiced to improve.

## NETWORKING EVENTS

To make the most of a networking event, use the following guidelines to prepare\*:

- i. Build genuine personal connections
- ii. Smile
- iii. Listen when you join a conversation, then show you were listening
- iv. Be yourself and don't try to sell
- v. Research attendees and come prepared with questions
- vi. Bring a friend
- vii Be curious
- viii Introduce yourself in a professional, yet memorable way
- ix. Learn how you can help your new connection
- x. Go in without a strict agenda and try to make a new friend

\*<https://www.forbes.com/sites/forbescommunicationscouncil/2018/04/23/10-networking-tips-to-help-you-make-a-great-first-impression-at-an-event/#435bf01e301b>