



# NETWORKING

February 17, 2022

6:00-7:00 pm



**GUSTAVUS  
MENTORING PROGRAM**

GUSTAVUS ADOLPHUS COLLEGE

# WHAT IS NETWORKING?

- **Beliefs and Truths**
- **Benefits**

## PERSONAL PITCH

## INFORMATIONAL INTERVIEWING

## LINKEDIN

## NETWORKING RECAP



# NETWORKING

## What is Networking:

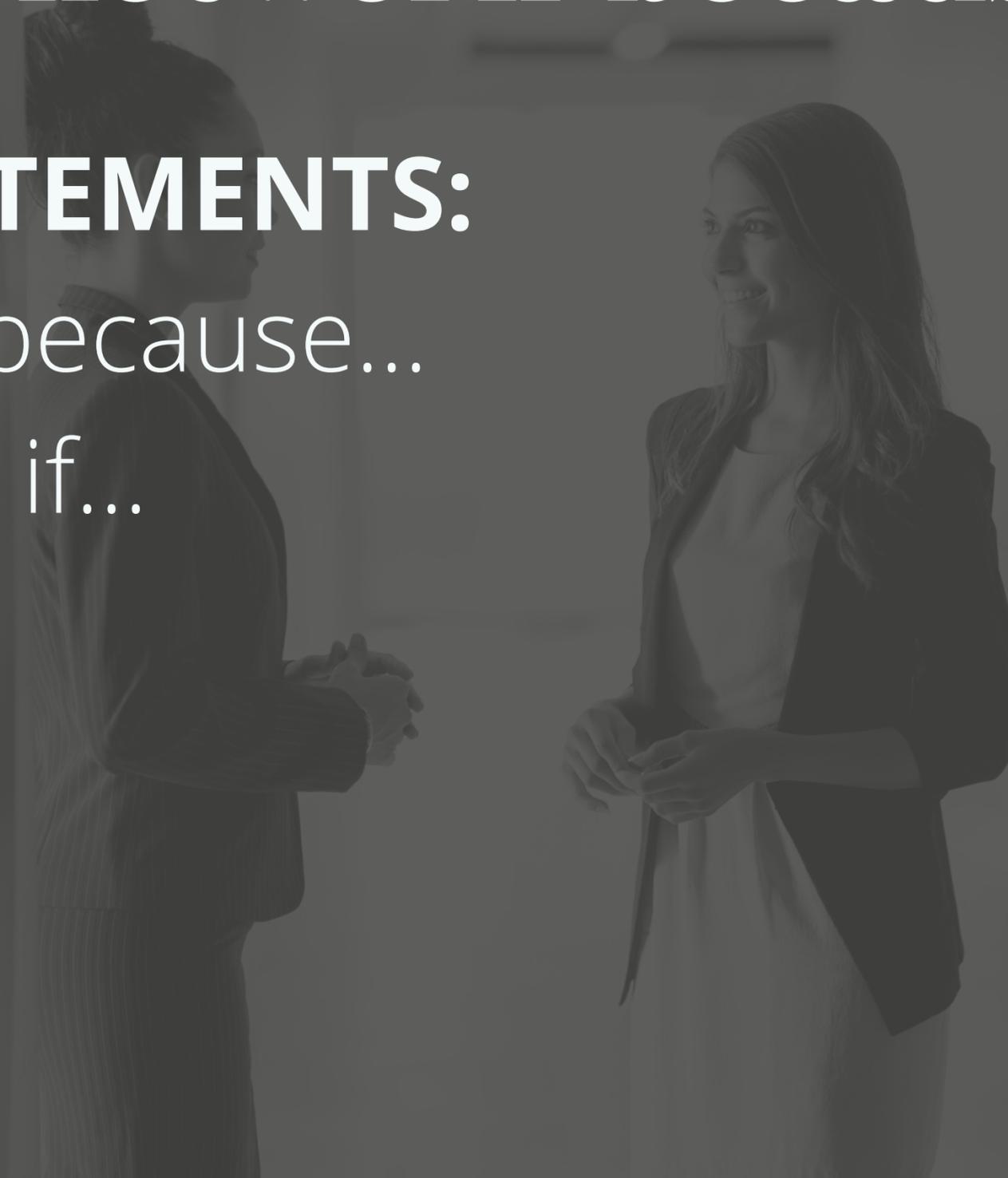
- Networking is about building relationships
- Finding some common connection between people: careers, books, hobbies, or a mutual friends/acquaintances
- Information exchange
- Information gained and contacts made



# I don't like to network because...

## FINISH THESE STATEMENTS:

- I don't network because...
- I would network if...



