Implement a Networking Agenda
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Skills

CARS Impact

Professional Identity

Networking FAQs
Join us

Purdue Graduate Student Professional Development

Cyndi Lynch, Purdue Graduate School
Who likes to network?

What is networking?

Why network?
What is networking?

- information-exchange
- contacts
- experiences
- knowledge
- skill-sets
- relationships
- visibility
- opportunities
"Searching is half the fun: life is much more manageable when thought of as a scavenger hunt as opposed to a surprise party."

Jimmy Buffett
Keys to Networking

• Ask open-ended questions
• Make connections
• Develop your message
• Create an agenda
• Set goals
Skill Assessment

- Top 10 Skills
- Top 10 Experiences
Top 10
What are your TOP 10 skills?

What are your TOP 10 experiences?
Top 10

What are the TOP 10 skills and experiences required in your field?
What Employers Want: Candidate Skills and Qualities

1. Verbal Communication skills
2. Strong work ethic
3. Teamwork skills
4. Analytical skills
5. Initiative
6. Problem solving skills
7. Written communication skills
8. Interpersonal skills
9. Computer skills
10. Flexibility/adaptability

Candidate Skill Deficit

Gaps in Skills and Abilities

1. Strong work ethic
2. Written Communication skills
3. Verbal Communication skills
4. Flexibility/adaptability
5. Initiative
6. Problem-solving skills
7. Detail-oriented
8. Analytical skills
9. Teamwork skills
10. Interpersonal skills
Verbal Communication Skills

- Speaking Effectively
- Listening Attentively
- Expressing Ideas
- Facilitating Group Discussions
- Providing Feedback
- Negotiating
- Perceiving nonverbal cues
- Persuading
- Describing feelings
- Interviewing

Cultivate Your Professional Identity

- Professional Identity
- Branding Activity
Professional Identity

"Tell me about yourself"
Branding Activity

• List 3 words that the company wants to portray through their brand
• List 3 words that come to mind when you see the following brands
• What influenced your experience?
Branding Activity

• List 3 words that the company wants to portray through their brand
• List 3 words that come to mind when you see the following brands
• What influenced your experience
CARS Impact Statement

- Your message
- Networking FAQs
- Nonverbal Cues
- Verbal Cues
Top 10

What are your Top 10 skills?

What are your Top 10 experiences?
CARS Statements

Experience

Show IMPACT...
Not Duties!
Professional Identity

“Tell me about yourself”
Top 10 Activity

- Top 10 Companies
- Top 10 Job Descriptions
- Top 10 Career Role Models
Top 10 - Companies

Activity
• Who are the top companies in your field?
• Who are their competitors – direct and indirect?
• Who are the suppliers and service providers?
• Who are the clients and customers?
• What is the institution type?

Use your Networking Map to identify contacts and opportunities
Top 10 – Job Descriptions

Activity

• Locate 10 job descriptions (save a copy)
• Document the process, search engines, challenges
• List the skills and competencies *required, desired*
• Document skills, competencies, experiences *acquired*
• Identify potential references, mentors

*Use your Networking Map to identify contacts and opportunities*
Top 10 – Career Role Models

Activity

• Who has the job you want?
• What skills, competencies, and experiences do they have?
• What degree, qualifications and credentials do they have?
• How did they get there?
• What is needed to be successful in the job?

Use your Networking Map to identify contacts and opportunities
“Tell me about yourself”
Networking FAQs

• What are 3 words to describe the company culture?
• How does the company recognize employee accomplishments?
• What qualities do successful employees possess?
• What is the company’s attitude toward educational advancement or professional development?
Networking FAQs

• Tell me about your company/university/lab?
• How do you handle . . . ?
• Describe your ideal employee/grad student/supervisor/customer.
• How is (national event) affecting your company/industry/university?
• What are the most important skills or experiences for your industry or career?
• How do you contribute to your company/industry/institution/discipline?
Nonverbal Cues

- Attitude
- Appearance
- Apparel
- Posture
- Facial expression
- Eye contact
- Handshake
- Obsessive compulsive behaviors
Verbal Cues

• Present a enthusiastic persona
• Show confidence
• Articulate
• Volume
• Pace
• Vocal tone
Speed Networking