

# Networking



# Today's plan

**LHH**

**1** What is Networking? Why is it important during career transition?

**2** Creating and Leveraging Your Network

**3** Develop a Networking Strategy

**4** Putting It All Together





What is Networking?

Why is it important?

# What is networking?

## How would you define networking?

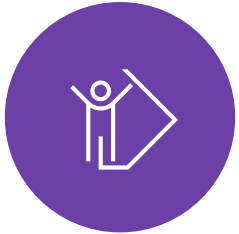
- A. Exchanging personal information with others to enhance social connections.
- B. The act of connecting computers and servers to share data.
- C. Building and maintaining relationships to exchange information, advice, and mutual support.
- D. Simply attending social events to meet as many new people as possible.





# What is networking?

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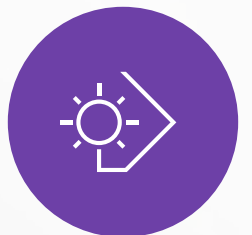
**Meeting people who have gone through a similar experience.**

**Reaching out to others for help – and helping others too.**



**Building and nurturing relationships of mutual benefit.**

**Getting your message out.**



# Why is networking important during career transition?

- 1. Discovering opportunities**
- 2. Industry insights**
- 3. Career advice / navigating change**
- 4. Increased visibility**
- 5. Building confidence**
- 6. Long-term professional relationships**
- 7. Feedback on your approach**

# Combating Misconceptions

## Networking ...

**Is only for personal gain**

**It's a two-way street where you can also offer help to others.**

**Should come naturally**

**It's a learned skill and requires deliberate planning.**

**Can feel insincere**

**It's about nurturing authentic relationships around common interests, mutual liking, or respect.**

**Is for extroverts**

**Everyone can build a network.**

**Is not a good use of time**

**It's an investment that can greatly influence your next career move.**

# Creating and Leveraging Your Network





## Create a list of contacts

**Former  
colleagues**

**College  
alumni**

**Customers  
and vendors**

**Friends**

**Professional  
associations**

**Community  
and volunteer  
contacts**

# Use social media to network

## Top 3 platforms:

- ▶ LinkedIn
- ▶ Facebook
- ▶ X



## Why:

- ▶ Connect with peers
- ▶ Follow businesses of interest
- ▶ Build relationships

# Ways to leverage your social media networks

- ▶ Reach out directly to initiate conversations
- ▶ Request an informational interview
- ▶ Propel your brand through a social media networking strategy
- ▶ Remove any content on public profiles which are not work-appropriate.

*“Hello Brian, I see that you work in Pharmaceutical sales, an industry I am considering for my next career move. Would you have 15 minutes to chat about how you did the switch into the industry from your previous work in Hospitals and Healthcare and what skills are most sought after in your field?”*

# Engage your network

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**Build a virtual  
presence**



**Offer assistance  
and value**



**Engage in  
mentorship**



**Conduct virtual  
or in-person  
coffee chats**

**Set a goal of 3-5 informal conversations per week**



# Develop a Networking Strategy

Understand the SMART way to network



# The four goals of networking while in career transition

1. Gather information about industries, functions, roles & responsibilities in this changing market.
2. Get your message out of who you are and what you do.
3. Meet insiders/peers at target companies.
4. Get in touch with decision makers and use the information you gathered for an effective conversation.

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# The SMART way to network

## **S**ummarize

**Be ready with a professional objective, positioning, and exit statement.**

## **M**arketing plan

**Describe your internal marketing plan when appropriate.**

## **A**sk questions

**Ask about roles within organizations of interest.**

## **R**eferrals

**Ask for introductions.**

## **T**rade information

**Give your conversation partner some useful information.**

# Steps after a networking meeting

## 1. Evaluate your meeting

- ▶ Did you act as a resource?
- ▶ Did you ask for referrals?
- ▶ How could your networking improve?
- ▶ Did your questions gain the right information?

## 2. Send a thank-you email

- ▶ Email or LinkedIn message.
- ▶ Include any helpful information in the note.
- ▶ Leverage another potential meeting.

## 3. Stay connected

- ▶ Use social media.
- ▶ Vary contact methods.
- ▶ Let connections know when you get a job.



# Breakout activity: Speed networking

## Instructions:

1. In groups you will have 5 minutes to answer one of the following questions:
  - ▶ *“What’s your favorite networking tip?”*
  - ▶ *“How do you follow up after networking events?”*
  - ▶ *“What challenges do you face in networking?”*
2. Make sure everyone gets a turn to speak
3. Identify someone in the group to report back in the main session.



# Putting It All Together

# Three things you can do today

## 1. Create a list of contacts

**Identify people to help expand your network.**

## 2. Engage on social media

**Connect with peers and follow businesses of interest.**

## 3. Develop a networking strategy

**Set a goal of 3 – 5 networking opportunities each week.**

# Networking



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Thank you