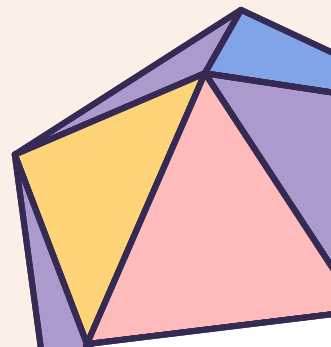
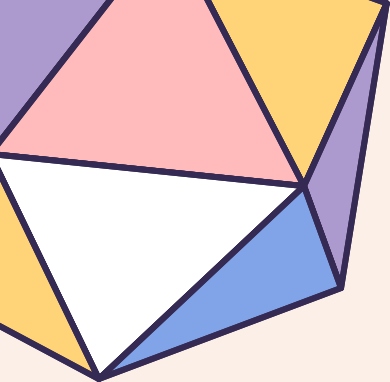
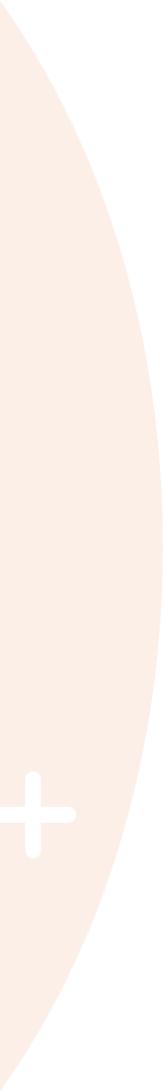




