

Gilman Alumni Workshop

Networking:

Build something that will last



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**YOU ARE MORE
THAN AWESOME
YOU'RE AMAZING**



I 
MY
GRANDMA

Networking:



Show of hands:

Who loves networking?!?

A.Me, me, me!!

B.Are you kidding?

C.I know I have to but . . .

D.I enjoy the opportunity to professionally connect with like-minded colleagues and leverage our synergy to unpack all the granular and blue sky options.

What percentage of critical jobs are found through networking/referrals?

85%

Source: <https://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler/>

ARE THE ROBOTS COMING

50% 20 years



Networking as we know it



Four degrees of Beyoncé:



**What do you think
Beyoncé has done
for me lately?**

Will you be my mentor?



Two types of networks:

Instrumental/task related

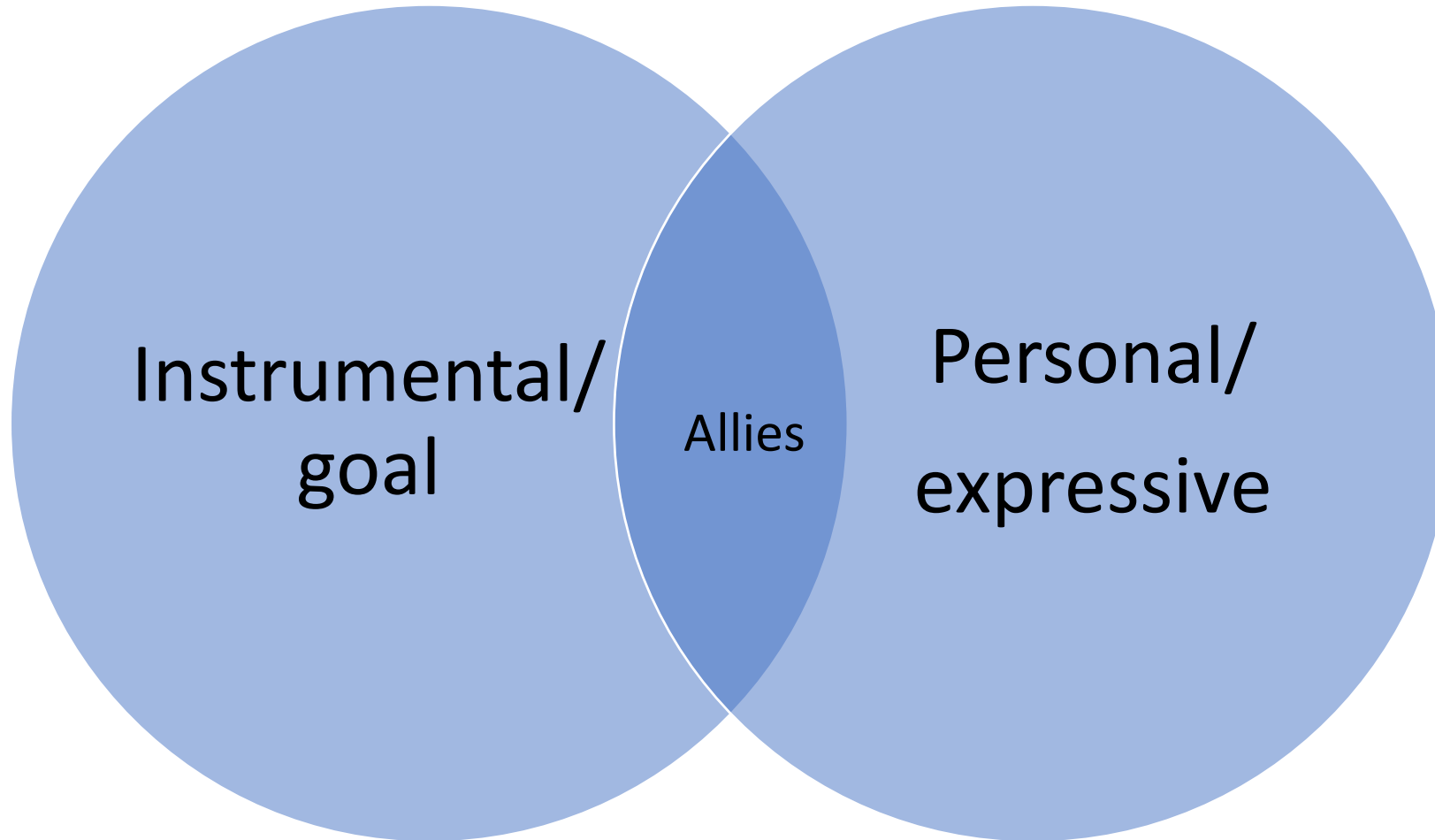
- People working for similar/related goals
- May have similar experience but little else in common
- Weak ties to be strengthened

