

NETWORKING BASICS

What Does Networking Really Mean?

Networking is building relationships on the basis of trust. It's about teaching people who you are and what kind of opportunities to send your way. It's also about you listening and helping others accomplish their goals.

First Impressions Matter

- ▶ What are you wearing? Eating? Drinking? Is it good timing?
- ▶ Have a nice firm handshake – not too tight, not too limp.
- ▶ Look people in the eye.
- ▶ Bond, James Bond. Introduce yourself with your first and last name.
 - ▷ Too often individuals just say, “I’m James.” It will be hard for people to connect with you later without a last name.
- ▶ Introduce yourself and share:
 - ▷ *Your major(s) and minors, hometown, and career goals*
 - ▷ *Why you are interested in their organization (if applicable)*
 - ▷ *Highlight your accomplishments*

Conversation Starters: Don't be Shy

- ▶ Generally, individuals like talking about themselves, particularly when it comes to their choice of profession and career path; it is a “safe” subject.
- ▶ If networking with Denison alumni, remember they really want to talk with you. People like to talk about their time at Denison, what they're doing now, and how they got there.
- ▶ Ask questions! For example:
 - ▷ *When did you graduate from college/Denison?*
 - ▷ *What was your major?*
 - ▷ *What were your experiences while a student?*
 - ▷ *What was your career path from college to today?*

Conversation Closers: Know When & How to Exit

- ▶ Use the persons' name in the conversation. It makes a good impression and also helps you remember them.
- ▶ Do not talk too long. Be concise about who you are and what you want to do.
- ▶ End with something along the lines of:
 - ▷ *“It was really nice to meet you.”*
 - ▷ *“I hope to talk with you more about _____ at some point soon.”*
- ▶ You can always ask:
 - ▷ *“Do you have a card?”*
 - ▷ *“May I write down your contact information?”*
- ▶ Nervous to ask for a card? Flatter them first:
 - ▷ *“I enjoyed talking with you. Perhaps we could continue this conversation. Do you have a card so that I could follow-up some time? Do you have a preferred way in which I contact you?”*

Follow-Up

- ▶ After speaking with a person, jot down information on the back of their business card with notes.
- ▶ Include how and when to follow up and take notes that will help you prompt your memory of the person.
 - ▷ *What they looked like, some piece of your conversation, a hobby, etc.*
- ▶ Follow up promptly.

Reminders

- ▶ It is not about the food ... it's about the networking.
- ▶ Be succinct; Keep it short and simple.
- ▶ Give your Elevator Pitch: 30-second summary highlighting your education, experiences and skills.
- ▶ Network with as many different people as possible; you never know from where the next opportunity will come.
 - ▷ **REMEMBER:** *It is not always the obvious connection! Always keep the networks of others in mind.*
- ▶ Strangers are just friends you haven't met yet.

Additional Resources

DENISON WISR NETWORK

Wizr is a platform provided by the Knowlton Center that helps make connections between students and alumni simple. Wizr helps students schedule short conversations with alumni so they can receive advice and expertise without handling the logistics, and is a great resource for building your network and learning more about your field of interest!

- ▶ Sign up, or log in to the Denison Wizr Network at denison.wizr.io/login.

LINKEDIN GROUPS

LinkedIn is one of the largest professional networking sites. You can follow Denison University, join the Denison Group, and follow individuals (e.g., Denisonians), companies or organizations.

To learn more ways about how you can use LinkedIn, download the following guides:

- ▶ *LinkedIn Profile Checklist*
- ▶ *Building a Great Profile*
- ▶ *Tailoring Your LinkedIn Profile to Your Goals*
- ▶ *Build Your Personal Brand on LinkedIn*
- ▶ *How to Network on LinkedIn*
- ▶ *Using LinkedIn to Find Jobs or Internships*