



WELCOME! PLEASE INTRODUCE YOURSELF.

Name, Program/Faculty, and something you are enjoying this Fall term!

(e.g. hobby, TV show you love, extracurricular activity, food dish, etc.)

NETWORKING WORKSHOP: MAKING CAREER CONNECTIONS

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TERRITORIAL ACKNOWLEDGEMENT

We respectfully acknowledge that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples.

Our main campus is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.

Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is centralized within our Office of Indigenous Relations.



THIS
↓
workshop **IS A**
SAFE
SPACE

1) Choice

2) Respect

3) Care

<http://swarthmorephoenix.com/2016/09/08/safe-spaces-unsafe-for-ideas/>



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Today, we will:



Define networking and articulate its importance to your work search, career, and personal well-being



Learn about the 5 “steps” of networking and tips relevant to each step



Identify your personal approach to networking



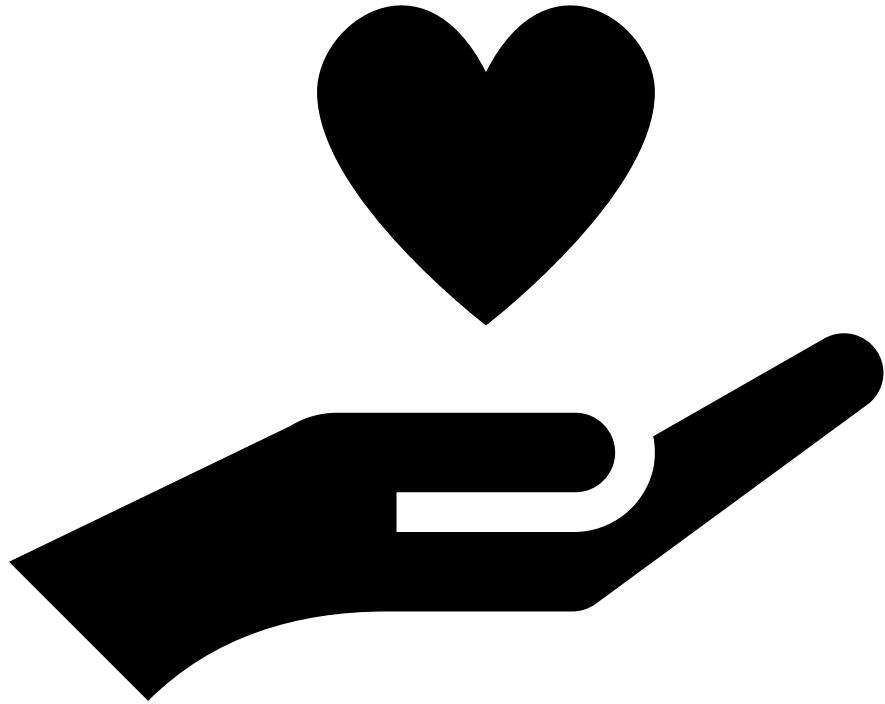
Discuss next steps!



The background is a solid bright yellow. It features several thick, colorful lines and shapes: a red L-shaped line in the top left; a light pink L-shaped line below it; a light pink horizontal line across the bottom left; a teal horizontal line across the bottom center; a blue line that curves from the bottom right towards the center; and a red vertical line at the bottom center. The text is centered horizontally and partially overlaid by these lines.

WHAT DOES "NETWORKING" MEAN TO YOU?

BEYOND THE TRANSACTIONAL ASPECTS OF NETWORKING



“When we think about networking, it’s easy to focus on a hierarchical, transactional sort of thing: you reach out to established people in your field in hopes that they can help you get a job. That kind of networking is aimed up, and it’s aimed at the future.

But if we focus on a different kind of networking -- one that is horizontal and very much in the present -- a different set of possibilities emerges.”

- Derek Attig (they/them)

Why Is Networking Effective?

