

The Who, What, Where, Why and How of Networking

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Nancy Manley, M.A.
ManpowerGroup

The Who, What, Where, Why and How of Networking

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Agenda

- Who should be networking?
- What is networking?
- Where does networking take place?
- Why is networking important?
- How do you network? How do you get started? What do you say?

Who should be networking?

Everybody

What is networking?

- The practice of gathering of contacts
- Developing mutually beneficial relationships
- The process of building up or maintaining informal relationships, especially with people whose friendship could bring advantages such as job or business opportunities

Where do you network?

- Professional organizations
- Meet-up Groups
- Volunteer Groups

- LinkedIn
- Facebook
- Twitter
- Pinterest
- Online groups

Offline

Online

Why network?

Education Reputation Exposure

Support **Land an Interview**

Progress Career Development

Skill Development Contacts

Gratification Human Interaction Reciprocity

How do you start networking?

- Know your **purpose**
- Identify your **people**
- Prepare your **pitch**
- Outline your **paths**

Purpose

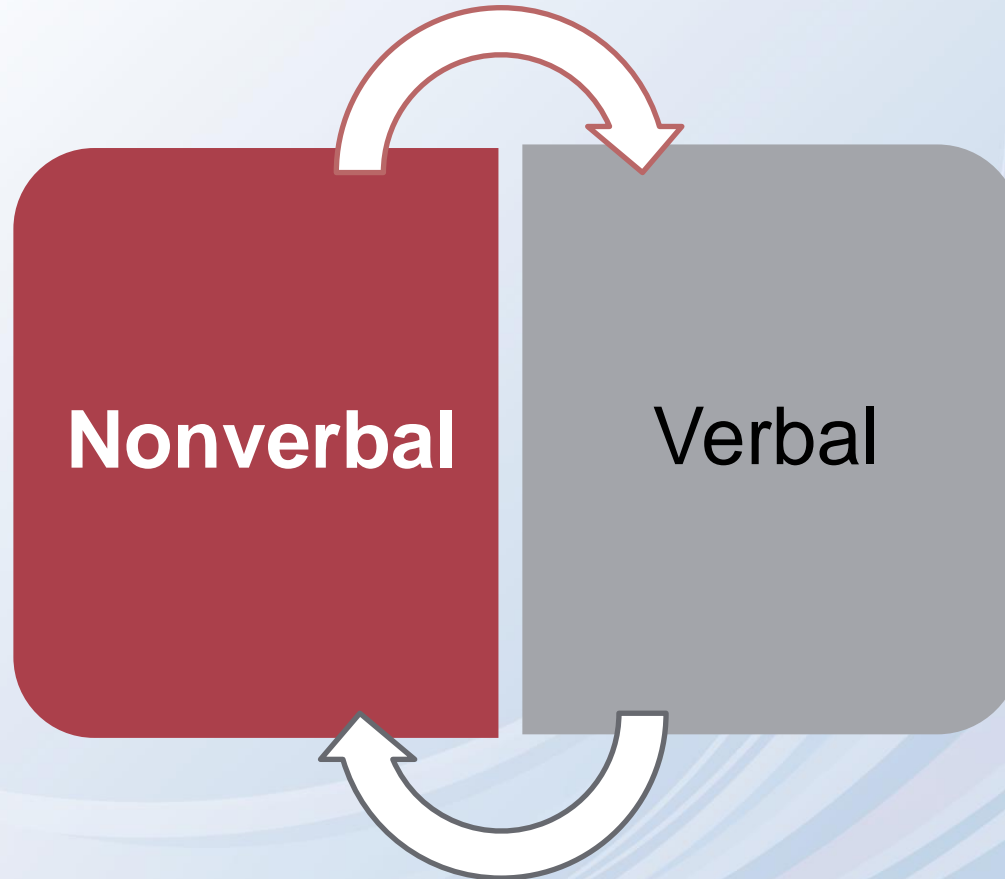
- Are you looking for a job in a particular industry?
- Do you want to explore a different career?
- Would you like insight on climbing the corporate ladder or taking that next step in your career?
- Do you want to learn a new area or function within your field?

People



Know who you want to know
but don't.

Your Pitch




Non-Verbal Pitch

1. Smile
2. Stand up straight
3. Make eye contact
4. Shake hands
5. Attitude
6. Dress the part

Verbal Pitch

- Promote YOUR brand
- 15 – 30 second statement of who you are
- Summary of your skills, experience, desired work
 - Focus on the one or two things you do best



Hi, I'm recruiting for your dream job. What can you tell me about yourself?

A Conversation

Hi, I'm Nancy Manley. We have a mutual friend, Jane Doe. She mentioned you work at Dream Company.

I'm searching for a new job in the customer service area. I have 3 years of experience as a inbound customer service rep. I enjoy helping people and am experienced with CRM software like Salesforce.com.

Would you be willing to spend some time with me to share some advice on working at Dream Company?

Networking Paths

for Job Searching or Career Development

LinkedIn

- Have a complete profile
- Be active
- Get recommendations
- Contribute and engage in groups
- Follow and research companies

In-Person Events

- Prepare
- Have a presence
- Ask questions & listen
- Help others
- Tell stories

Recap

Question	Answer
Who?	Everybody.
What?	Developing mutually beneficial relationships with contacts that may bring you advantages.
Where?	Offline. Online.
Why?	Successful job search. Career development.
How?	Know your purpose, people, pitch and paths.

The background is a solid teal color. On the left side, there is a decorative graphic consisting of several overlapping, curved lines in white, blue, red, orange, and grey, flowing from the top left towards the bottom right. The word "Questions?" is centered in the middle of the page in a white, sans-serif font.

Questions?

A decorative graphic consisting of several overlapping, wavy lines in various colors (white, light blue, teal, orange, and grey) that curve across the left and bottom portions of the image. The background is a solid, deep red color.

Thank you.