NETWORKING WORKSHOP

TEACHERS COLLEGE CAREER SERVICES (TCCS) COLUMBIA UNIVERSITY

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AGENDA

- JOB MARKET
- WHAT IS NETWORKING
- DEVELOPING YOUR ELEVATOR SPEECH
- NETWORKING EVENT SKILLS
- SOCIAL MEDIA
- WRAP-UP
UNDERSTANDING THE JOB MARKET

HOW TO DO RESEARCH:

- Talk to people (classmates, professors, TC staff, family and friends)
- Check out employer websites (target specific companies of interest to you – and go directly to their website)
- Gain clarity on what possibilities exist for you – Conduct Online Research, Use Social Media, Informational Interviews, Site Visits, Networking, and much more
- Teachers College Career Services Student/Alumni LinkedIn Group
WHAT IS NETWORKING?

- Single most effective method of gathering career-related information – 5-10% of all new jobs are not posted

- Creating connections with people you can uncover the “hidden job market” and learn of positions that may not be formally posted

- Relationship building
  - People you already know
  - Professionals you have yet to meet
  - It is essential to a successful job search. Your network begins with friends, family, professors, members of your community, classmates, and any other people you may meet

- Everyone you know or meet is a possible lead to a job opportunity

- YOU need to keep asking for suggestions and referrals
PREPARE: THE ELEVATOR SPEECH

● Write a summary of what you want people to know about you

● Make it upbeat and succinct – who you are; what you do; what you are looking for

● Review and condense so that it can be delivered in less than 30-60 seconds

● Practice, practice, practice!
THE NETWORKING EVENT

YOUR SKILL$ IN PRACTICE
Eye Contact
Are You Noticed?

Entrance

Your agenda

Brief yourself

Whom do you need to meet?
Key Points:

• Your posture
• Enter, move right, pause
• Your eye contact
• Your handshake
• Buffet & bar
• Being the host or being a guest
Small Talk:

Breaks the ice

Establishes a connection

Doesn’t require original or profound conversation

The polite thing to do
Practice these tips:

Focus on the other person
Do not interrupt
Do listen
Think before you speak
Close a conversation
Avoid these subjects:

- Your health or diet habits
- Cost of things
- Personal questions
- Controversial issues
• Eat a small amount of food
• Key persons
• Peers
• Join a conversation
• Avoid the obvious
• Shake hands
We Notice Persons Non-Verbally by Touch

• A handshake reveals:
• A handshake conveys:

Handshaking is a Form of Communication

• Handshaking is an important contact
• What happens when you extend your hand?
How men and women were taught to shake hands

- Men
- Women

The person extending their hand first has the advantage.

In the social arena, let the woman offer her hand first.
Handshaking: The Ultimate Greeting
• Shake from the elbow
• Two smooth pumps
• Shoulder-to-shoulder
• Clammy hands control
• Avoid fragrance
• Avoid large rings
• Awareness alert
• Handshaking rules
1. Ready to connect
2. Both hands are connecting
3. A correct handshake
Introducing Yourself Is How You Make Yourself Known

Confidence and authority

Your duty

The parts of a good business introduction?

First Name    Last Name
Something About Yourself
THE IMPORTANCE OF SOCIAL MEDIA

- Effective use of social media will enable you to gain an edge in today’s competitive job market.

- According to a 2009 Career Builder survey, 45% of employers use social media to screen potential candidates and this percentage is growing.

- LinkedIn, which has 175 million registered users, is the most professionally oriented social media site for career networking.

- ComScore reports a 181% increase in Facebook users in the 25-34 year old demographic and a 98% increase in those 35 years and older.

- Twitter is the fastest growing social media site. Between 2008-2009, Twitter grew at an astounding 1,382%.
“THE DO’S”

- Spread the word that you’re looking for a job and ask if anyone has a contact who might be able to offer advice
- Use the LinkedIn Group titled ‘Teachers College Career Services (TCCS), Columbia University’
- Target industry-specific groups and events - Attend job fairs, company information sessions, and professional meetings related to your field
- Join professional associations- attend conferences and get involved
- Show interest in others
- Build relationships and follow through
- Conduct informational interviews
- Utilize social media
“THE DON’TS”

- Ask for a job! Instead seek advice
- Be selfish
- Abuse relationships
ASSESS YOUR PROGRESS

- Are you following through on what you said you would do?
- Are you keeping your network informed of your progress?
- Are you sending thank you letters and expressing your appreciation for any assistance or lead?
- Are you attending professional conferences, continuing your search, making new contacts?
- Are you following organizations on Twitter and adding contacts to your “network”?  
- Are you making the necessary updates to your LinkedIn Profile?
- Are you reviewing your interviews to strengthen your weak points through mock interviews?