

Creating connections throughout your career

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CENTRE FOR CAREER ACTION

Today's Facilitator



Kira Bruschke
Career Advisor

Land Acknowledgement

We respectfully acknowledge that we live and work on the traditional territory of the Neutral, Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, land promised to Six Nations, which includes six miles on each side of the Grand River.

- Support O:se Kenhionhata:tie Landback camp: https://www.landbackcamp.com/get_involved
- Find out about UWaterloo Indigenous initiatives, events, and news through the Office of Indigenous relations: <https://uwaterloo.ca/indigenous>
- Learn more about the land on which you live and work on: <https://native-land.ca/> or <https://www.whose.land/en/>



THIS
workshop **IS A**
SAFE
SPACE

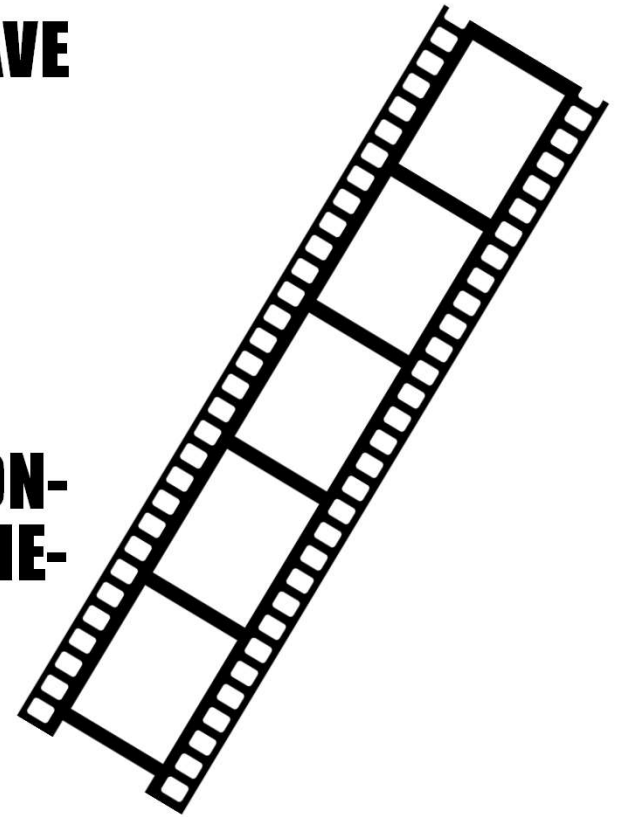
<http://swarthmorephoenix.com/2016/09/08/safe-spaces-unsafe-for-ideas/>

- 1) Choice
- 2) Respect
- 3) Care

**MISS SOMETHING OR YOUR INTERNET GAVE
OUT? DON'T WORRY!**

**AN ASYNCHRONOUS VERSION OF THIS
WORKSHOP IS AVAILABLE:**

**[HTTPS://UWATERLOO.CA/CAREER-ACTION-
RESOURCES/GRADUATE-POSTDOC-ONLINE-
WORKSHOPS](https://uwaterloo.ca/career-action-resources/graduate-postdoc-online-workshops)**



Today, we will:



Discuss self-care strategies throughout work search



Define networking and articulate its importance to the work search process and personal well-being.



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



Identify your personal approach to searching for work.



Determine potential next steps.

HOW THIS WORKSHOP WILL WORK

- ✓ Use the chat at anytime to ask questions or make an observation. We are all for random interaction!
- ✓ Majority of activities reflection-based. Have a pen and paper ready, not just to take notes but to engage in some reflection.
- ✓ We'll have a break roughly halfway to get up and stretch.
- ✓ Q&A is at the end but always feel free to ask questions.

INTRODUCE YOURSELF & WHAT YOU HOPE TO LEARN ABOUT IN THIS WORKSHOP

WORK SEARCH & SELF CARE

PRACTICE SELF-CARE DURING WORK SEARCH

- Make a list of 3 things you are grateful for (daily)
- Resist comparing yourself to others; create a sense of community
- Schedule time for yourself and allow yourself to take a break from applying/networking



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/HOW 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 areas of job search



**Learn about
yourself &
your goals**



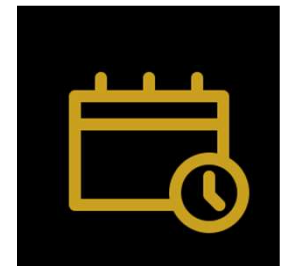
**Do your
research**



**Prepare to
network**



Get talking!