- ❖ Helps you learn more about your field
- ❖ Connects you with people within your field
- ❖ Creates a support network for you
- ❖ Helps with your own decision-making process
- ❖ Helps to articulate your personal story
- ❖ Strengthens your reputation with potential employers
- ❖ Unlocks the hidden job market



Five Steps Towards Successful Networking



**Learn about
yourself &
your goals**



**Do your
research**



**Prepare to
network**



Get talking!



**Track your
progress**



STEP 1: REFLECTION

The image features a bright yellow background. In the center, the text "STEP 1: REFLECTION" is written in a bold, black, sans-serif font. Surrounding the text are several thick, colored lines in red, pink, teal, and blue. These lines form various geometric shapes and paths, including L-shapes, horizontal bars, and a curved path on the right side. The lines appear to be layered or overlapping, creating a complex, abstract composition.

Know Yourself & Your Career Goals

Interests



Where types of work are you interested in?

Skills



What personal strengths & skills do you want peers and potential employers to know?

Personality



What kind of environments, peer relationships, and leadership matter to you?

Values



What values are you committed to in your career?



REFLECT: SELF-ASSESSMENT

Self-assessment does not have to be a solitary activity. There are many resources available to help you:

- Attend appointments/workshops
- Consult family, friends, and your network
- Assessments ([Decision-Making](#) on CareerHub)
- Journaling
- Reading articles and books on career development

The image features a bright yellow background with several abstract, colorful geometric shapes and lines. On the left, there is a vertical pink bar that transitions into a horizontal red bar at the top. Below this, a horizontal pink bar extends across the width of the image. In the center, the text 'STEP 2: RESEARCH' is written in a bold, black, sans-serif font. To the right, a thick blue line curves upwards and then downwards, intersecting with a pink line that slopes upwards from the bottom left towards the top right. A small red vertical bar is located at the bottom center, near the intersection of the blue and pink lines.

STEP 2: RESEARCH

RESEARCH



- Research which companies are hiring within your field or related to your field
- What kinds of groups/associations/events do they take part in?
- Message connections to learn about their workplace
- Familiarize yourself with job ads, identifying skills, values, and other kinds of qualifications
- Stay up to date: Scan the news, LinkedIn, join online groups, & check social media daily