Networking 101

Winnona DeSombre





**There are Right Ways to Network,
and Wrong Ways to Network.**

01

**Why
Network?**

02

**Networking:
Start to Finish**

03

**Questions /
Discussion**



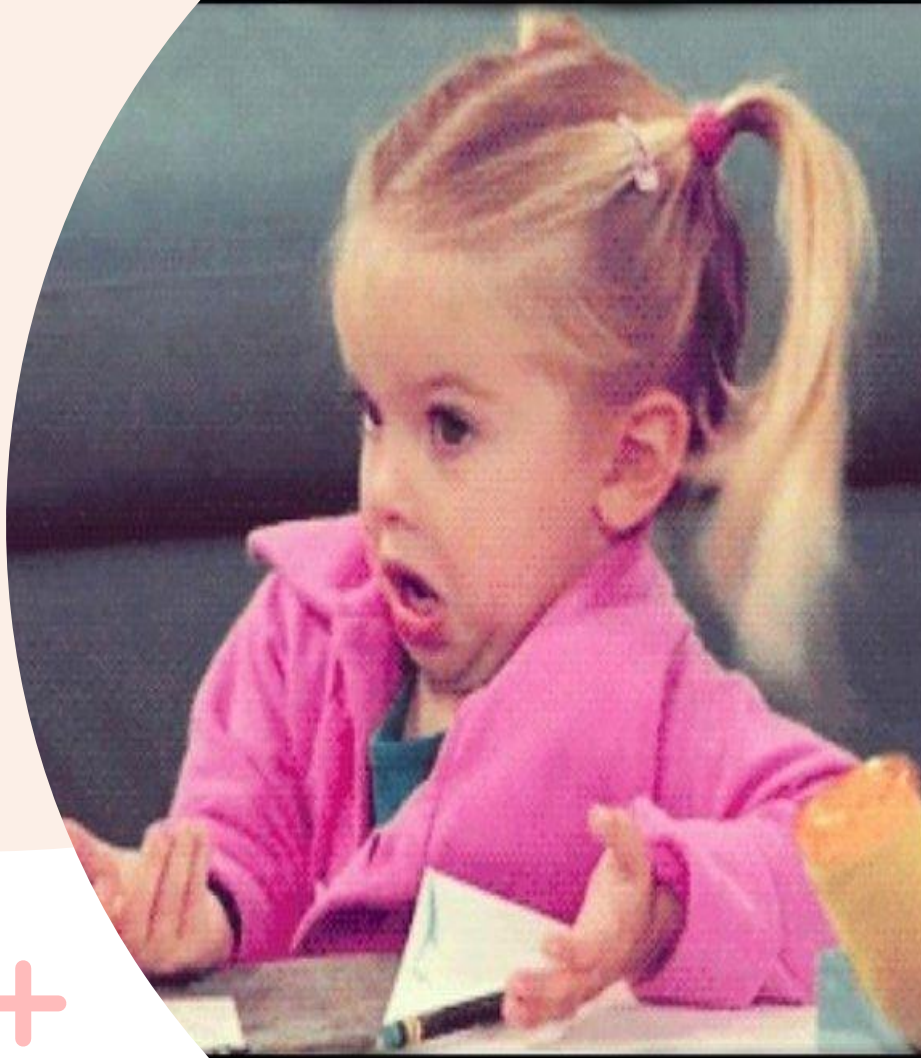
01

Why Network?





What is networking?



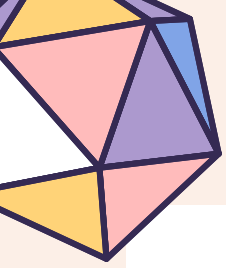


1. **interacting with others to exchange information and develop professional or social contacts.**
2. **the linking of computers to allow them to operate interactively.**



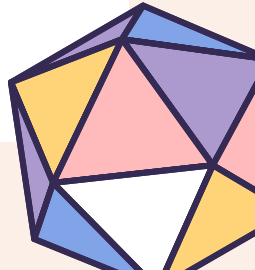
1. interacting with others to exchange information and develop professional or social contacts.
2. the linking of computers to allow them to operate interactively.





Networking:

Developing a professional relationship with a person you think does cool work, and/or has the answer to some of your career questions.





Benefits of Networking



- Get an “in” for jobs you might want (**sometimes**)





Benefits of Networking




- Get an “in” for jobs you might want (**sometimes**)
- Learn more about your industry (**more often**)
I.e. types of projects, cool jobs, new skills, even work on some cool new projects!





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 - Make Friends / Get mentored / Get to know cool people! (**most often**)
This is the Grown Up(™) way of making friends who like doing the same thing that you do, but at a different company
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Benefits of Networking



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 - Make Friends / Get mentored / Get to know cool people! (**most often**)
This is the Grown Up(™) way of making friends who like doing the same thing that you do, but at a different company
 - This is applicable when trying to meet upperclassmen who can guide you through the STEM major, talking to professors who can write you letters of rec, or finding people that can help you get a job.
- 

+

**Networking
is a process.**



$$1 + 1 =$$

$$=$$

+

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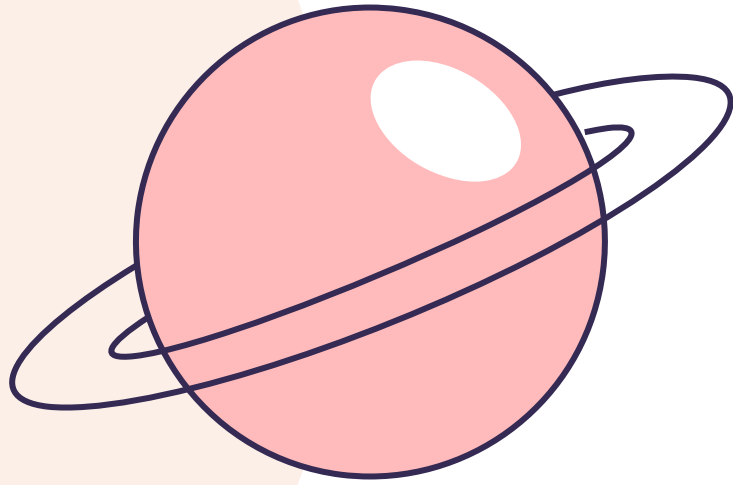
+

