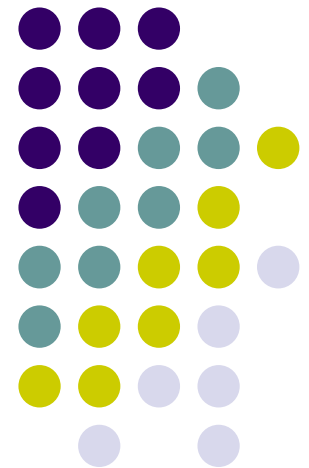
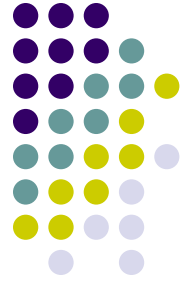


Networking - Getting Started

Student Leadership Academy
February 16, 2010

Lisa Aurand – GE
Lori Gabel – Westfield Insurance





Agenda

- Introductions
- What is Networking?
- What is the Value of Networking?
- Tips to Get Started
- Practice!
- Q&A, Action Plan Challenge

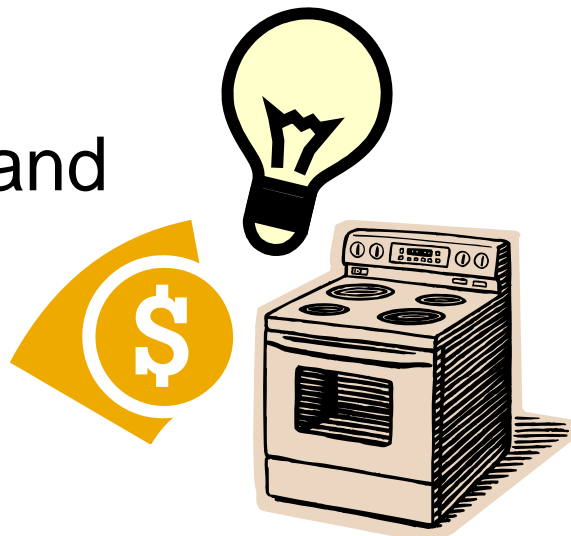
Introductions



Community Collaboration Mission

The mission is to provide **Northeast Ohio professionals** opportunities to branch out personally and professionally through **mentoring**, development opportunities and **best practices**, thereby creating an environment where local talent will flourish and contribute to make northeast Ohio a better place to live, learn and work.

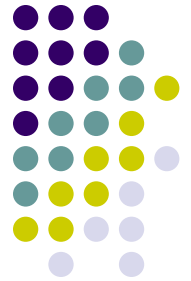
Lisa Aurand



Lori Gabel



What is Networking?



The act of linking computers so that users can exchange information



Communicating through emerging Social Media tools such as Facebook, Twitter, or LinkedIn

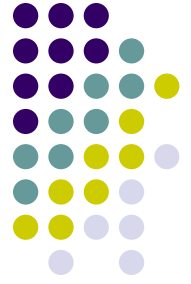


The practice of building and maintaining mutually beneficial informal relationships, especially with people whose friendship could bring advantages such as job or business opportunities,



Think QUALITY versus quantity!

Value of Networking

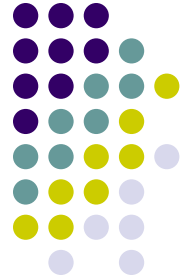


Research shows that **70-80%** of all jobs are filled through networking.

- Can get you “in the door” in a very competitive environment and could even lead to a “tailored” opportunity, just for you...
- Allows you to be helped, AND help others
- Puts you “in control”

...But does it REALLY work?

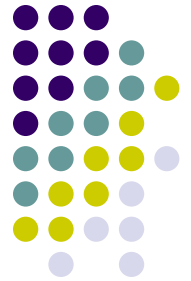
Getting Started!



Networking can be overwhelming!
Start small with these practical tips...

Tip # 1

Have a Personal Elevator Speech

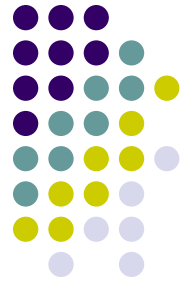


- An elevator speech is a short message (less than one minute) that tells others about yourself
- Include your name, company or school, what you do, and why it's important to you...
- Think “personal brand”
 - What differentiates you?
 - What do you have to offer?
 - What's your value proposition?



Tip # 2

Have Icebreaker Questions Handy

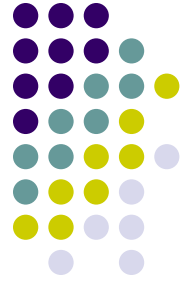


- Believe it or not, most everyone feels just as hesitant and uncertain as you do when facing a networking event.
- Keep three interesting ideas in the back of your mind – about current events, your field of interest, hobbies, etc.
- Hint: Watch for clues that help you find find common ground!



Tip # 3

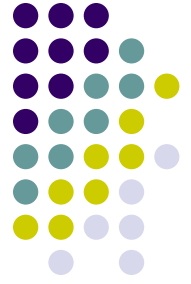
Preparation is Key!



- There are opportunities to network all around you!
- Think about your day or week – what appointments or meetings do you have? What connections can you make?
- If attending a formal event, do research!



Time to Practice!



PART 1

Using the index card provided, create your personal elevator speech.
(5 min.)

PART 2

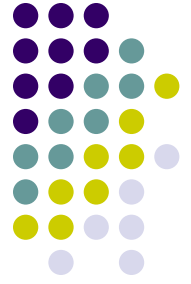
When instructed, break into groups of three and introduce yourself to two other attendees. Provide feedback to each other. (5 min.)

- Did the introduction include key elements such as name, school (or company), etc.
- Did the introduction include a “differentiating” statement (i.e. the value you can offer)?



Questions

Wrap Up



The formula for success.....



Challenge: Use your personal elevator speech in the next seven days!