**Track your
progress**

STEP 1: REFLECTION

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

REFLECT: GOAL SETTING

Take 2 minutes: Brainstorm and jot down your work search goals. You may use my guided prompts:

- 1) A summary statement of your values, interests, personality, and skills
- 2) Your goals based on the summary statement



STEP 2: RESEARCH

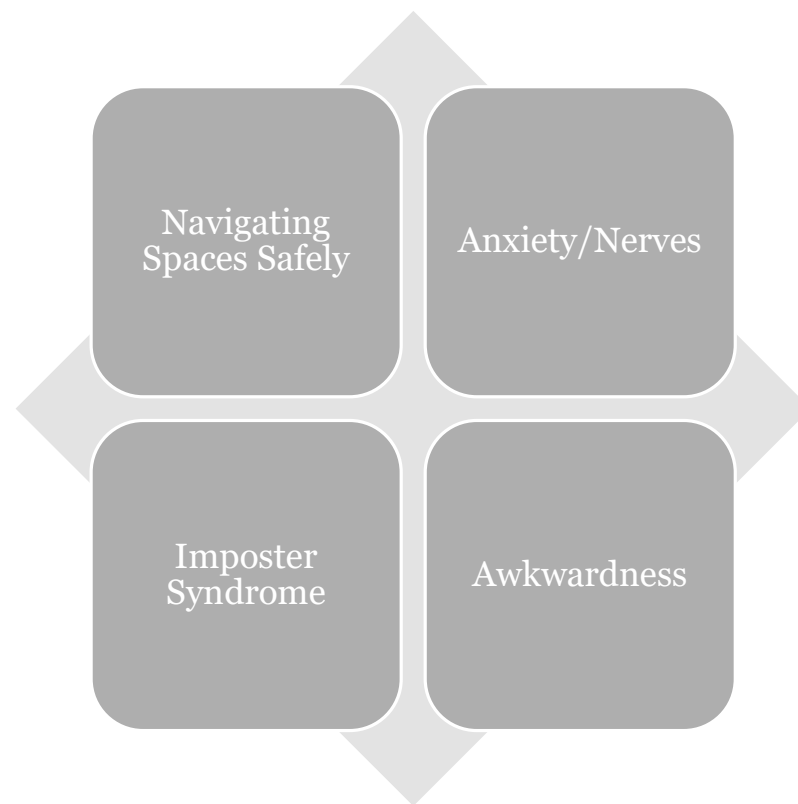
RESEARCH



- 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

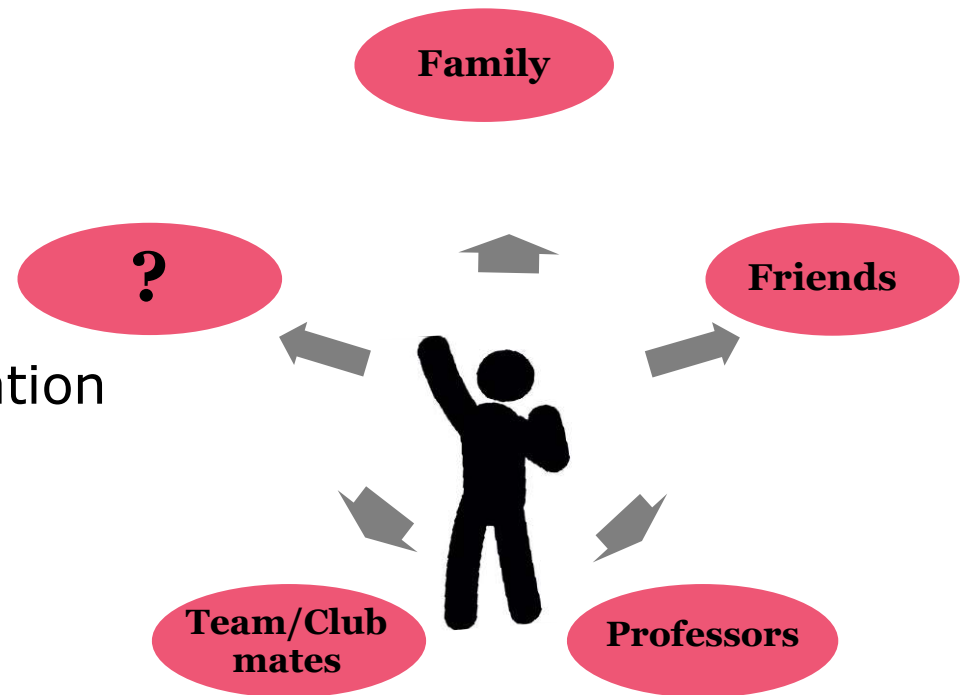
STEP 3: PREPARING TO NETWORK

Prepare to Network: Things that Might Come Up



PREPARE TO NETWORK/CREATE CONNECTIONS

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



5 CONTACT CHALLENGE

List 5 people you know that you will reach out to & why you'd want to reach out to them