**This is an
opportunity to
meet people
that do cool
work!**



+
**It's normal for
new types of
social
interactions to
feel weird,
you'll get used
to it!**





02

**Networking -
Start to Finish**

Reaching Out

Stage 1: LinkedIn, Meetups, Mentorship



Reaching Out



Stage 1: LinkedIn, Meetups, Mentorship

+ During The Meeting

Stage 2: Online, In Person, Solo / Group



Reaching Out



Stage 1: LinkedIn, Meetups, Mentorship

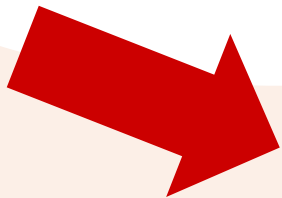
+ During The Meeting

Stage 2: Online, In Person, Solo / Group

After the Meeting

Stage 3: Following up, connecting, etc





Reaching Out



Stage 1: LinkedIn, Meetups, Mentorship

+ During The Meeting

Stage 2: Online, In Person, Solo / Group

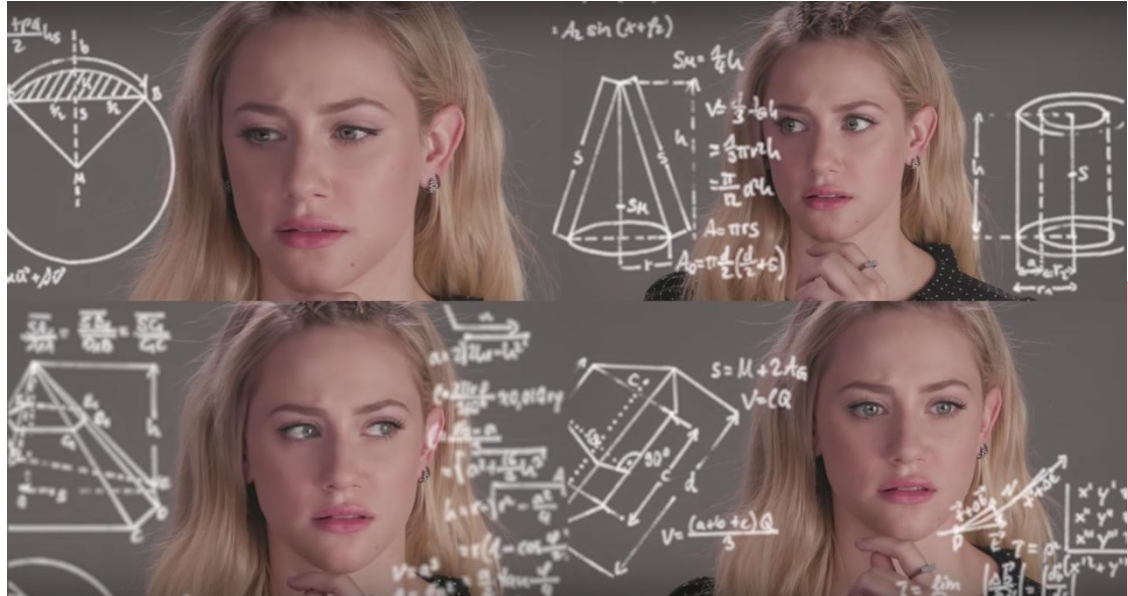
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Stage 3: Following up, connecting, etc



Reaching Out - Conceptual Guide

- Do you know what you want to do in STEM?



Reaching Out - Conceptual Guide

- Do you know what you want to do in STEM?

“I want any job that will take me”.

“I want to work at a big 4 tech company because everyone else is.”

“Idk why I’m constantly reading *Cracking the Coding Interview*.”

“What even is software engineering anyway?”

Reaching Out - Conceptual Guide

- Do you know what you want to do in STEM?

~~"I want any job that will take me".~~

~~"I want to work at a big 4 tech company because everyone else is."~~

~~"Idk why I'm constantly reading *Cracking the Coding Interview*."~~

~~"What even is software engineering anyway?"~~

Instead of this, walk through the following questions.



