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Why Build A Network?

"At least 70%, if not 80%, of jobs are not published, yet most people are spending 70 or 80% of their time surfing the net versus getting out there, talking to employers."

Matt Youngquist, the President of Career Horizons

Defined

net work ing noun

- 1: the exchange of information or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business
- 2: the establishment or use of a computer network



The Connections of Kim CABLE ST Connecting Women and Opportunity (in fei.)



Starting Line



Networking 1.0 // Networking 2.0 // Networking 3.0

Networking 1.0



Networking 1.0

- · Attending Events
- 30 Second Elevator Speech Personal and Business
- Working the Room Techniques
- Business Card Strategy

Networking 2.0



Networking 2.0

- $\bullet \quad \text{Entering the room} Your \ most \ important \ moment \\$
- $\bullet \quad Signature \ Statement-Standout!$
- · Know the audience
- Networking Goal Setting

Networking 3.0



Networking 3.0

- Planning and Organizing
- Targeting Your Approach
- Social Media and Networking

Networking 3.0

- Attendee list is a must!
- Research each Attendee prior to event.
- Link with every attendee.
- Send information prior to event.

Targeting Your Approach



Targeting

- Who do you want to make sure you meet?
- Set up time prior or after the event
- Industry specific events
- Think beyond the person attending This is a must!

Social Media and Networking



Networking 3.0

- LinkedIn

 How many views are you getting a day?

 Be a connector Encourage people to look your connections

 Be an introducer Provide Intros

 - and set a goal

- 230 million active users500 million tweets a day

- Facebook
 1.23 billion monthly users
 757 million daily users





"Networking Points"

- Practice makes perfect!
- · Set yourself apart!
- · Plan and organize your networking
- Target who you want to meet and how

"Networking Points"

- · Build a Social Media brand
- Be memorable!!
- Not a 30 day process – It takes time and dedication

"Closing Networking Points"

"Your time is limited, so don't waste it living someone else's life." $-\operatorname{Steve}$ Jobs

"Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities."

— Michele Jennae

