**CAREER NETWORKING WORKSHOP**
**Instructor’s Guide**

**What is Networking?**
- Interact with other people to exchange information and develop contacts, especially to further one’s career.

**With Whom Can I Network?**
- Past or present coworkers, colleagues, managers, supervisors or employees
- Past or present clients and customers
- Business associates
- Alumni of your undergraduate or graduate alma mater
- Acquaintances you know from your personal life
- Acquaintances you know through your spouse or your family
- People from your church, gym, yoga studio, or community organization
- Past or present teachers or professors
- Anyone you meet and have a productive, professional conversation about your career path!
Top 7 Networking Tips

1. Include the right people

Your career network should include anyone who can assist you with a job search or career move.

2. Know what your career network can do for you

Over 80% of job seekers say that their network has helped with their job search. Networking contacts can help with more than job leads. They can provide referrals to or insider information about companies you might be interested in working for. They can provide information on career fields you might want to explore or what the job market is like on the other side of the country. Your network can give you advice on where to look for jobs or review your resume. The possibilities are endless.

3. Keep in touch - work your network

Don't just contact those who can help when you have just been laid-off from your job or decide you want to look for a new position. Keep in touch with your network regularly - even if it's just a brief email to say hello and to ask how they are doing.

4. Give to get - what can you do for your career network?

Networking shouldn't be a one-way street. If you come across an interesting article or a relevant job listing, share it with your network.

5. Keep track of your network

Keep track of your personal career network somewhere. Whether it's electronically or on paper, make sure you know who is who, where they work, and how to get in touch.
6. Network online

On-line job searching networking does work. Sites like LinkedIn, Facebook, and a variety of other online networking websites can help you get in touch with other networkers at specific companies, with college affiliations or in a certain geographic area.

7. Attend networking events

Networking in person works, too. If you belong to a professional association, attend a meeting or a mixer. You’ll find that many of the participants have the same goals you do and will be glad to exchange business cards.

Face to Face

- When attending a networking event, think about the following
  - Make Natural and Direct Eye Contact
  - Show a Confident Smile
  - Offer a Firm Handshake
  - Use Diaphragmatic Voice
  - Dress for Success – Know Your Best Colors and Metal
  - Use Confident Stance and Gestures

- When you meet others, do you make a strong and confident impression? Is the way you project yourself assertive or weak, impressive or forgettable?
- Socially, people often evaluate whether we should be treated as an equal, superior, or inferior based on our charisma (or lack thereof) and demeanor.
- What are some of the keys to establishing a confident first impression, whether you’re socializing or business networking?
- We will discuss each of these in more detail.

Make Natural and Direct Eye Contact

*The Eyes are the windows of the soul.*
— Traditional proverb

- Eye contact is the single most important channel of non-verbal communication
- Convey attentiveness, rapport, and trust
- Be natural and direct
- De-escalate tension

- Eye contact is the single most important body language in Western societies (different cultures have different norms for eye contact). Research reveals that patterns in the iris send signals which indicate whether we’re friendly or unfriendly, trusting or neurotic.
- Importantly, we use our eyes to convey attentiveness, rapport and trust. We can also use our eyes to establish authority, strength and power.
- In most social and professional situations, the best way to make eye contact is to be natural and direct. Natural means looking at a person without
### Show a Confident Smile

"You can only hold a smile for so long, after that it's just teeth."—Chuck Palahniuk

- Be taken seriously and treated with respect
- Don't show too much teeth
- Know your smile
- To be or not to be

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<tr>
<th>staring. Direct means avoiding excessive eye movement sideways, which could be interpreted as evasiveness or distraction, or downwards, which could be viewed as insecurity and lack of confidence</th>
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<tr>
<td>• There are certain conflict situations where positioning yourself next to a person (or at an angle) and looking in the same direction may help de-escalate tension. In most positive or neutral situations, however, it's useful to maintain natural and direct eye contact.</td>
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<tr>
<td>• In any situation where you want to be taken seriously and treated with respect, show your confident smile. A confident smile is simply one that does not show too much teeth. Flashing too much of your ivories may give the impression that you're eager to please and seeking approval. This tip only applies to situations where you want to be taken seriously. In more relaxed and informal situations, smile however you like.</td>
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<tr>
<td>• A recent study by Kelton Research suggests whether a person's smile and teeth are straight or crooked can have significant impact on her or his career success. In the research, those with crooked teeth are viewed as less intelligent and accomplished than those with straight smiles. People with crooked teeth are also shown to be at a disadvantage when it comes to presenting themselves.</td>
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<tr>
<td>• To be or not to be: We all know that we should not judge a book by its cover, but people often do. Choosing orthodontic work is a personal decision, and in some cases it's an investment worth making.</td>
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For additional information about Missouri Division of Workforce Development services, contact a Missouri Job Center near you. Locations and additional information are available at jobs.mo.gov or 1-888-728-JOBS (5627).

