

Networking

In fact, when it comes to a successful job search, any career service professional will tell you that networking is the #1 method by which people learn about and/or land a job.

Building your network

When your goal is to increase the number of contacts that you have in your network, it's helpful to not view a new contact as simply someone that you want help from in learning about or getting a position. Effective networking is based on relationships that are cultivated so that a **mutual** exchange of information, advice, and support is given and received. You can network to decide on a career choice, to conduct a job search, for career management, or for business development.

Networking contacts can include:

- Social Circles (friends, family, co-workers, etc.)
- Education (professors, advisors, continuing education seminars, etc.)
- Professional Groups (trade associations, formal networking groups, breakfast clubs)
- Personal & Professional Services (physicians, attorneys, accountants, etc.)
- Multimedia (newsgroups, web sites, personal e-mail address list, authors, etc.)

How to network:

- Create a personal commercial about yourself:
 1. Who you are in terms of education, work situation, and roles.
 2. Highlight your skills, qualifications, and accomplishments.
 3. Explain why you are networking (job leads, information about a career, etc.)
- Establish rapport:
 1. Speak clearly and enthusiastically.
 2. Don't speak too fast or too slowly.
 3. Try to remain poised and relaxed.
 4. Minimize distracting body language.
 5. Smile!

Where to Network:

- Networking can include an informal chat, e-mail, a formal appointment, or over telephone.
 1. One-to-one meetings with networking contacts
 2. Conferences or conventions
 3. Training sessions or workshops
 4. Networking groups
 5. Social and Community settings
- Using the Telephone and/or E-mail for Networking:
 1. Have a professional message on your voice mail.
 2. When leaving a message, speak your name and contact information clearly.
 3. Use an appropriate e-mail address (e.g., firstlastname@mail.com).
 4. Use proper grammar and verbiage in your e-mail.

CAREER DEVELOPMENT CENTER

0281 Student Success Center | 618.650.3708 | Fax: 618.650.3656
careerdevelopment@siue.edu | www.siue.edu/cdc