What industry do I want to be in?

What types of skills do I want to develop?

Why am I in STEM?

What part about STEM do I actually like, or what part am I good at?



Do I want to be in a technology field, or a field that isn't STEM where I can use my STEM skills?

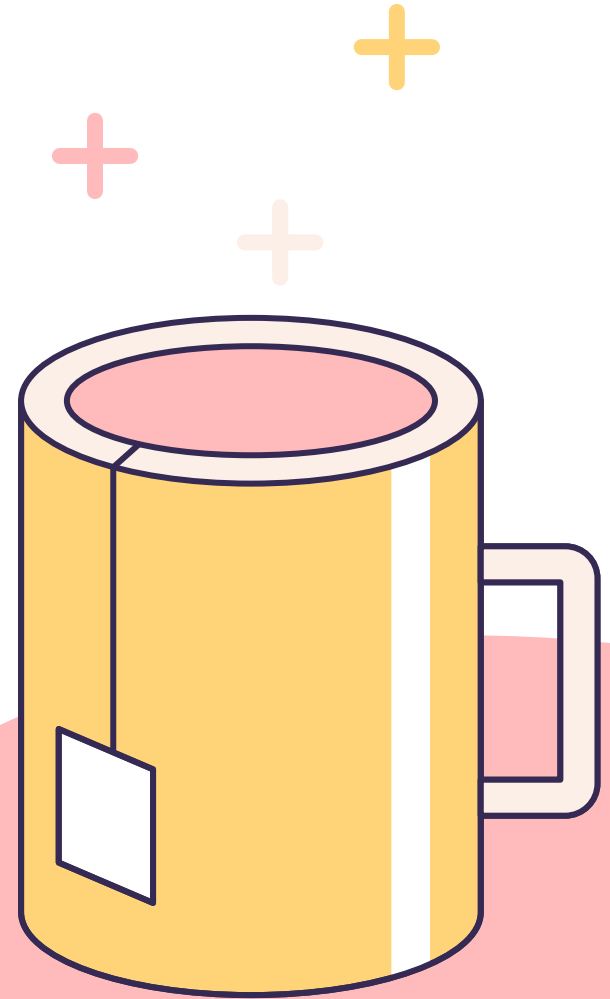
Do I want to be doing coding work, design, data analysis, or project management?

*What types of projects did I like in classes?
Which **didn't** I like?*



TL;DR

Knowing what you know you want,
as well as what questions you have
about your career,
helps you figure out who to reach
out to.



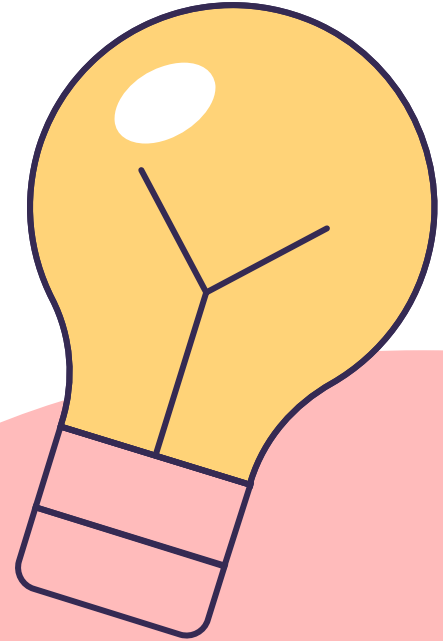
It's okay if you don't have all the answers yet. Even narrowing down a little bit helps.

"Who do I know that can help me walk through this?"