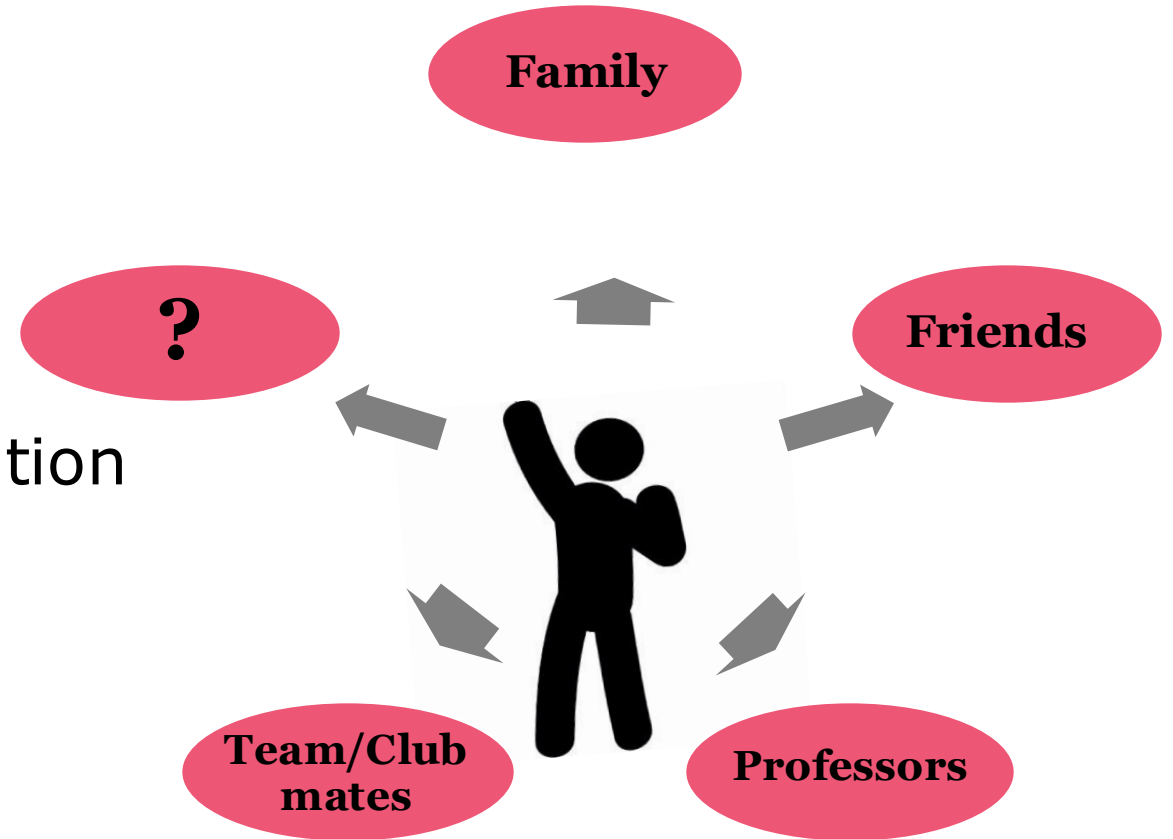


The background is a solid bright yellow. On the left side, there is a vertical stack of three colored rectangular blocks: a red one at the top, a light purple one in the middle, and a light pink one at the bottom. A horizontal red bar extends from the top of the red block to the right. A horizontal light purple bar extends from the left edge to the right, passing behind the text. A horizontal light pink bar extends from the left edge to the right, passing behind the text. A horizontal teal bar extends from the left edge to the right, passing behind the text. On the right side, there is a vertical blue line that curves at the bottom. A horizontal light purple bar extends from the left edge to the right, passing behind the text. A horizontal light pink bar extends from the left edge to the right, passing behind the text. A horizontal red bar extends from the left edge to the right, passing behind the text.

STEP 3: PREPARING TO NETWORK

PREPARE TO NETWORK/CREATE CONNECTIONS

- ✓ Determine your audience
- ✓ Know your conversation options
- ✓ Prepare your documents
- ✓ Develop your goals for the conversation
- ✓ Prepare specific questions





2 MINUTE BREAK

Get up, dance, move around, grab a beverage 😊

The background is a solid yellow color. It features several abstract geometric elements: a red L-shaped bar in the top-left corner; a light purple L-shaped bar below it; a horizontal bar at the bottom composed of a light purple segment on the left and a teal segment on the right; a blue curved line on the right side that starts from the bottom, curves upwards, and then continues vertically; and a light purple diagonal line on the right side that starts from the bottom and extends upwards and to the right.

STEP 4: START TALKING/CONNECTING

The background features a black field with several thick, colorful lines. A yellow line runs horizontally across the top. On the left, a yellow line descends vertically and then turns right horizontally. A green line descends vertically from the yellow line on the left and then turns right horizontally. A blue line runs horizontally across the bottom. On the right, a pink line descends vertically and then turns left horizontally. A green line descends vertically from the blue line on the right and then turns left horizontally.

PERSONAL INTRODUCTIONS

What should I share?

Reflecting on your audience & how'd you like to present yourself

Think about your potential connections/audience(s). Reflect on some of the following:

- What do you do that you want them to know about?
- What do you enjoy about what you do?
- What strengths have others observed in you and shared with you?
- What kind of impact would you like to make in your current/future career?





What is an elevator pitch?