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Offer a Firm Handshake

- "The weak, horrible, wet fish handshake is a problem…gives a lot away." — Diana Mather
- Appropriate form of physical contact
- Your calling card
- Treated as an equal, superior, or inferior
- Be firm

- In most professional and certain social situations, a handshake is just about the only appropriate form of physical contact. Your handshake is your calling card. People “read” your handshake and can instantly determine whether you should be treated as an equal, superior, or inferior. The best way to shake hands, for both women and men, is to be firm. Offer enough strength in your grip to show that you’re confident, but not so much as to make the other person feel uncomfortable. When you give a firm handshake, you’re sending the signal that should be treated with respect.

Use Diaphragmatic Voice

- "The human voice is the organ of the soul." — Henry Wadsworth Longfellow
- Our tone of voice accounts for 38% of how we communicate our attitude and feelings
- One of three non-verbal communication "signatures"
- Our best sounding voice comes from the diaphragm

- Research by Albert Mehrabian at the University of California in Los Angeles shows that our tone of voice accounts for 38% of how we communicate our attitude and feelings
- The voice is one of three non-verbal communication “signatures” (the other two are eye contact and handshake) where others may instantly judge you favorably or unfavorably by the way you express yourself.
- Many women and men underutilize their voice, much to their professional and social detriment. Our best sounding voice comes from the diaphragm.

Dress for Success – Know Your Best

- "Clothes make the man (and woman)." — Mark Twain
- Personal appearance contributes greatly to how we’re perceived and judged
- Confidence can be influenced by the way we dress
- Hints
  - The best compliment you can receive about your appearance
  - Know the best color season for your clothes
  - Know your best metal

- We should not judge a book by its cover, but many people do. Our personal appearance contributes greatly to how we’re perceived and judged during face to face encounters.
- Research also indicates that our confidence can be influenced by the way we dress. You don’t need expensive clothes or name brands to make yourself look attractive. You simply need to know which combination of hairstyle, clothing colors, clothing style, and accessories make you look terrific. This principle applies to both women and men.
- The best compliment you can receive about your appearance is not “I like your hair” or “I like what you’re wearing,” but “YOU look fantastic!” The
best hair and wardrobe ensembles flatter YOU, without calling unnecessary attention to the individual pieces themselves.

- Know the best color season for your clothes. Colors can be divided into spring, summer, autumn and winter groups. Depending on your hair color, eye color, and skin tone, there’s usually one season in which you look your absolute best. One key to putting together the most attractive wardrobe for yourself is by balancing your best seasonal colors with neutral colors.

- Know your best metal. Most of us look good with either gold or silver color accessories, but few of us look good in both. Metallic color accessories can range from eye ware, earrings, bracelet, pin, tie, belt buckle to even a pen. Like your best seasonal color, the right metal makes YOU look elegant and charismatic, without drawing unnecessary attention to itself.

- According to a recent study published in *Psychological Science*, good posture directly helps us feel more confident. When we stand, walk or sit erect, we occupy more space while breathing deeper breaths, which in turn help us feel stronger and more solid.

- Similarly, our hand and arm gestures are an extension of our charisma. Gestures enlarge our physical presence, and help us become dynamic communicators.

- A simple way to use gestures effectively is to imagine a circle around your upper body that extends to the left and right of your extended elbows, and the same length in front of your upper chest. Within this circumference, gesture circularly outward with one or both arms
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**Questions**

- In conclusion, it is said that “you never have a second chance to make a good first impression.” This is true whether you meet somebody for the first time, or someone whom you already know for the first time today. By using the tips above, you can help present yourself at your best for that certain situation!

**Social Media**

- Intersection of technology and human interaction
- Websites which offer the opportunity for greater human interaction

**Social Media**

- The following is a graphic to show you how the internet has grown. The inner ring is 2013 and the outer is 2015. This is what happens in one minute on the internet.

**Social Media**

- This is the graphic for 2016. So as we can see from the growth of the internet this is the only likely place for you to find employment and recruiters

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What a Network Looks Like

- This graphic shows how you can look at your network on linked in and figure out if you are connected with the people that you want to connect to. For example if you are wanting a position Development and you can see from the graphic above that development is a very small portion of your network then you now know that you must connect with more people in the development network.

Importance of Social Media in Job Searches

- Social networks have become critical to your job search, as the graph illustrates, because it is increasingly being used by recruiters.
- Employers and recruiters are using social media more while using job boards less, a trend that began before 2008

Major Social Media Associated with Job Searches

- LinkedIn.com
  1. The professional's social network, LinkedIn is the network preferred by most employers.
  2. LinkedIn is a large professional network where members connect with each other, participate in Groups, connect, and interact with each other.
  3. LinkedIn has over 260 million members (early 2014), and is widely viewed as the most business-like and professional of the social networks.
- Facebook.com
  1. The largest social network, Facebook is a social networking website that is operated and privately owned by Facebook, Inc.
  2. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves.
  3. Additionally, users can join networks organized

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| **#1 Job Search Board?**  
Missouri? Career Builder? Indeed? |

