

Current Literature

A **network** is a group of people who exchange information, contacts, and experience for professional or personal contacts. **Networking** is the process of building personal and professional relationships that create mutual benefits. As one of the most important skill sets you can develop, networking can be a fun way to exchange ideas, information and experience. You can devastate your career and your reputation, however, if you are perceived as an insensitive “sponger” that ignores the needs and desires of others. The keys to an awesome network are patience, diligence and genuine curiosity. Expecting a payoff because you paid dues to join an organization is unwise.

- Use the internet public library index to locate professional trade associations in your area of interest.
- When you meet others, listen for “link words” that will connect you.
- Disturb your comfort zone and make an effort to connect with others.
- Ditch the clique—go solo.
- The financial world recommends a diversified portfolio. The same is true of your network. Don’t limit your network to professional meetings and immediate peers.
- Become a “networking node”—take time to introduce or re-connect people. It’s not about who you know, it’s about who knows you!

EMPLOYERS SAY...

“When you attend events, you need not meet everyone. A smart goal is to have a meaningful conversation with two or three people. If you are shy, go with your strengths, join small groups and meet and chat with members individually, rather than attending very large gatherings.”

“A sense of urgency creates desperation, which creates a negative impression. Focus on others and you will eventually reap the rewards.”

“Networking is not handing out resumes or business cards.” And, when it comes to business cards, gather first, don’t give. Never push your business card, brochure, or resume on someone.”

“Ask questions about why people are there, how they found about the event, etc. If asked, “what do you do?” try to avoid the job, title, or organization name. Instead, find a way to make your answer short, snappy, and descriptive of YOU.”

“Read, read, read...newspapers, magazines, books, trade journals—make your small talk “people smart.”

“Volunteer and get to know others in your community.”

“Lack of adequate or appropriate follow-up is the primary reason for missed career opportunities.”

“Grow your circle by expanding your range of interest and involvements. Successful people volunteer.”

“Look for people standing alone—your initiative will often endear you to them.” Sit between people you do not know well. One-on-one is the best networking.”

“The two biggest turnoffs? Call me if you hear of anything for me or let me know if you know anyone who is looking for someone with my skills.”

“If you draw a blank on someone’s name, try the following: If you remember what the two of you last discussed, say, “Great to see you again. How was your trip to Toronto?” Another option is to reintroduce yourself. Say, “Hi! I’m Hunter Gibbons, we met at last month’s meeting.” Or, simply state, “Hi—I remember you. Please tell me your name again.”

“When you introduce others, if you strive to connect the dots—you’ll soon become known as a helpful resource.”

HELPFUL RESOURCES

www.careerjournal.com—The Wall Street Journal online. The Job Hunting Advice section contains tips on networking.

www.rileyguide.com/nettips.html—The Riley Guide: Network, Interview and Negotiate.

www.ipl.org/div/aon—The internet public library.

Job Choices for Business & Liberal Arts Graduates—Articles on networking and the job search. Available in CSPD.

Visit the CSPD website for more professional development tips at <http://www.sbm.temple.edu/cspd>

Add the Fox Center for Student Professional Development to your Blackboard Organizations.

Quick Tips

DO...

- Ask for information, advice and referrals.
- Invest in relationships—it takes time to get to know someone and inspire their trust.
- Understand that not everyone will reciprocate and respond to your attempts. Let time pass and the opportunity may emerge again.
- Read—be prepared to have an intelligent conversation.
- Follow-up immediately via phone, email or snail mail.
- Practice your handshake, your self-introduction and carry mints.
- Show appreciation for referrals, advice or other assistance—thank you notes reflect the value you place on the relationship.

DON'T...

- Be a stalker—the line between being persistent and being a pest is not drawn by you.
- Talk about yourself too much—ask questions.
- Try to sell—instead use the first meeting to develop a relationship or schedule a later meeting.
- Inappropriately use acquaintances or membership lists.

CSPD Overview

The Center for Student Professional Development (CSPD) is a comprehensive Fox School of Business resource focused on preparing you for entry into the professional business environment.

Besides academic preparation, “professional development” is an important component of your university experience. Because of that, the Fox School of Business has integrated professional development into the multi-year curriculum.

As an undergraduate business major at the Fox School, you have access to the services and resources of CSPD. Your utilization of CSPD is an investment in your professional development that will ensure you develop the requisite skills to locate meaningful internships, co-ops and permanent jobs.



Center for Student Professional Development

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Center for Student Professional Development

On-the-Go Series

NETWORKING HOW TO'S

