

# NETWORKING WORKSHOP: MAKING CAREER CONNECTIONS

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# Today's Facilitators



**Candice (she/her)**  
Workshop Facilitator



**Poojitha (she/her)**  
Workshop Facilitator

## **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.*

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**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!

# HOW THIS WORKSHOP WILL WORK

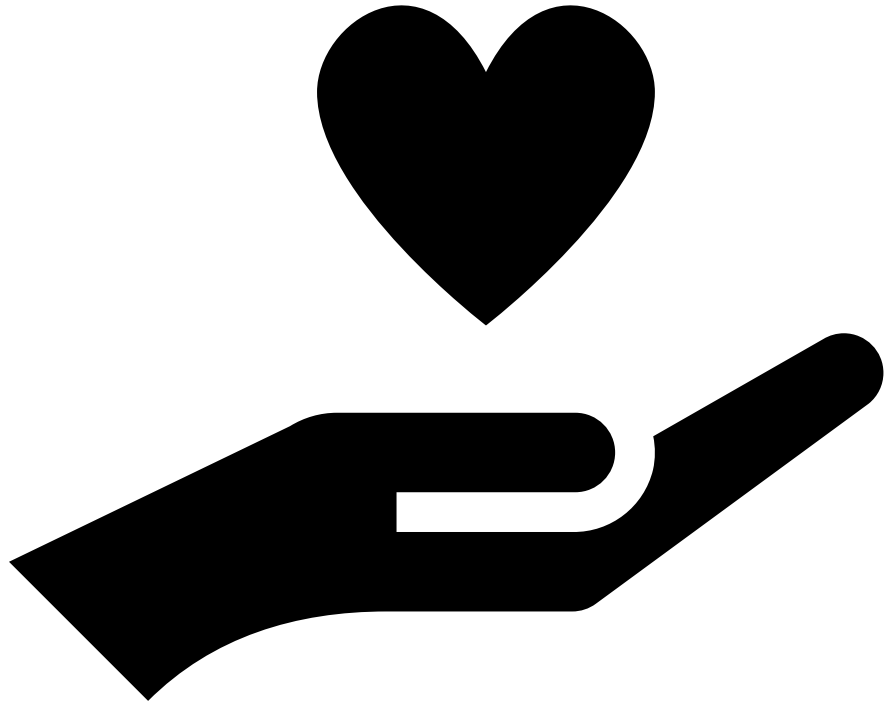
- ✓ Ask questions or make observations anytime. We are all for random interaction!
- ✓ We have some reflection-based activities planned. Have a physical or virtual notetaking device handy to engage in some reflection.
- ✓ We'll have a break partway through to get up and stretch!
- ✓ Q&A is at the end but always feel free to ask questions.



The background is a solid bright yellow. It features several thick, colorful geometric shapes and lines. In the top left, there is a red L-shaped bar. Below it is a light purple L-shaped bar. A horizontal bar at the bottom is divided into a light purple section on the left and a teal section on the right. On the right side, a blue line curves upwards and then downwards. A light purple line runs diagonally from the bottom right towards the center. A red vertical bar is at the bottom right. The text is centered horizontally and partially overlaps these shapes.

**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**



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# STEP 1: REFLECTION

The image features a bright yellow background with several thick, colorful lines. A red line starts at the top left, turns right, then down, then right again. A light purple line starts at the bottom left, turns up, then right, then down, then right again. A teal line starts at the bottom left, turns right, then down, then right again. A blue line starts at the bottom right, turns up, then right, then up, then right again. The text 'STEP 1: REFLECTION' is centered in a bold, black, sans-serif font.