5 MINUTE BREAK

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

EXPANDING YOUR CONNECTIONS

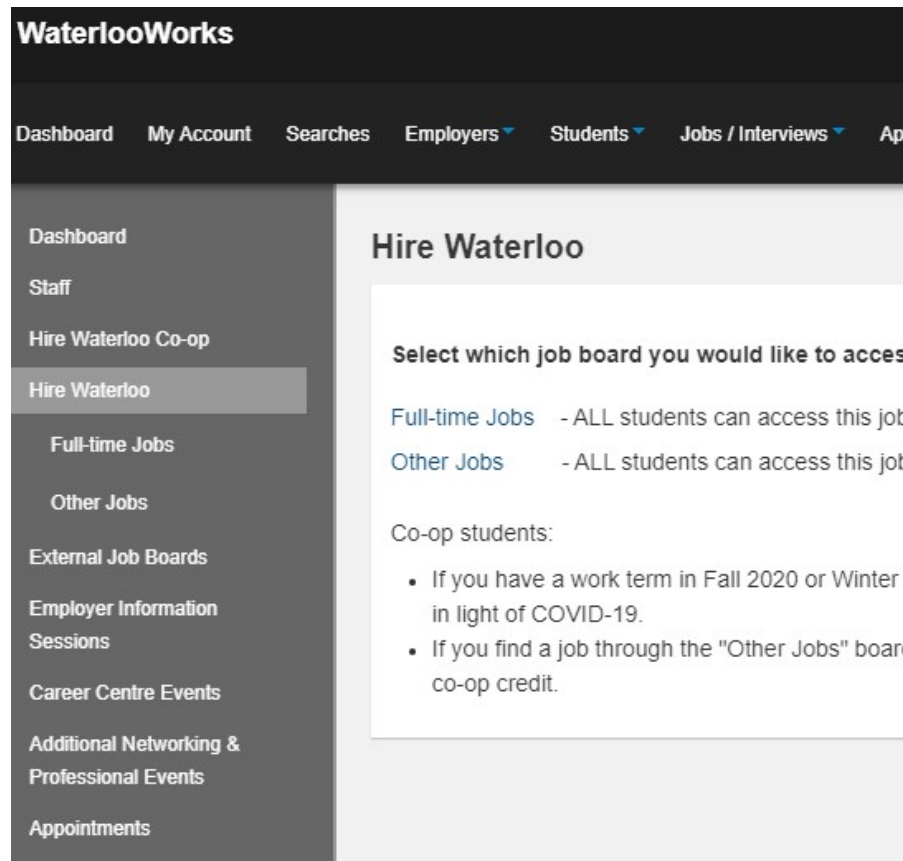
Find Events/Meetings

Employer Information Sessions



REGISTER FOR
Employer Information Sessions via WaterlooWorks

WATERLOOWORKS = YOUR 1 STOP SHOP, AND NOT JUST FOR CO-OP!



The screenshot displays the WaterlooWorks website. The top navigation bar includes links for Dashboard, My Account, Searches, Employers, Students, Jobs / Interviews, and App. A left-hand sidebar menu lists various options: Dashboard, Staff, Hire Waterloo Co-op, Hire Waterloo (highlighted), Full-time Jobs, Other Jobs, External Job Boards, Employer Information Sessions, Career Centre Events, Additional Networking & Professional Events, and Appointments. The main content area is titled 'Hire Waterloo' and contains the following text:

Select which job board you would like to access:

- [Full-time Jobs](#) - ALL students can access this job
- [Other Jobs](#) - ALL students can access this job

Co-op students:

- If you have a work term in Fall 2020 or Winter 2 in light of COVID-19.
- If you find a job through the "Other Jobs" board co-op credit.

WATERLOOWORKS = YOUR 1 STOP SHOP, AND NOT JUST FOR CO-OP!

