

NETWORKING: TIPS AND TRICKS

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Centre for Career
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YOUR FACILITATOR



Kate Kennedy,
she/her

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- I'm a Career Advisor on the Undergrad Team in the Centre for Career Development
- I offer career and employment support to all UW undergrad students, both virtually and in-person
- Former Rec & Health student!: Outdoor Rec, Parks & Tourism/Geography (Lakehead University) and a Health Sciences degree in Midwifery (McMaster)

WHOSE LAND ARE WE ON?

The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. Our main campus here in Waterloo is situated on the Haldimand Tract and I, a settler to this land, live on Treaty 29 Territory, original home to the Anishinaabeg, Mississauga and Neutral peoples. The art depicted here is from local artist Alanah (Morningstar) Jewell whose artwork is inspired by the natural landscape of the Grand River. I was very drawn to it because it speaks to one of my favourite things- the landscape of rivers- and I wanted to amplify a local artist's work and contribution. As a settler, I am grateful that we are here on this land and able to come together today and share space.

Learn more:

<https://native-land.ca/>

Office of Indigenous Relations



Artwork by local Indigenous artist Alanah Astehtsi Otisistohkwa (Morningstar) Jewell

HOW MIGHT WE CO-CREATE THIS SAFE(R) SPACE?



- Take things at your own pace and participate in a way that works for you
- Take what works for you, leave what doesn't.
- Ask questions whenever!
- Listen to each other

LEARNING OUTCOMES



Understand the purpose of networking



Explore your goals and self-awareness



Consider strategies to get started networking



How to: networking tools and introductions



Appreciate how to navigate tricky situations

“NETWORKING”: WHAT WORDS COME TO MIND?



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"NETWORKING" - WHAT WORDS COME TO MIND?

community

professionalism

connection

time-consuming

growth

extraversion

exciting

nervous

pressure

opportunity

scary

awkward

social

useless

daunting

communication

intimidating

unsafe



NETWORKING

A supportive system of sharing information and services among individuals and groups *having a common interest.*

WWW.DICTIONARY.COM

The background is a solid teal color. It features several thick, stylized geometric shapes: a yellow L-shaped bar in the top left, a green L-shaped bar in the bottom left, a green diagonal bar on the right side, and a pink L-shaped bar on the right side. The text is centered in the middle of the page.

NETWORKING: GETTING STARTED

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**Tip 1: Know
yourself & your
goals**



**Tip 2: Prepare to
network and get
talking**



**Tip 3: Track your
progress**



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GOALS: "WHAT AM I
HOPING TO GET OUT
OF THIS
INTERACTION??"



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GOALS

- Connect with peers in Health
- Connect with Health alumni and community partners
- Learn about professional membership opportunities
- Seek a mentor, collaboration opportunity, or a sense of community
- Search for a job or volunteer position
- Network/connect in general
- Something else?

Are any of these your short-term goals?



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YOUR NETWORKING TOOLS



PROFESSIONAL
DOCUMENTS



PROFESSIONAL
INTRODUCTION



SMALL TALK



WHAT SHOULD
I SAY?

And: Know your audience!.....

WHO MIGHT YOU EXPECT TO MEET?

- Festival of Events Ontario
- City of Waterloo
- Waterloo Region Tourism Corporation
- City of Kitchener
- City of Cambridge
- Township of Wilmot
- RTO4 (Regional Tourism Organization 4)
- Therapeutic Recreation Ontario
- University of Waterloo Athletics
- Ontario Soccer
- And more.....

PROFESSIONAL DOCUMENTS

- Business Cards
- Contact information
- LinkedIn profile
- Social media
- Online portfolio
- Resumes and Cover Letters
 - Past and present work/volunteer experience
 - Special projects
 - Education
 - Research and interests
 - Future plans/long term goals

PROFESSIONAL INTRODUCTION

- Considerations for in-person interactions
 - Greeting
 - Handshakes, waves, fist bump etc.
 - Reading body language cues
 - Respecting your own boundaries
- Showcase your brand!
 - “who you are, what you do”
 - Skills, experience, core values, goals, experience, principles



PROFESSIONAL INTRODUCTION: YOUR ELEVATOR PITCH!

