Effective Networking for Success
DePaul Women’s Network

Kellstadt Career Management Center

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Agenda

• Why is networking important?
• What barriers may exist when it comes to networking?
• Tips and advice to begin effectively networking
• Develop pitch and practice with a partner
Introductions

Please introduce yourselves to the members of your table!
What is so Important about Networking?

- Google search yielded over 125 Million hits for “Professional Business Networking”
- Over 5,500 books on Amazon listed under Networking/Business Management
- Almost 29,000 scholarly books and articles written since 2008 as listed on Google Scholar
Networking & Social Capital

*One’s personal network and all the resources a person has access to through this network, can be interpreted as her social capital*

(Boxman, De Graaf, & Flap, 1991)

- **Types of Organizational Networks**
  - Task Networks - Career Networks - Friendship/Social Support Networks

  (Ibarra, 1995)

- **Characteristics of Networks**
  - Networks = Relationships

  - The extent that a person is central, or close to other members of a network, is related to increased power and promotion

    (Bartol & Zhang, 2007)

  - Closeness = Trust = Access to Information = *Social Capital*

  - [http://www.youtube.com/watch?v=tTvbf1WYYFE](http://www.youtube.com/watch?v=tTvbf1WYYFE)
What barriers exist?
Why might networking be difficult for some?
Effective networking

Where do I find people to talk to?
- *DePaul and beyond*

What do I say?
- *Develop brief introduction/pitch*

What should I be getting out of it?
- *Concept of informational interviews*

How do I reach out to people?
- *Written and verbal*
Where to network

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<th>Within the DePaul Community</th>
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<td>Staff Council</td>
<td>Vincentian Retreat</td>
<td>Service Day</td>
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<td>Human Resources Trainings</td>
<td>Heart Walk</td>
<td>Staff Development Meetings</td>
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<td>Brown bag lunches and</td>
<td>Social Media Club</td>
<td>Toastmasters</td>
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<td>Knowledge Café Series (HR)</td>
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<td>If current student/alumnus</td>
<td>Annual Staff Picnic and Convocation</td>
<td>DePaul Women’s Network</td>
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<td>– ASK Mentor Program (Alumni Sharing Knowledge)</td>
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<th>Outside of DePaul</th>
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<td>Special Interest Groups</td>
<td>Undergraduate/Graduate School Alumni Events</td>
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<td>Professional Associations</td>
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CREATE YOUR STORY ACTIVITY
What is an informational interview?

An informational interview is a meeting in which you:

• Use the conversation to build a relationship
• Ask for advice rather than employment or favors
• Gather information on a field of interest and expand your professional network
Informational Interview Requests

Email Components:

- **Introduction** – name, your position at DePaul University
- **Connection** to recipient – did you find them via DePaul event, referral, LinkedIn, ASK, etc.
- **Purpose** of email – the reason you are contacting this individual
- **Hook** – a specific reference, question, or request which captures attention and compels the reader to respond
- **Background** – include a brief description of your background, emphasizing things the reader might find relevant
Subject: DePaul Vincentian Retreat

Hi Mary:

It was so nice to meet you at the Vincentian Retreat last week. Your presentation on personal branding really made an impact on me, and I have already started to think of ways that I can implement your suggestions into my everyday activities.

I would love the opportunity to meet with you to learn more about your career at DePaul, and how you developed your personal branding model over the years.

Do you have time in the next few weeks to sit down and talk to me about your experience? Since we both work in the Loop, perhaps we could grab a cup of coffee in the Barnes and Noble Café, my treat.

I look forward to hearing from you.

Sincerely,
Cynthia Ramirez
LinkedIn - why use it?

- In place of business cards - we often lose those anyways!
- To reconnect with old friends and colleagues that you may have not been able to find or be found by otherwise when emails and phone numbers are changed.
- To get introduced to new interesting friends and business connections.
- To find a job through your network and to make it easy for employers and recruiters to find you.
- To find someone to fill a vacancy that you may have.
- To find experts and get advice.
- To join groups and start or join in interesting discussions.
- To build and strengthen your personal branding and online presence for you or your company (improving the chances of being found on Google).
- To be recognized as a subject matter expert in your area of expertise.
QUESTIONS?