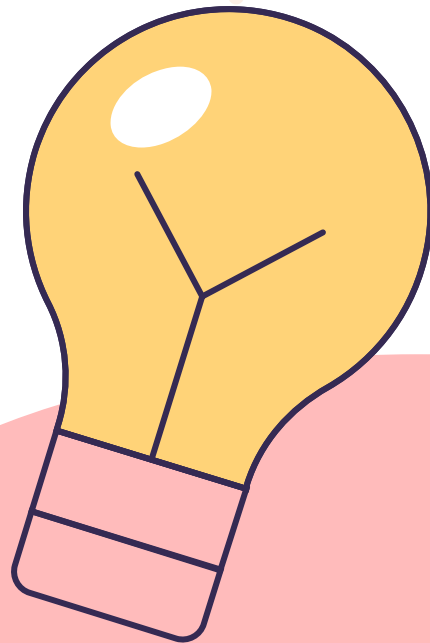
Reaching Out - Conceptual Guide

- Do you know what you want to do?
- Who do you know that might have the answers?



Reaching Out - Conceptual Guide

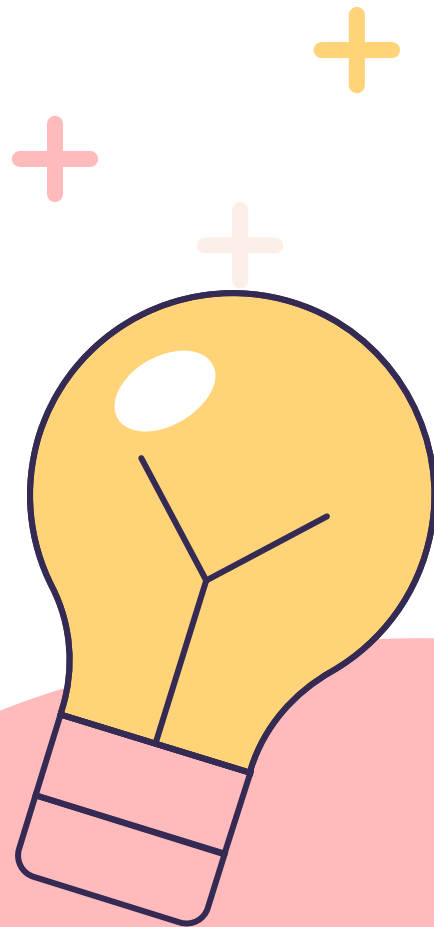
- Do you know what you want to do?
- Who do you know that might have the answers?
 - A friend, an classmate, a professor, some person on Twitter, someone whose email you got at a conference, etc.
 - Who do you know that can connect you to someone who might have the answers you're looking for?



Be on the lookout at your university,
hometown, etc.

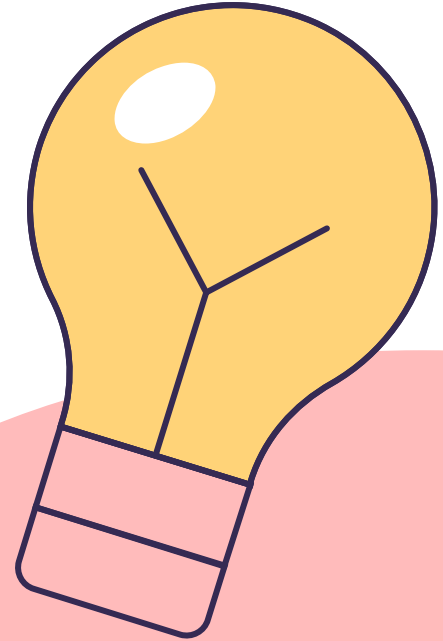
Search for people your friends can
connect you to.

Alumni can be a good resource, if you
have a specific reason for reaching out
to them.