- A quick summary of yourself! It's an introduction to who you are in 30 seconds or less- genuine, honest, shows interest, build curiosity.
- **Could include:**
 - **Profile:** name + current role
 - **Academics:** what do you KNOW? What are you studying?
 - **Work** background (as relevant)
 - **Skills:** what can you DO? What are you passionate about?
 - **Link to person/project/company (ie., your goals)**



PROFESSIONAL INTRODUCTION: Sample

Hi, I'm Kate! I'm an RLS student at the University of Waterloo. I'm passionate about working with youth and came to the RLS Professional Community Networking Fair today in the hopes to meet more people in this field.

I have worked in several different roles with youth in the outdoors and am excited to explore what comes next for me. What brought you here today? / What organization are you with? / What opportunities are you hoping to share? / Can you tell me more about the professional membership opportunities you have, and their benefits?

PROFESSIONAL INTRODUCTION: CONFIDENCE

- Wear something you feel good in
- Body language
 - Posture
 - Eye contact
 - Volume
- Be prepared
 - Have your documents ready
 - Practice your introduction



SMALL TALK!

Definition: polite conversation about unimportant or uncontroversial matters, especially as engaged in on social occasions

Benefits

- Can use open ended questions when there are lulls in the conversation
- Can help break the ice!
- Find commonalities that lead to deeper conversation and stronger connections
- Opportunity to show genuine interest and listen authentically / actively



WHAT SHOULD I ASK?

About their background

- How did you get started in your field?
- How do you use your academic training in your job?

About their day-to-day job

- What's your average day like?
- What's a project you've recently completed that you're especially excited about?

About their recommendations

- What skills, training or characteristics are important in a candidate?
- What can I do to make my resume more competitive?
- Is there anyone else you'd recommend that I talk to?



NETWORKING: GETTING STARTED



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**Tip 2: Prepare to
network and get
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**Tip 3: Track
your
progress**



KEEP TRACK TO....

- Maintain connections
 - Ask if it's ok to stay connected, and how best to do that- use a call to action!
 - Following-up
 - Know when to stop following-up
- Reliably track key information for various contacts over time
 - Hard to recall over time, or when you're networking with many people
 - Information is often more reliable when it's written, rather than recalled by memory
 - Important to try to remember key details, as getting it wrong doesn't inspire that person to connect with you more



KEEP TRACK

Record the following information:

- Name of person
- Specific information about them as relevant (example: their role, position, industry, likes/dislikes, etc.)
- Summary of what you talked about
- Specific advice
- Anything you said you would do
- Dates you connected
- Contacts they give you
- Bonus: Your own industry research, notes on how you felt it went, things that did and did not go well



FOLLOW-UP

Choose a method: email, social media, phone, in person, etc.

Craft your message:

Thank you, action items you said you would do (if any), show you listened by mentioning a part of the connection that stuck with you, follow-up items about something they shared, a reminder for who you are, your goals – the list goes on!

Prompt: Think back to your original goal for connecting with them to help inform what to include: are you looking for a job? Advice? More connections?

Other content: Offer ideas, advice, information, referrals and/or leads

Be brief and sincere



The background is a solid teal color. On the left side, there are several thick, L-shaped lines in yellow and lime green. On the right side, there are thick, curved lines in pink and lime green. The text 'TRICKY SITUATIONS' is centered in the middle of the page in a bold, white, sans-serif font.

TRICKY SITUATIONS

TRICKY SITUATIONS

- Feeling unsafe
- Inappropriate or rude behaviours
- Not hearing back from someone
- Hearing too much from someone
- Forgetting important information about someone
- Forgetting important information about yourself



NETWORKING AND MAKING CONNECTIONS: RECAP



1. Set goals and write them down!
2. Prepare your documents and do your research
3. Practice your self-introduction and small talk prompts
4. Take a genuine interest in each person you are talking to
5. Remember your value and all that you offer (networking is a *mutual* connection)!

FREEBIE: Your Networking Toolkit!

- [“How to Network at Events Effectively \(with tips\)”](#)
- [“How to Give an Elevator Pitch \(with examples & link to YouTube video\)”](#)
- [“How to Establish a Personal Brand”](#)
 - [“Networking as an Introvert”](#)



WANT MORE HELP?

Come to the Centre for Career Development (CCD) for:

- drop-in, one-one-one, and group support
- Topics: resumes, cover letters, interviews, work search, career exploration and more!

BOOK WITH ME!



uwaterloo.ca/career-action

THANK YOU!