# Beliefs

Networking can feel phony

Networking is designed to convince someone to do something they don't really want to do

Networking requires an extraverted style

Networking is mostly done in large groups and requires spontaneity

# Truths

Networking helps you to learn more about a field of interest or organization

People enjoy talking about themselves and helping others

Networking is not only for extroverts

It doesn't always have to be planned, but can happen when you least expect it to

# Why Should I Network?

## Networking allows you to:

- Have an edge on the competition due to the relationship(s) you have established
- To be well informed about your career options and choices
- Gain visibility for future opportunities (side door approach)
- Gain referrals and recommendations. It's easier and safer for an employer to recruit an employee who, by word-of-mouth, has been recommended as a good fit.
- Strong networking = shorter job search



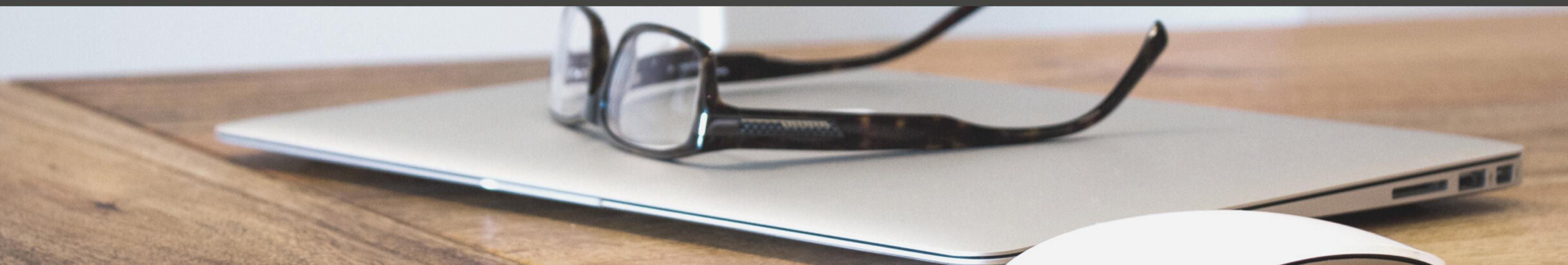
# Personal Pitch

## **\*\*ELEVATOR PITCH**

- Name and Major
- Mini-bio (why you are unique, and what are your aspirations. Be clear, crisp, and conversational (2 minutes or less))
- End with an open-ended question for the recipient

# INFORMATIONAL INTERVIEWS

- Source for gathering information about an occupation or an industry by talking to people working in the field.
- The "job seeker" initiates the interview and asks the questions. The purpose is to learn about the position not to get a job.



# TYPES OF INFORMATIONAL INTERVIEWS



**Information:** Find out more about the person's field, department, company



**Advice & Suggestions:** Suggestions for resume, experience building, education, connections

# INFORMATIONAL INTERVIEW STEPS

- **Identify the occupation or industry you wish to learn more about**
- **Prepare for the interview:** Learn all you can about the field prior to the interview. Prepare a list of questions that you would like to have answered.
- **Identify people to interview:** Start with people you already know. You may also call an organization and ask for the name of the person by job title.
- **Arrange the Interview:** Contact the person by a letter followed by a telephone call
- **Conduct the Interview:** Dress appropriately, arrive on time, and be polite and professional. Refer to your list of prepared questions; stay on track, but allow for spontaneous discussion. Before leaving, ask your contact to suggest names of others who might be helpful to you and ask permission to use your contact's name when contacting these new contacts.
- **Follow Up:** Immediately following the interview, record the information gathered. Be sure to send a thank-you note to your contact within one week of the interview.



# LinkedIn

- 46% of employers use LinkedIn to research new hires (Careerbuilder.com)
- 85% use LinkedIn or Google to search candidates (NACE)
- 82% of Fortune 100 companies use LinkedIn for their Corporate Hiring Solutions
- According to the Harvard Business Review, 80% of jobs are obtained through networking



<https://www.linkedin.com/school/gustavus-adolphus-college/>



<https://www.linkedin.com/groups/70212/>



<https://www.linkedin.com/groups/12624280/>

# NETWORKING RECAP

- Be prepared
- Start with contacts that are safe to build confidence
- Make it a priority
- Request Informational Interviews
- Be Brief, Be Sincere, Be Thankful
- Take advantage of online social networks



**Questions?**

# Contact Us

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