



# What is the deal with Networking?

2016 LCA Conference Graduate Student Seminar

# Learning Objectives

- Explain why networking is important
- Identify ways of describing yourself and your career goals succinctly
- To be able to recognise and take advantage of a networking opportunities
- Develop networking skills
- Increase awareness of networking resources

How comfortable do you feel about Networking?

- a. Not comfortable at all
- b. Somewhat comfortable
- c. Very comfortable

What is the definition of **Networking** and why is it important?

- Networking is the **development** and **maintenance** of **mutually valuable** professional relationships.

*Key words :*

Development – Takes time

Maintenance – ‘Not a one-time occurrence’

Mutually valuable relationships – Focus is not on one person benefiting over the other.

WHY is networking important?

Networking is the #1 way to find a job

Over 60% of job opportunities are obtained through networking

# Networking Obstacles

- Reasons why Networking is difficult for some
  - Feeling uncomfortable
  - Fear of meeting new people
  - Unfamiliar Territory
  
- Helpful Hint
  - Develop your personal 'pitch' or commercial
    - Practice with friends who can provide helpful feedback

# Where to begin?

Current network – you already have one!

- Friends, family, professors

- Contacts from voluntary work, societies/clubs

- Part-time work, internships voluntary work

- Use networking tools –Facebook, Classmates, alumni groups

Expand your network by:

- Attending careers fairs, professional development presentations, conferences

- Alumni services

- Ask people you know for other contacts

- Join professional associations (student memberships)

- Study abroad

- Online networking (LinkedIn)



- Practice Makes Perfect

- *Informational Interviews*

- Can you tell me more about this company
- What do you do there?
- What do you like about your company?
- How did you get your position?
- What type of education or training are needed for this type of job?
- How do you apply for a position at your company? Is there someone in particular I should talk to?
- Can you look at my resume and give me some feedback?

- *Other Approaches*

- Offer to speak or volunteer at various local groups, organizations and associations
- Transform your expertise into an informative, concise and entertaining speech (AKA a “pitch”) that will help others understand your skill set
- Writing articles or blogs about current topics related to the field of counseling (LCA, ACA)

# Introductions

- Shake hands
- Who you are, background
- Subject studied
- Interests/achievements/anything unusual
- Career aspirations





Practice  
Practice



# Phasing In and Out

- How to introduce yourself into a conversation
  - Don't interrupt
  - Wait for the right movement
    - A natural "lull" in the conversation
- How does one leave a conversation gracefully?
  - Thank them for their time
  - Introduce them to a colleague or a casual acquaintance



# Important Networking Do's and Don'ts

## □ Networking Do's

- Be genuine and authentic, building trust and relationships
- Ask Open-Ended questions
- Join groups or organizations that spark your interests
- Articulate what you are looking for & what you do
- Follow through quickly and efficiently on referrals
- Understand the needs of the people you are networking with and offer some value to THEM
- Become known as a “resource” to others
- Maintain contact with those you have already connected with

❑ For Networking events involving food or alcohol remember these tips:

- Say no to alcoholic beverages
- Stay away from “messy” food or things that are difficult to eat discretely.
- Look to employers to model what is appropriate behavior





# Important Networking Do's and Don'ts

## □ Networking Don'ts

- Don't dress provocatively
  - When in doubt, think 'business' or 'business casual'
- Don't fear the 'big shots'
- Don't corner someone with your personal life story at a social event
- Don't hand out business cards to everyone
- Don't only talk to people you know
- Don't dismiss anyone as irrelevant
- Don't take 'NO' personally



# Dress for Success!



# Leave it at Home!



- **First impressions count – even online!**
  - 45% of employers use social networks to screen job candidates
  - 35% of employers did not offer a job based on a candidate’s content uncovered on a social networking site
- **Facebook, Instagram and twitter are targets**
  - Provocative photos / references to drinking and/or drug use can be seen as ‘red flags’
  - Bad mouthing previous employers/colleagues are also undesirable for employers
- **Social media self-audit:**
  - “Lock down” your Facebook account!
    - Consider changing your name or using a former nickname
  - Choose and accept your friends wisely
  - Be careful what you post
  - Ask yourself: What does your online behavior / presence say about you?

## Networking Tips for Students

- Join professional organizations
- Attend local and national conferences
- Identify mentors and/or coaches
- Volunteer your time and talents to worthy causes
- Attend Job Fairs
- Schedule and conduct informational interviews
- Utilize Alumni Associations and career centers (Remember to use your student resources!)
- Follow up better than your competition
  - Send Thank You Notes



## Networking Tips out in the Field

- Bring your resume or business cards
- Write and master a 30 second pitch( record & listen)
- Build a LinkedIn profile and update it often – Add recommendations
- Create an appropriate Facebook, Twitter, Instagram page
- Ask for referrals when sharing business cards & resumes
- Join professional organizations & networks (LCA, ACA, etc.)
- Remember that you can use CEUs to work towards certifications while still attending Grad School!



Additional  
Information?  
Information

“Networking is more about listening to what people say than saying the right things”

<http://triadafterworksocial.com/networking-tips/>

THANK YOU

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