# 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

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# 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

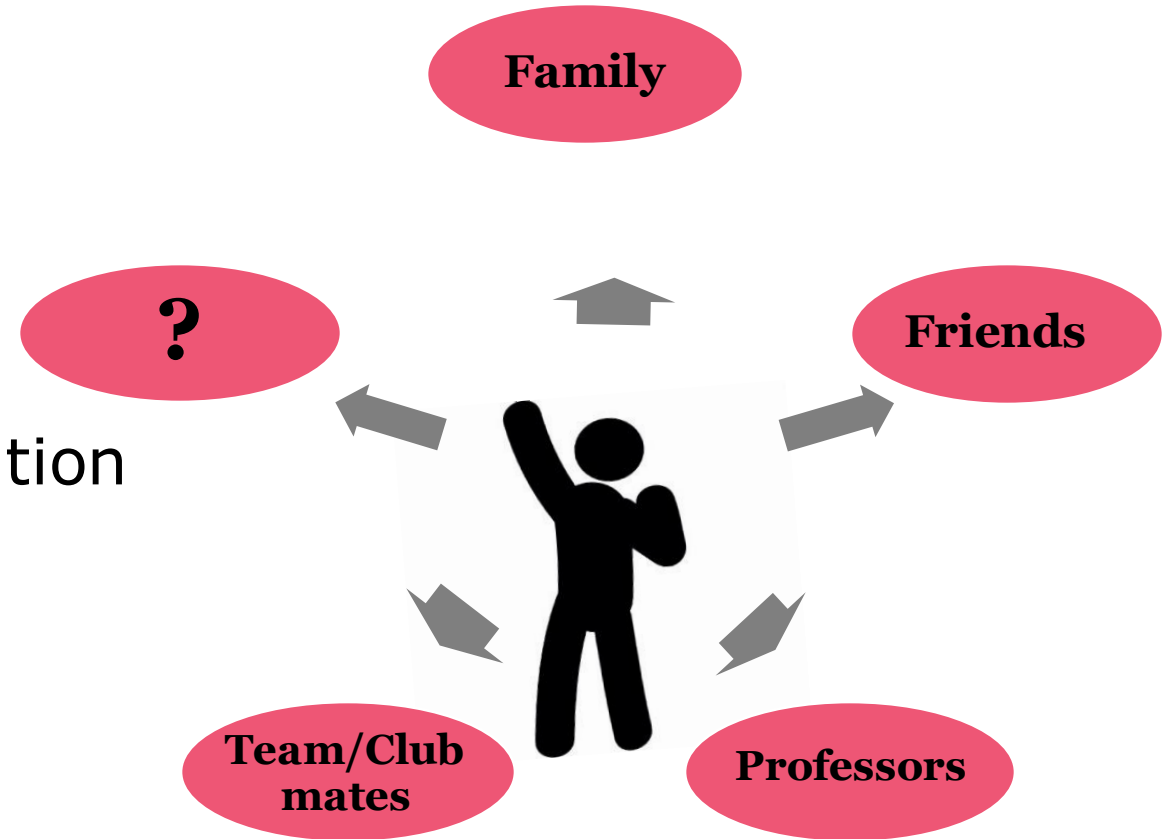
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# **STEP 3: PREPARING TO NETWORK**



# PREPARE TO NETWORK/CREATE CONNECTIONS

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



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. At the bottom, a green line runs horizontally from the left, followed by a blue line running horizontally across the middle. On the right, a pink line descends vertically and then turns left horizontally. The text is centered in the black space.

# 2 MINUTE BREAK

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

The background is a solid yellow color. It features several abstract geometric shapes and lines in various colors: a red L-shaped bar in the top left, a light purple L-shaped bar below it, a horizontal bar at the bottom composed of light purple and teal segments, a blue curved line on the right side, and a red vertical bar at the bottom right. The text is centered in the middle of the page.

# **STEP 4: START TALKING/CONNECTING**

The background features several thick, overlapping lines in yellow, green, blue, and pink. A yellow line runs horizontally across the top. A green line forms an L-shape on the left side. A blue line runs horizontally across the bottom. A pink line forms a vertical shape on the right side. The text is centered in the white space between these lines.

