NETWORKING

CAREER & LEADERSHIP DEVELOPMENT CENTRE

dal.ca/clcdc

Up to 80% of jobs are unadvertised; many employers prefer to hire people within their networks. Understand that companies often use internal referrals. Networking is your opportunity to get connected and build mutually beneficial relationships with other professionals.

- Expand your knowledge of the industry you hope to work in
- Connect with valuable references
- Gain better insight to what employers are seeking
- Meet other like-minded people
- Improve your social skills

Manage your online presence
- Practice a 30 second introduction about yourself
- Keep your resume up to date and create a business/contact card

Classmates
- Professors
- Family & Friends
- Neighbours
- Acquaintances
- Supervisors
- Co-workers

How/why did you get into this profession?
- What's your typical day like?
- What has been the most satisfying aspect of your career so far?
- What is your greatest professional accomplishment?
- What advice would you give to someone in my position?
- What's the most difficult part of your job?

Build your professional reputation
- Do your research (company, position)
- Perfect your handshake
- Be active and involved in your community
- Remember names

Start your network with who you know

Initiate conversations and ask questions

Expand your network
- Career Fairs & Campus Career Panels
- Professional Associations
- Volunteering & Societies
- Informational Interviewing
- Conferences, Lectures & Workshops
- Alumni & Faculty Associations
- Social Networks – LinkedIn
- Co-op or job shadow

Next steps
- Follow up – send a thank you card or email
- Ask your new contacts for information
- Continue to grow your network through event and association involvement
- Subscribe to mailing lists from associations, industries, and companies you are interested in
- Remember that networking works both ways, focus on giving back and helping others

Tips for success
- Body language: Eye contact and avoid crossing your arms
- Posture and Stance – aim for opening and welcoming, avoid leaning on things or blocking other from joining the conversation
- Facial Expressions – aim for alert, interested and engaged
- For networking and professional events: dress in business attire; for social networking opportunities opt for business-casual clothing