

# *how to* NETWORK *like a* BOSS

## 2 BRUSH UP ON YOUR PROFESSIONAL ETIQUETTE.

Presenting yourself in a professional manner means minimizing distracting behavior and opening up space for meaningful conversations. Smile, offer a firm handshake with your right hand, and ask purposeful questions about the other person. Try to say the other person's name three times in conversation; that will help the name stick in your mind, and it will help them feel like you are truly engaged. Be conscious of your body language; are you fidgeting, turning away, or looking away from the other person? If so, they may start to feel that you'd rather be somewhere else. Oh, and nametags go on your right side! (This way, as someone shakes your hand, they can easily look up and read your name.)

Flip this page over for tips on dressing for networking events!

## 1 BUILD RELATIONSHIPS FIRST.

Too many people go into a networking session expecting to come out with a job or internship. While it's true that many people eventually get jobs through their networks, you first have to build and cultivate the network for that to happen.

Focus on building relationships with the people you meet. Even if they are outside your field, you never know who they know or what opportunities they may be able to pass on to you in the future. Instead of asking them for a job or internship, try asking if they have advice for a young professional such as yourself. This will open up many more opportunities for conversation!

## 3 FOLLOW UP.

All that hard work you put into making connections will be for nothing if you don't follow up. Ask for the other person's contact information or business card. After the event, send each person you met a short email thanking them for their time and insight. If you'd like to keep the conversation going, ask them if they are free for a phone conversation or a cup of coffee. And don't forget to connect with them on LinkedIn! If you need help spiffing up your LinkedIn profile first, stop by the CIL and make an appointment with a Career Adviser.



## BUSINESS CASUAL

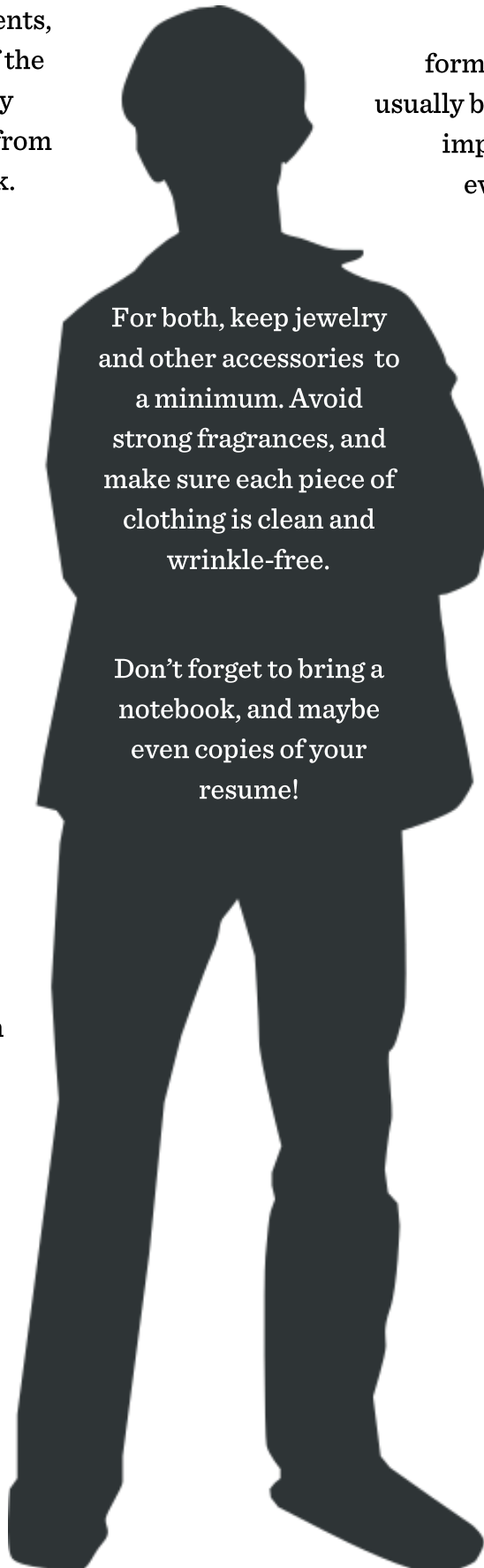
Suitable for most networking events, business casual is the uniform of the typical workday. While not overly formal, it's still several steps up from that "just-rolled-out-of-bed" look.

Blouse, sweater, or button-up shirt with sleeves.

Optional blazer or cardigan.

Khakis, slacks, or a knee-length (or longer) skirt.

Closed-toe shoes. (No flip-flops, sneakers, or sandals.) Avoid shoes with very high heels.



For both, keep jewelry and other accessories to a minimum. Avoid strong fragrances, and make sure each piece of clothing is clean and wrinkle-free.

Don't forget to bring a notebook, and maybe even copies of your resume!

## BUSINESS PROFESSIONAL

Business professional is the formalwear of the work world. It's usually brought out for job interviews, important meetings, and upscale events. In other words, suit up!

Simple, solid-colored shirt or blouse.

Blazer or suit jacket.

Matching slacks or a knee-length (or longer) skirt.

Closed-toe shoes. (No flip-flops, sneakers, or sandals.) Avoid shoes with very high heels.