



The 4 W's of Networking

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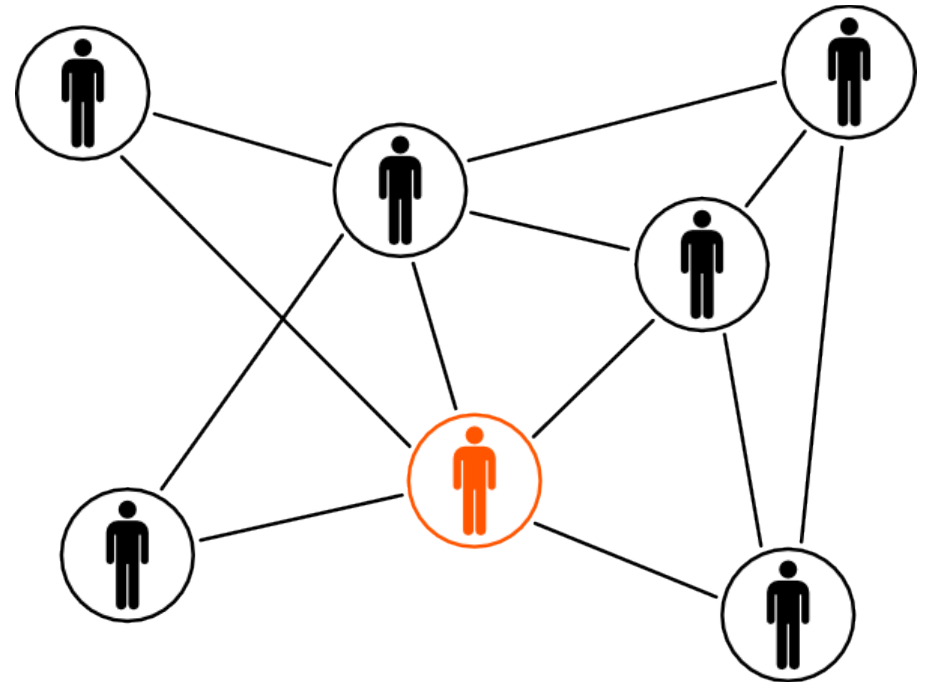
Outline

What is networking?

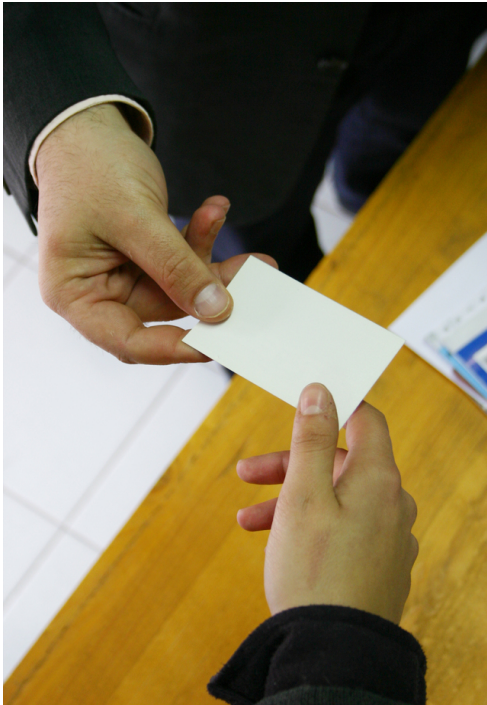
Who's in your network?

Why network?

Where to network?



What is Networking?



“The process of developing and activating your relationships to increase your business, enhance your knowledge, expand your sphere of influence or serve the community” (Meisner, 2012).

Who is in your network?



Friends

Family

Coworkers

Classmates

Supervisors

Neighbours

How did you get the job you currently have?

Fun Fact:

80% of jobs are not advertised since many employers like to hire from within their networks.



Why should you network?



Personal

Professional

Personal Gains

Character building

Surround yourself with like-minded individuals

Form friendships



Professional Gains

Increasing social circle

Creating opportunities

A resource for advice



Where can you network?



Informational Interviews



An informal conversation with someone working in an area that interests you who will give you information and advice.

Not a job interview

Informational Interview vs. Job Interview

	Job Interview	Informational Interview
Who asks the questions?	Employer	You
Purpose?	Get a job	Learn more about different jobs and careers
Formality/dress?	Formal/dress up	Less formal/casual
Level of stress	More pressure on you	Less pressure on you
Difficulty of setting it up	Harder	Easier
How you must present yourself	Postively	Positively

Fleming, Gandolfo, & Condon (2008)

Benefits of Informational Interviews

- Get firsthand knowledge of the reality of working in different fields
- Learn about different career paths
- See what other people are doing with their majors
- Get ahead of the competition
- Meet the employer and learn more about the company
- Improve confidence and communication skills
- Increase networking opportunities

Setting Up Informational Interviews

1. Research different career fields
2. Identify people to contact for interview
3. Prepare for interview: your introduction, questions you will ask
4. Initiate contact
5. Go to the interview (smile, breathe, dress nicely!)
6. Follow-up

Tips for Attending Networking Events

- Be prepared
 - Have business cards ready
 - Dress appropriately and professionally
 - Practice 30-second introduction
- Be confident and smile
- Listen! Networking is just as much about listening as talking
- Don't spend all your time with one person
- Give your business card out after establishing a connection
- Follow up ASAP

The 30-Second Introduction



My name is ...

I attend *insert school here* ... studying...

I am passionate about...

My long-term career goal is...

LISTEN!

Practice!

Find someone you don't know and practice your 30 second introductions with each other.



Thank You! Any questions?



Student Social

Where: Bard & Banker Social House

When: Tonight at 7pm

What to bring: Your CPA badge! You **MUST** have this if you want a free drink ticket!

Why: To network, of course!



References

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