- Introduce yourself
- 1-3 important things about yourself
- What are they getting from having this conversation?
- Call to action or potential next steps



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HOW TO END A CONVERSATION

Follow these three simple steps:

1. Wait for a natural break in conversation
2. Show appreciation
 - “Thank you for taking the time to answer all of my questions”
3. Follow-up with action
 - “I am looking forward to <insert action here>”



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EXPANDING YOUR CONNECTIONS

CONNECT WITH SOMEONE YOU DO NOT KNOW

- 1) How you know them:** did they take a class with you, co-worker, in same group, attend a talk/info session, referred to you, someone you admire?
- 2) Why you want to connect:** building your network, following for inspiration, link to someone else
- 3) Call to action:** do you just want to connect, do you want to meet them, do you want them to share advice with you

- Keri Twigg, "How to write to people you don't know (but want to) on LinkedIn"



Informational Interviews



Gather info about career paths and intentionally grow your network!

Conduct informational interviews with:

- People you know: professors, classmates, family, friends, past colleagues
- Employees at companies you'd like to work for (via alumni search or via referrals from people you know)
- Employers (this is easier if there is an alumni or an employee connection)



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What to Ask in an Informational Interview



- ❖ About their background/career path
- ❖ About their day-to-day job
- ❖ About work culture
- ❖ About their recommendations for you

**Is there anyone else you'd recommend that I talk to?*



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NETWORK WITH LINKEDIN

LinkedIn: Find Alumni Tool

Home My Employer About Posts Jobs **Alumni** Events Videos

174,966 alumni

Search alumni by title, keyword or company

Start year End year

< Previous Next >

Where they live + Add

Where they work + Add

ALUMNI SEARCH: REFINING YOUR SEARCH

3,033 alumni

Start year

End year

Computer Science X

Kitchener, Canada Area X

Clear all

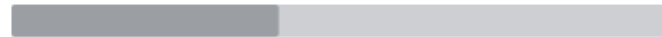
< Previous Next >

Where they live + Add

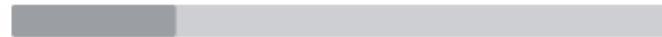
13,055 | Canada



5,309 | Toronto, Canada Area



3,268 | United States



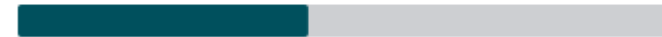
3,033 | Kitchener, Canada Area

Where they work + Add

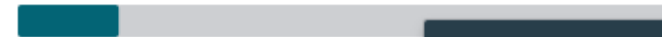
267 | University of Waterloo



118 | Google



41 | Sun Life



37 | D2L



Messaging



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How to connect with people on LinkedIn

What is more compelling?

“Hi, I’d like to be added to your professional network on LinkedIn.”

“Hi, I’m looking for a job in marketing and sales. I would enjoy to connect with you to see if I might be the right person for your team.”

“Hi _____, I am passionate about helping promote equity and inclusivity, and I know your department at the University of Waterloo is a global leader in this arena. I would be interested to learn from you and get some advice on how I can make an impact in my career.”

“Hi _____, I notice that you know _____, a colleague of mine who studied with me at the University of Waterloo. I appreciate the work that you are doing at WestJet and our mutual friend encouraged me to reach out to you. Would you be interested in grabbing a coffee to chat for 15 minutes? I’d be happy to hear how you got into this field.”



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STEP 5: TRACKING YOUR PROGRESS

And additional resources

Step 5: Track your progress

- ❖ **Create a database to track your progress + stay organized.**
 - ✓ Select a tracking system (e.g., Excel)
 - ✓ Record names, companies, department, addresses, phone numbers, emails, dates, and notes on every conversation.
- ❖ **Create a work schedule with clear goals and deadlines.**
- ❖ **Stay connected - continue having conversations! Ideas for this?**



What have we accomplished?



What have you accomplished already?



What next step(s) will you take to get you closer to your work search and networking goals?



Jot these down in a notebook

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ANY QUESTIONS?

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Thank you!