# 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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# “Tell Me About Yourself”: An Outline

- When/how did you become interested in your field?
- What knowledge, skills and/or experience do you have?
- What are your short/long-term career goals?
- Can you tie this into opportunities you’re currently pursuing?
- Anything else worth sharing? (interests, hobbies, fun facts about yourself?)
- Give yourself about 90 seconds (give or take) for this answer
- **Take 5 minutes** to draft your own outline!



# 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)



# 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

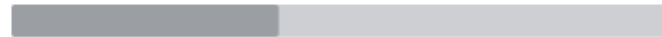
< Previous Next >

## Where they live + Add

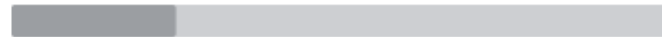
13,055 | Canada



5,309 | Toronto, Canada Area



3,268 | United States



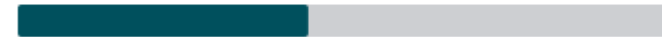
3,033 | Kitchener, Canada Area

## Where they work + Add

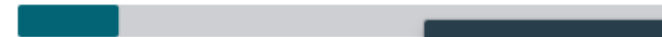
267 | University of Waterloo



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.”





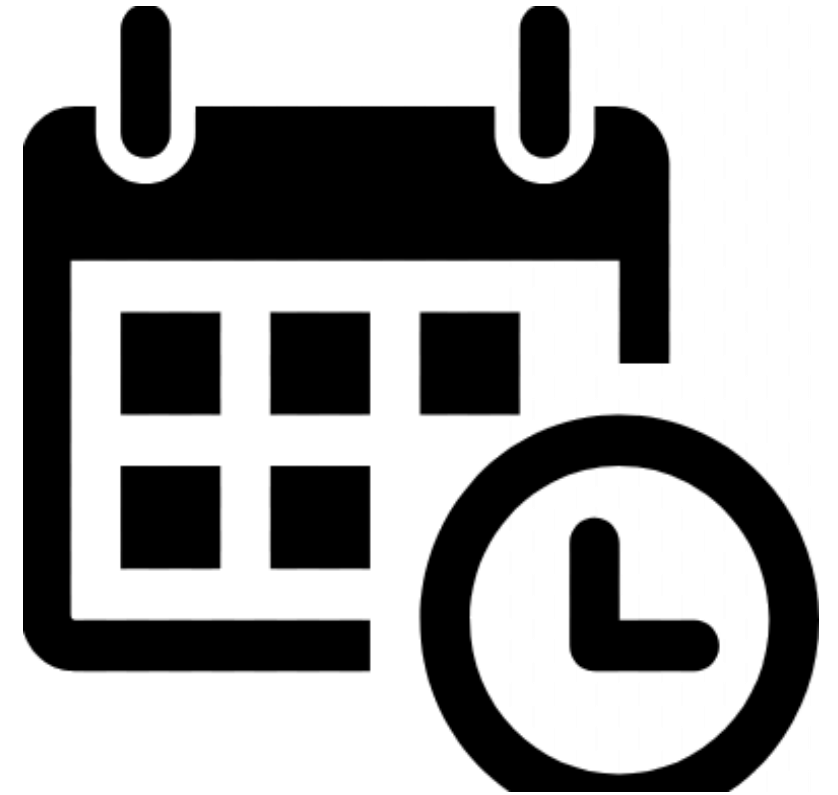
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# **STEP 5: TRACKING YOUR PROGRESS**

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



**Regular  
Co-op  
Undergrad  
Masters, PhD, Postdocs  
Alumni  
Employees**



**Job Search Tactics  
Résumé  
Cover Letter  
Interview Prep  
Career Exploration  
Grad School Prep**



**Individual Appointments  
Drop-ins  
Workshops  
Online Resources**

**[uwaterloo.ca/career-development](http://uwaterloo.ca/career-development)**



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**ANY QUESTIONS?**

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**Thank you!**