



Middlebury College
Center for Careers and Internships

Effective Networking

Presenter:

Ursula Olender

Director of Career Advising and Employer Relations &
Advisor for Business & Finance Career Paths



Agenda

- What is networking?
- How do I network effectively...
 - to discover options that fit my interests?
 - to improve my search strategy?
- What resources are available to me?



Did you know?

- 70-85% of open positions are never posted and instead filled through networking
- Employee referral programs are on the rise
- Social sleuthing by recruiters is standard in recruiting; 78% of recruiters have made a hire through social media



Middlebury College
Center for Careers and Internships

Networking is...

Cultivating relationships over time **to learn** about a field of work, employer, or place.

There are two main purposes for networking: **information** and **strategy**.

How, with whom, and when **all depend on your purpose**.



Middlebury College
Center for Careers and Internships

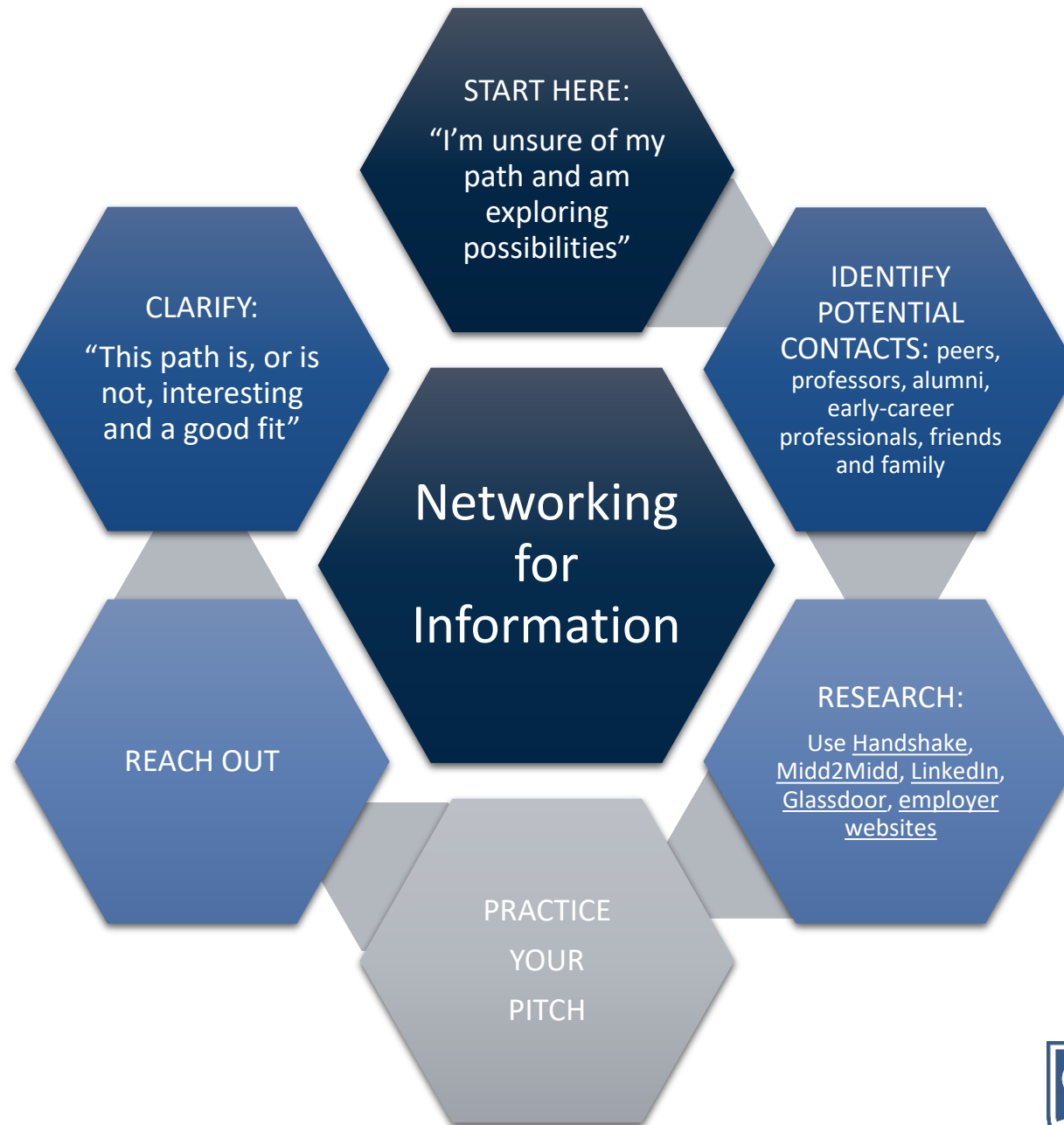
Networking for Information

Exploration Goals:

- Identify and confirm industries and career fields that fit your interests
- Identify specific roles and specific employers
- Gain advocates within employer organizations



Middlebury College
Center for Careers and Internships



Middlebury College
Center for Careers and Internships

Questions for Informational Networking

Open with a 60-second “elevator pitch” which highlights:

- Your name, class year, major, key activities, and why you chose Middlebury
- What you’re hoping to gain from the conversation (e.g. greater insight into whether or not you’re a good fit)

Prep questions designed to understand:

- The individual’s personal experience
- A typical workday
- How the industry and its constituents function

Samples

- Can you walk me through a typical day?
- How would you describe your firm’s work culture?
- What aspects of your job do you like/dislike most?
- What skills must one bring to the job? What can you learn on the job?
- Why did you choose your field, role, firm?
- What differentiates your firm from others?
- What is the typical career progression for someone in your role?
- What trends may affect future opportunities in your field?



