Please scan the QR code to log attendance
Thank you
LEARNING OBJECTIVES

1. Understand the different types of networking
2. Understand the value and benefits of networking
3. Hone tips and strategies for networking effectively through practice
4. Improve communication skills
5. Build your own network for success
NETWORKING IS A LIFELONG MINDSET
WHY IS NETWORKING IMPORTANT?

- Opens new job and experience opportunities
- Letters of rec
- Enhances communication skills
- Improves your elevator pitch
- Builds confidence
- Advances your career (not just start)
- Access to new information/stay relevant (answers to questions you have)
- Gain a different perspective
- Build and continue your professional (and personal) development and momentum
- Helps in finding mentors / coaches (personal and professional)
MY OWN EXPERIENCE:

- Research: Faculty advisor (PhD Chair) + lab
- Professional development: Advising Dean + job experience
- First job: Vice President of Student and Campus Life
- Harold Craft Leadership Program: Director of Prospect Development, AAD
- Day Hall Neighbor: Associate Vice Provost of Community Relations → All Things Equal
HOW DO I PREPARE?

**ID common interests or points of interest**
When conversation is driven by shared interests, the interaction will flow naturally and smoothly (like a good first date!)

**Identify what you need and what you can give**
What are the skills and experiences you have that make you a worthy/valuable candidate/network contact? How will you add value?
WHAT SHOULD I PREPARE?

**Bring / share your resume**
Also maintain a CV and share in relevant situations.

**Bring / share your business card**

**Maintain a professional digital presence**
Make sure your LinkedIn is up to date.
Cornell Career Services provides professional headshots.
WHAT SHOULD I DO?

**Be professional**

Phone, email, in person
Written and verbal communication
Dress, manners, dinning etiquette, respectful demeanor

**Be authentic**

Be yourself, not what you think someone else wants to see
# DURING THE CONVERSATION

<p>| | |</p>
<table>
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<tbody>
<tr>
<td><strong>Listen</strong></td>
<td>Actively listen: Shows you care, it’s the best way to connect with someone, even if you’re not an expert in their content area</td>
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<tr>
<td><strong>Ask</strong></td>
<td>Ask questions: you don’t have to know everything</td>
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<tr>
<td><strong>Answer</strong></td>
<td>Answer the question being asked ; be concise</td>
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<tr>
<td><strong>Communicate</strong></td>
<td>Communicate clearly</td>
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AFTER THE CONVERSATION

Always follow up – send a thank you email / LinkedIn DM

Reiterate UNIQUE points of the conversation that show you paid attention

Ask for constructive feedback (if relevant)

If not you, who?

Express genuine gratitude
Good morning Lisa,

My name is Barbara Oh and I attended your MORE System webinar yesterday afternoon. Thank you for your time and workshop - it was incredibly insightful and encouraging. And in the spirit of networking, I wanted to connect to stay on your radar. I'll reach out again in a few months.

Thank you,
Barbara
Carl S. McNair, MBA

Barbara Oh, PhD (She/Her) • 7:42 PM

Dear Mr. McNair, It was a pleasure to meet you at the Cornell McNair Induction. You invited our students to connect with you, and I have included myself in that invitation. If there are ways for us to connect, to continue supporting wonderful students, I'd be grateful for the opportunity!

Carl S. McNair, MBA • 7:44 PM

Barbara,

Thanks for adding me to your LinkedIn network.
FRAMEWORK 1: ACADEMIC NETWORKING
TO REQUEST A LETTER OF REC FROM A PROFESSOR

Go to class and office hours regularly (even if you aren’t “struggling”) – demonstrate who you are

Read their bio page

Read their CV

Identify 2-3 recent publications of interest (major projects) and read; be prepared to talk about the work and ask questions

Think ahead: How do you make the most of this time with them?
FRAMEWORK 1: ACADEMIC NETWORKING
TO REQUEST A LETTER OF REC FROM A PROFESSOR

Reach out via email to ask for a time to meet (office hours are not appropriate for networking, unless they ask you to come during that time)

| Provide a reason for connecting | Attach your resume/CV | Ask them what times they are available (do not provide times you are available and ask them what they can do) |

Tips:

| Invest in the relationship first. Take a developmental approach, not transactional. | Be prepared to connect several times before asking for a letter of recommendation | Follow up |
You’ll find most professors co-author with the same people. Do the same process for the co-authors. Ask your professor if they could introduce you to them.

Look at what conferences and journals your professor has published in – follow and immerse yourself.
**FRAMEWORK 2: RESEARCH NETWORKING**
**FINDING A RESEARCH LAB / OPPORTUNITY**

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<tr>
<th>Take relevant courses: research methods, theory, stats</th>
<th>Participate in research experiments across campus</th>
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<tbody>
<tr>
<td>Network with professor to express interest in lab they run, apply</td>
<td>Exposure to new ideas, even from different fields</td>
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<tr>
<td></td>
<td>Talk to graduate student or research PI running the experiment</td>
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PARTICIPATE IN RESEARCH STUDIES

Business Simulation Lab

Lab for Experimental Economic & Decision Research (LEEDR)
PARTICIPATE IN RESEARCH STUDIES

SONA (Psychology)

Division of Nutritional Sciences
FRAMEWORK 2: RESEARCH NETWORKING
FINDING A RESEARCH LAB / OPPORTUNITY

Office of Undergraduate Research

experience.cornell.edu
WITH EACH POTENTIAL NETWORK CONTACT YOU IDENTIFY:

- Prepare
- Contact
- Interact
- Follow up
FRAMEWORK 3: PROFESSIONAL

This can be to find a job, gain clinical experience, find opportunities to shadow, and more:
- Handshake
- CUeLinks
- LinkedIn
- Conferences / symposiums / professional meetings

Utilize your current/Cornell network!

Even if the opportunity posted isn’t a perfect fit – look to see who the hiring manager is and network with them!
WITH EACH POTENTIAL NETWORK CONTACT YOU IDENTIFY:

Prepare  Contact  Interact  Follow up
PRACTICE SESSION

Choose a networking area: research, academic, professional.

Identify the goal you want to achieve through networking

Create a plan for how you’re going to network

- Identify who you want to contact
- Identify what prep you need to do
- How will you reach out to them?
- What might you talk about with them (based on the brief research you do now)? What questions might you ask?
- What is your follow-up plan?

Walk your partner/group through your plan to received feedback.

Switch and provide feedback for the next person.
BUILD YOUR SUPPORT NETWORK

- Board of advisors
- Glam Squad
- Crisis Manager
- “Therapist” / “counselor” / “confidante”
FINAL TAKEAWAYS

- Identify if the person you asked doesn’t want to help, but they didn’t want to be rude – this is still an opportunity. Just not with them. Ask them to popcorn you to someone else.

- Identify (and aim to be) a super connector: someone who knows everyone, has tremendous expertise in the area you’re interested in, etc. Seek ways to get involved in these power pockets.

- Asking for help is normal

- Focus on learning, not convincing
FINAL TAKEAWAYS

1. Develop lateral and vertical relationships; maintain network connections
2. Quality > quantity
3. Connect with people even if you don’t need anything right now
4. Networking is mutually beneficial, not extractive. Pay it forward. Give back. Share your own knowledge
TRY IT NOW!

Find me on LinkedIn: Barbara Oh

Identify 1-2 people you'd like to connect with on LinkedIn. Send them a message to connect tonight!