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<th>Why Use Social Media?</th>
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| • Demonstrates to employers you are well-versed in current Internet and social media capabilities.  
• Helps develop and showcase your “personal brand” or your online profile.  
• Connects you to opportunities (not posted on job boards) otherwise never made available to job seekers. |

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<tr>
<th>by city, workplace, and school or college. With over 1.2 billion members worldwide (early 2014), Facebook is the largest social network but it has a long history of issues with member privacy (or lack thereof).</th>
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<tr>
<td>Don’t make the mistake of overlooking your network on Facebook, especially if you already have hundreds of friends. Facebook can sometimes be more useful for job hunting than LinkedIn, because friends who know you personally have more of a stake in helping you.</td>
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<td>For Example: You have 500 friends on facebook and they each have 500 friends and so on. You talk to your friends and they talk to theirs and so on. All of a sudden one of them has a contact or even better, a job.</td>
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| • Demonstrates to employers you are well versed in current internet and social media capabilities  
• Helps develop and showcase your "personal brand" or your online profile provided that you take care of your social media sites by cleaning them up  
• Connects you to opportunities (not posted on job boards) otherwise never made available to job seekers. In a recent article by Lou Adler, CEO and bestselling author of “The essential Guide for Hiring and Getting Hired” stated that 85 percent of all jobs are obtained through networking. |

| This graphic represents how people get hired into positions and as you can see networking is always the highest. |

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Why Use Social Media?
- Builds your professional networking contacts—crucial to your job search.
- Allows you to research industries, companies, and positions of interest.
- Makes you visible to hiring managers, recruiters, and other decision makers.

Employers and Social Media
- Social media has become a fast and cheap "background check" that is often done before inviting a job applicant in for an interview. Employers search social media to verify the facts on resumes, to check out knowledge and attitudes expressed publicly (carefully!), and evaluate communications skills.
- Employers also use social media to find qualified applicants, often a faster and cheaper method of identifying good job candidates than posting a job.
- CareerBuilder also asked employers why they use social networks to research candidates, and 65% said they do it to see if the job seeker presents himself or herself professionally. About half (51%) want to know if the candidate is a good fit for the company culture, and another 45% want to learn more about his or her qualifications. Some cited “to see if the candidate is well-rounded” and “to look for reasons not to hire the candidate,” as their motives.

Creating Your Online Profile
- What do I want employers to know about me?
- What unique traits and experiences do I offer?
- What “key words” do I want people to remember about me?
- What accomplishments am I most proud of?

5 Things Recruiters Looks for in Profile:
- Character Defining Photo. Not a need but in most cases a recruiter will not look at it without one.
- Problem Solving Headlines. Skills you want to leverage for next position.
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<th>White Space Summary. Less is more. Don’t put too much and don’t put too little.</th>
<th>Social media is what is used now days to get hired. Using this tool can enhance your chances to obtain employment.</th>
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<td>Quantifiable Work History. Just the Facts. Don’t put information that has nothing to do with what you are looking for.</td>
<td>Just because so much networking is handled online or at professional functions, it doesn’t mean that old-fashioned networking is out of style.</td>
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<td>Relevant Add-ons. How does it ADD value</td>
<td>It’s simple and it works. All it entails is asking everyone you know - via email, phone, or in a personal conversation - if they know anyone at the companies you’d like to work for. Even if they don’t know someone personally, they may be able to refer you to someone who does.</td>
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<tr>
<td>Questions</td>
<td>It makes sense to use a combination of methods to find connections. Don’t limit yourself to one way or another, instead, when you have a job opportunity you’re interested in, check right away to see who you know at the company. You never know who might be able to give your candidacy a boost.</td>
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### Networking the Old Fashioned Way
- Email
- Phone
- Personal Conversation

### How to Find Contacts at a Company
- Social Media
- Simply Hired
- College Career Networking
- In-person Networking

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Alumni Affairs to see if there is an online Career Network you can access to search for alumni at a company.

- Networking in person is really important, too. You can't beat that one-on-one interaction, especially when you're seeking help. If you belong to a professional association, attend a meeting or a mixer.

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<td>Answer any questions.</td>
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<td>Discuss the example of networking.</td>
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### Examples

Susan noticed a help-wanted ad for a job at a local veterinary clinic. She called a friend who happened to use that vet. Her friend called the vet and recommended Susan. Susan got an interview and got the job. The vet was glad to hire someone who came highly recommended by a good client.

Angela was interested in changing careers and moving from public relations to publishing. Even though she graduated more than a few years ago, she tapped her college career network and came up with a contact at a top New York publishing firm. In addition to being sent new job postings, her resume was hand-delivered to Human Resources when she found a position she wanted to apply for.
Examples
In casual conversation at the orthodontist’s office, Jeannie, the assistant, just happened to mention to a patient’s mom that she was interested in horses and in a part-time job working with them. The mom had horses and a bunch of contacts. Jeannie had a part-time job working on a local horse farm by the end of the week!

Discussion
Do any of you have any suggestions that have worked for you in networking?

Questions
• Discuss the example of networking.
• Solicit responses and facilitate discussions
• Answer any questions.