The screenshot displays the WaterlooWorks website interface. At the top, the browser address bar shows the URL <https://waterlooworks.uwaterloo.ca/myAccount/EIS.htm>. The website header includes the 'WaterlooWorks' logo and navigation tabs: HOME, SEARCHES, INTERACTIONS, EMPLOYERS, JOBS / INTERVIEWS, STUDENTS, and APPOINTMENTS. The user profile for 'Ellen Zhiyu Gong' is visible on the left sidebar, with options for 'ACCESS DIFFERENT ACCOUNT', 'Dashboard', 'Staff', 'Hire Waterloo Co-op', 'Hire Waterloo', 'External Job Boards', and 'EMPLOYER INFORMATION SESSIONS'. The main content area is titled 'Employer Information Sessions' and features a calendar view for 'September 2022'. The calendar shows various sessions scheduled throughout the month, such as '11p Genlab | Ouellet Campus Roundtable' on Sept 11, '12p Blackberry | BlackBerry World 2022 - Student Inspo Session' on Sept 21, and '12p Restaurant Brands International | Experience RB! - A Day in the life of our new grad Software Engineers' on Sept 27. A notification banner at the bottom left of the calendar area states 'YOU HAVE NOT VIEWED ANYTHING ANYONE RECENTLY.' The Windows taskbar at the bottom shows the system tray with the date '9/27/2022' and time '4:32 PM'.

Find Events/Meetings



[Start a new group](#)



Hacking Health Waterloo Region

Kitchener, ON

1,296 members · Public group

Organized by [Communitech](#) and 5 others

Share:

[About](#)

[Events](#)

[Members](#)

[Photos](#)

[Discussions](#)

[More](#)

[Join this group](#)



Find Events/Meetings



Search for keywords

[Start a new group](#)

[Log in](#)

[Sign up](#)

COMMUNITECH
Peer2Peer Groups
Job Seekers

Job Seekers Connex P2P

Kitchener, ON

1,180 members · Private group

Organized by Communitech and 4 others

Share: [f](#) [t](#) [in](#) [✉](#)

[About](#)

[Events](#)

[Members](#)

[Photos](#)

[Request to join](#)



Find Events/Meetings

Deloitte.



Careers at Deloitte

Leave an impression that defines you.

Stay connected by joining our community!

Enter your email and tell us a bit about yourself, and we'll keep you informed about upcoming events and opportunities that match your interests.

E-mail address

Sign up now

Already a member? [Log-in](#)

Ten Thousand Coffee: Find Alumni Tool



UWaterloo



Science and Business Mentorship Hub

Not a member



ENV Connect Cafe

Not a member



Faculty of Health Hub

Not a member



UWaterloo Arts Café

Not a member



SAF Community Café (Alumni, Upper Year Students)

Not a member



Waterloo Engineering Hub

Not a member

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

Select Networking groups on and off campus

- Bipoc Graduate Student Collective
- Black Faculty Collective
- Shatitshirotha', Indigenous Student Centre
- FemPhys
- W3+
- Women in Science
- Pride at Work Canada
- Canadian Black Scientist Network
- Canadian Association of Professionals with Disabilities
- North American Association of Asian Professionals
- South Asian Professional Networking Association
- National Society of Black Engineers
- Canadian Women in Communications and Technology

WHAT EVENTS OR GROUPS DO YOU KNOW OF THAT CAN EXPAND YOUR NETWORK?

STEP 4: START TALKING/CONNECTING

CONDUCTING VIRTUAL 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?***

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](#)"

Sample Email Request

“Dear _____, my name is _____, and I am researching companies in the _____ field. I’m currently completing my Master’s in Engineering at the University of Waterloo, with a particular interest in _____. I hope you don’t mind my contacting you - I found your name on LinkedIn and noticed that you’re an alumnus of UWaterloo.

Would you be willing to meet with me for 20-30 minutes to talk about your experience in the _____ sector? I’ve done my research, but reports and websites can only tell me so much – your practical insights would be much appreciated! If we don’t connect, I’ll contact you again in about a week, in case that’s a better time.”

-Adapted from “The 2-hour Job Search”

by Steve Dalt

LET'S CREATE YOUR INFORMATIONAL INTERVIEW REQUEST TEMPLATE

- Name, program, institution
- Knowledge, skills, experience
- Interest in field, position and/or organization
- Ask for about 15 minutes of their time – be honest about intentions

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

ANY QUESTIONS?



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-action

HOW DID WE DO?

We are always looking for ways to improve and your feedback is important. Complete the feedback survey delivered to your inbox at the end of this week.

Our mission is to educate and motivate all members of the University of Waterloo community to develop and take action to achieve current and future career goals.

UNIVERSITY OF WATERLOO



Thank you!

CENTRE FOR CAREER ACTION