Middlebury College
Center for Careers and Internships

Networking for Opportunities

Goals:

- Improve/develop strategy: Become a strong, informed, and confident candidate
- Develop knowledge specific employers and application processes
- Gain advocates within employer organizations



Middlebury College
Center for Careers and Internships



Middlebury College
Center for Careers and Internships

Questions for Opportunity Networking

Open with a 60-second “elevator pitch” which highlights:

- Your name, class year, major, key activities, and why you chose Middlebury
- Briefly walk through your resume highlighting your keen interest in the industry, role, and firm

Prep questions designed to understand:

- How to improve your prospects and position yourself correctly
- How the hiring process works within the industry or firm
- Your strengths (and how to highlight them) and weaknesses (and how to minimize their negative impact on your candidacy)

Samples

- Do you have advice for how I can best position myself to get an offer? Is there anything I should be doing that I’m not?
- What differentiates your firm from the others? Why did you choose your firm/group?
- Would you be willing to review my resume and provide constructive criticism?
- Can you describe the interview process at your firm?
- As I’m starting to prep for interviews, were there any questions you were asked that stumped you or you wish you had been better prepped for?
- What trends may affect future opportunities in your field?
- Is there anyone else you suggest I reach out to at this point in the process?



Sample outreach email:

Hello Ms. _____,

Greetings from Middlebury! As a sophomore economics major at Middlebury, I am interested in learning more about your work for the Global Finance Solutions department at Deutsche Bank.

More specifically, I am interested in hearing about the nature of your work, how your work is driven by financial analysis, and how much is driven by international political and cultural developments. I hope that our discussion will help me make some decisions about internship options for next summer.

I'm sure your schedule is incredibly demanding, but I hope we might be able to arrange a time to talk. Would you be able to spare 20 minutes in the next couple weeks to speak either by phone or Skype?

Thank you for your time and hope to hear from you soon.

Your Name

Dear Contact Name,

Thank you for attending the information session at Middlebury yesterday. It was very nice to meet you and hear about your experience in banking. I learned a great deal from our conversation and appreciated your input into my internship search. Would you be willing to join my LinkedIn network and possibly offer advice by email or phone in the coming weeks? I would greatly value your time.

Sincerely,

Your Name



Middlebury College
Center for Careers and Internships

Maintain/Cultivate Your Network

Networking is not a “one and done” interaction. Consistent contact is crucial to maintain and build your network

- Keep your connections up-to-date with your professional and academic accomplishments
- Circle back to your contacts with additional questions or thoughts that demonstrate your expanding knowledge or focus
- Don't wait until you have a question or personal update before you get back in touch: reach out to share interesting articles, Middlebury news, or holiday wishes

Our PCAs and career advisors can strategize with you as you draft emails and questions.



Middlebury College
Center for Careers and Internships

Resources for Networking

Online

- [MiddConnect](#): Middlebury's Alumni Advisory Network
- [Middlebury Careers Facebook](#) group
- LinkedIn: The world's largest professional networking platform and a great resource for job searching
 - Create a complete LinkedIn profile
 - Find and connect with Middlebury alumni ([linkedin/alumni](#)) and other contacts
 - Join the [Middlebury College Community](#) group

In-person

- Networking receptions and information sessions
- Events through [Alumni and Parent Programs Office](#) or [professional organizations](#)
- At the airport, waiting for coffee, etc.



Middlebury College
Center for Careers and Internships

Career Advising Appointments

[GO/Handshake](#) > Career Center > Appointments



Middlebury College
Center for Careers and Internships

Keys to Networking Success

1. **Network now.** Cultivate your network before you need it.
2. **Be patient.** Meaningful connections and genuine relationships will get you much further in the long run...but it takes time.
3. **Build relationships.** Demonstrate emotional intelligence by and good manners. Focus on building the relationship by asking questions and showing genuine interest. Do not ask for leads during your first conversation.
4. **Thank your contacts.** End any conversation with a genuine thank you and follow up again with a note.
5. **Update your contacts frequently and stay in touch.** Circle back with monthly updates about the status of your and show genuine interest in what they're doing.
6. **Return the favor.** Always be prepared to give back to your professional networking connections.



References

- Adler, L. (2016). New survey reveals 85% of all jobs are filled via networking. Retrieved from <https://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler/>.
- Burry, M. (2019). Top 8 career networking tips for introverts. Retrieved from <https://www.thebalancecareers.com/networking-tips-for-introverts-2061377>.
- Gillis, J. (2019). Top 5 networking tips for job seekers. Retrieved from <https://theinterviewguys.com/top-5-networking-tips-job-seekers/>.
- Jobvite Surveys. (2019). Retrieved from <https://www.jobvite.com/resources/>.
- Taylor, J. (2019). Non-awkward ways to start and end networking conversations. Retrieved from <https://www.themuse.com/advice/nonawkward-ways-to-start-and-end-networking-conversations>.
- Verlinden, N. (2018). 7 brilliant employee referral program examples. Retrieved from <https://www.digitalhrtech.com/employee-referral-programs-examples/>.

