People & Points of Interest: Developing Effective Networking Skills
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The ability to enter one's chosen career with a clear understanding of self and the ability to demonstrate a combination of industry knowledge and core competencies in the workplace

Career Readiness
Career Planning Topics

- Choosing or Changing Your Degree Program
- Exploring Career Opportunities
- Continuing Education Exploration and Preparation
- Resume, Cover Letter, Personal Statement, LinkedIn Critique
- Finding an Internship, Part-time Job, Shadowing, Work Study
- Finding a Full-time Job
- Interviewing Strategies
Life After The Swamp

How To Survive Your First 30 Days

Figuring Out What’s Next, Career Planning

Financial Management 101

The Art of Salary Negotiation

Job Offers: Deciding, Accepting, Rejecting

Relocating After the Swamp
Today’s Objectives

- Clarify what networking is and what effectively networking can provide
- Develop an understanding of who is in your network and places where you can network here at UF
- Review tips to improve your networking style
What is Networking?

The process of actively building relationships with people who share similar interests and activities.

Networking is the single most important function of the job search.

Because it takes some time and effort it is the most often overlooked piece.
Networking Can Provide:

- Connections with professionals in your field
- References
- Insider information about a company
- Referrals to other professionals
- Job leads/openings (internal or un-posted)
Hesitations around Networking

• I don’t know anyone

• I don’t know where to network

• I have nothing to talk about

• It is uncomfortable
Understanding Your Network

I Don’t Know Anyone...
Networking Circles

Gator Nation

Contacts’ Connections

Your Contact

You
Your Contacts

- Friends
- Family
- Faculty
- Advisors
- Supervisors
- Mentors
- Co-Workers
- Classmates
- Neighbors
Your Contacts’ Connections

- Friends
- Mentors
- Parents
- Co-Workers
- Family
- Supervisors
- Faculty/Advisors

You

- Classmates
- Friends
- Former Employees
- Contacts
Gator Nation

Career Resource Center

Your College

Alumni Association
Networking Opportunities

I Don't Know Where To Network...
Places Networking Happens

- College Sponsored Events
- Student Organizations
- Professional Organizations
- Career Resource Center
- Social Media
College Sponsored Events

- Workshops
- Guest Speakers
- Faculty Meet and Greets
- Career Fairs
Student & Professional Organizations

- Conferences
- Alumni Events
- Service Events
- Company Site Visits
Career Resource Center

- Employer Perspectives Programming
- Career Fairs
- Information Sessions
- General Workshops
Social Media

LinkedIn
Twitter
Facebook
Virtual Career Fairs
Where Can You Network?

Current memberships

What events do these organizations host throughout the year?

The goal is to create an ongoing list of networking events
Knowing What to Say

I Have Nothing to Talk About...
Introduce Yourself: Answer These Questions

Who Am I?
- Name
- Degree Program
- Year

Who Do I Work With/Want To Work With?
- Intern, Affiliation
- Leadership role
- Industries of interest

What Do I Help/Want To Help These Organizations/People Do?
- Past projects, responsibilities
- Skills, interest areas
Your Professional Image

You

- Professional
- Prepared
- Calendar-Courteous
- Thankful
- Reciprocal
Meeting New Connections

Shake Hands

Introduce Yourself

Eye Contact

Smile

Name Tags
Keep the Conversation Going

Get Them Talking About Themselves
• How did you get started in this field?

Ask Follow-up Questions
• What has been your experience working at…?

Actively Listen
• Use non-verbals
How to Join a Conversation

- Listen to the conversation and find a way to contribute
- After you have been acknowledged, join the conversation
- Look for a physical gap, stand nearby and make eye contact
- If the conversation appears personal or intense, find a different group

Listen to the conversation and find a way to contribute
Ways to Leave the Conversation

- Bring someone else into the conversation
- Ask for a business card
- Ask them to introduce you to others
- Express how much you have enjoyed their company
- Don’t feel the need to justify if at a networking event
General Tips

Network is Uncomfortable...
Six Tips for Easier Networking

1. Set a goal for the event (# of people, what you want to learn)

2. Plan your talking points (and bank of general questions!)

3. Volunteer

4. Research before you go

5. Get in a line

6. Be Yourself
Eating at the Event

- Remember why you are there
- Select easy to eat foods
- If standing, have either a plate or a drink
- Hold things in your left hand to allow easy greetings
What to Do After the Event

• Write down notes for each contact and improvements for next time

• Follow up with thank you notes or on social media

• Let go of mistakes you might have made

• Maintain contact
You Have Networking Circles

Networking Happens Everywhere

80/20 Rule for listening and talking

Be Yourself
Questions?
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