Personal/Expressive

- Reliant more on proximity and experience
- Based on personal affinity
- Strong tie to be leveraged

Source: Casciaro, T., Gino, F., & Kouchaki, M. (2014). The Contaminating Effects of Building Instrumental Ties: How Networking Can Make Us Feel Dirty. *SSRN Electronic Journal*. doi:10.2139/ssrn.2430174

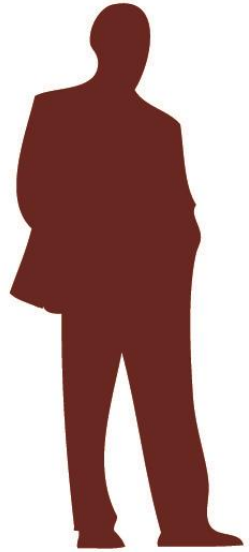
Find your allies:



Be yourself; everyone
else is already taken.

Oscar Wilde

Communicate your strengths:



POWER

Confident
Goal-Oriented
Decisive



TRUST

Stable
Dependable
Familiar



PRESTIGE

Ambitious
Results-Oriented
Respected



PASSION

Expressive
Intuitive
Engaging



MYSTIQUE

Independent
Logical
Observant



INNOVATION

Creative
Visionary
Entrepreneurial

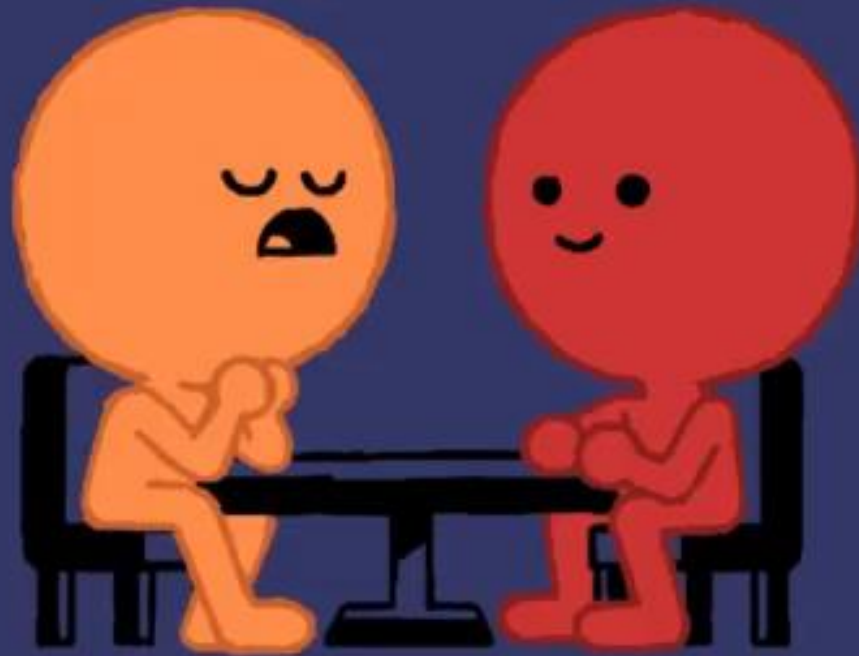


ALERT

Proactive
Organized
Detailed

Hogshead, S. (2014). *How the world sees you: discover your highest value through the science of fascination*. New York, NY: HarperCollins.

BLAH



Find your allies:

- **Share your passion projects**
- **Think about what are your connected interests**
- **Keep up to date**
- **Join groups that have similar interests**
- **Set up a space (IRL or online) to keep those bonds strong**

Pro tips:

- Practice your handshake
- Make eye contact
- Ask a relevant question
- Respond with a relevant answer
- Have a graceful exit strategy

Find your allies:

- **Ask questions**
- **Try new things**
- **Explore**
- **Be engaged and authentic**
- **Be brave**

Relationships are not bottomless wells





Relationships are not bottomless wells



The Relationship Bank











Questions?

Questions?

• UNIVERSITY CAREER SERVICES •

Practice

Thanks!

 career.gsu.edu

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