

# NETWORKING



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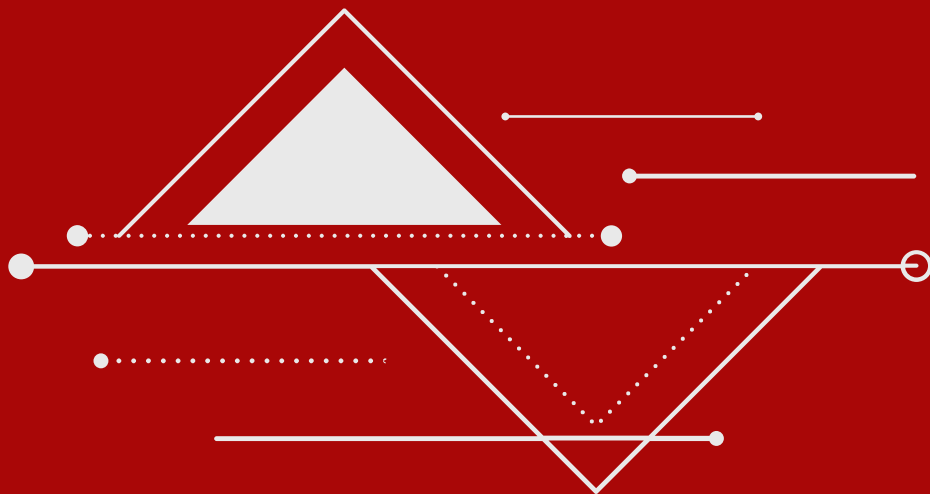
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# What is Networking?

- Networking is the exchange of information or services among individuals, groups, or institutions with a common profession or special interest.
- Networking usually takes place in an informal social setting.
- Networking is the cornerstone of any effective career exploration, and it often begins with a single point of common ground.

# IT'S NOT WHAT YOU KNOW OR WHO YOU KNOW, BUT WHO KNOWS YOU

SUSAN ROANE





# Who Makes Up a Network?

- Anyone you know personally can be your network. Your friends, classmates, teachers, neighbors, co-workers, etc.
- Also, any professionals working in your field of interest could be part of your network.
- Once you graduate and get a job, the people you work with or those in similar fields can become part of your network.

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# How to grow your network

- By establishing a strong academic, social, and/or professional network you can open doors for success that were once closed.
- Building your professional network should be something you are always working on.

# How to grow your network



## Make your presence clear

Make sure to tell your teammates, managers, friends, and contacts what you are doing and what you have in the works. Keep in touch with professional contacts via email, social media, and face-to-face meetings. A simple, “Oh, I actually know somebody you should contact” can occur simply because you kept your presence clear.

## Attend networking events

Every industry has conferences and trade shows, which can provide great networking opportunities. There are also local meet-ups and organizations that hold regular events that can be great for building your network. Social media such as LinkedIn and Twitter can also be important platforms for networking.



# Be a good Listener

When out networking, do not always try to dominate the conversation by talking about yourself; instead, listen to other people talk. First, people naturally love to talk about themselves, so if you can show that you are genuinely interested in what they have to say it will help to build that connection.







## **Follow up with everyone you meet**

Send a thoughtful email letting the person know it was a pleasure to meet him/her. This is also a great time to let your contact know he/she should reach out to you in the event that you can ever help him/her in any way.



## **Never be afraid to ask.**

When you want something, your network may know the right person to get it done.

You want an introduction? Ask for it.

Want a meeting? Ask for it.

Want feedback or advice? Ask for it.



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# Don't always take. Give as well.

When networking, don't always make it about you. Make sure to share your knowledge and expertise and offer to help whenever you see an opportunity. Helping other people will often come back to you tenfold. The key takeaway: Don't be selfish. Think how you can help everyone you come in contact with.











# Exercise Deliverable



- Have you ever attended a networking event? How was it? (Someone who has attended networking events can share with the group about his or her experience.)

- Make a list of everyone you can think of who is in your network at the moment or who is likely to be in your network.

- Make a list of ways you might grow your network while here in school and once you graduate and go to college.



# THANK YOU

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