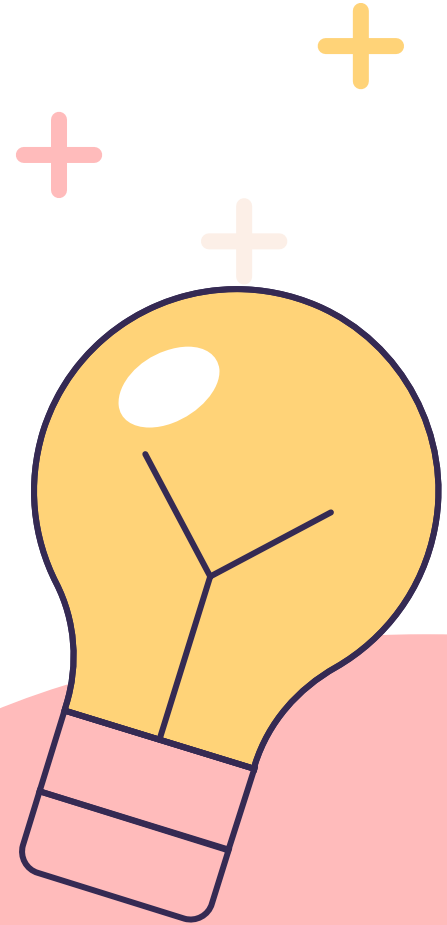


Reaching Out - Conceptual Guide

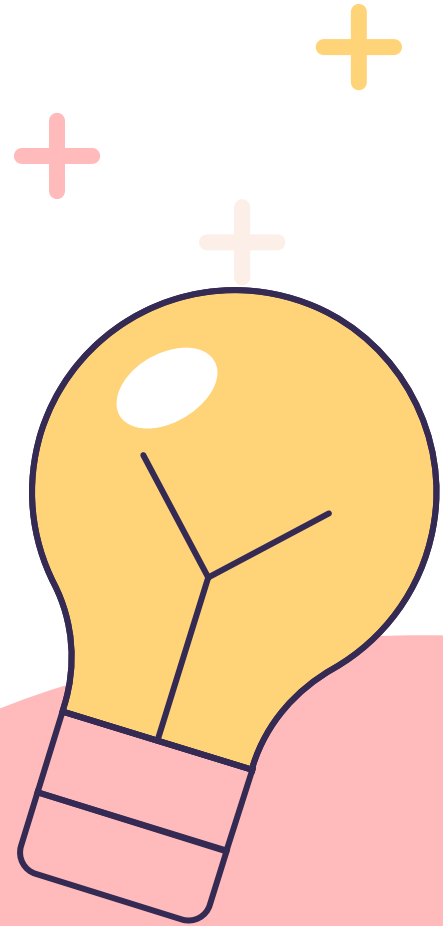
- Do you know what you want to do?
- Who do you know that might have the answers?
- How does the person you're reaching out to fulfill your specific needs?



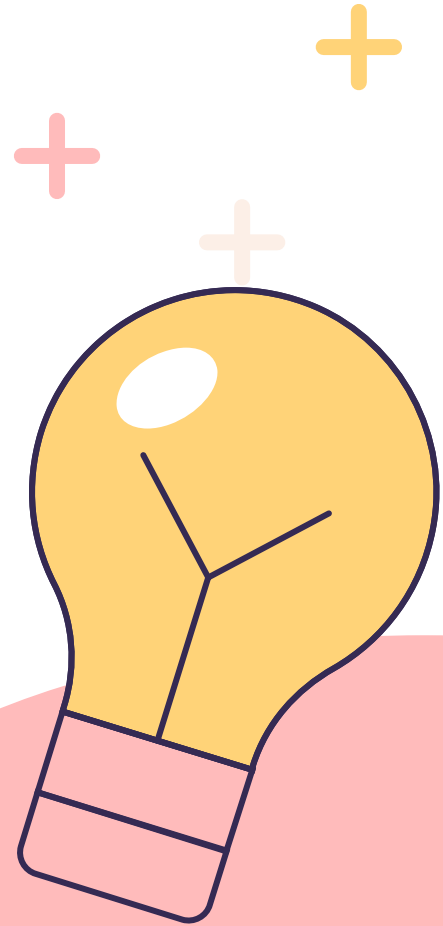
- How does the person you're reaching out to fulfill your specific needs?
 - They work for a company I really believe in and I want to know more.



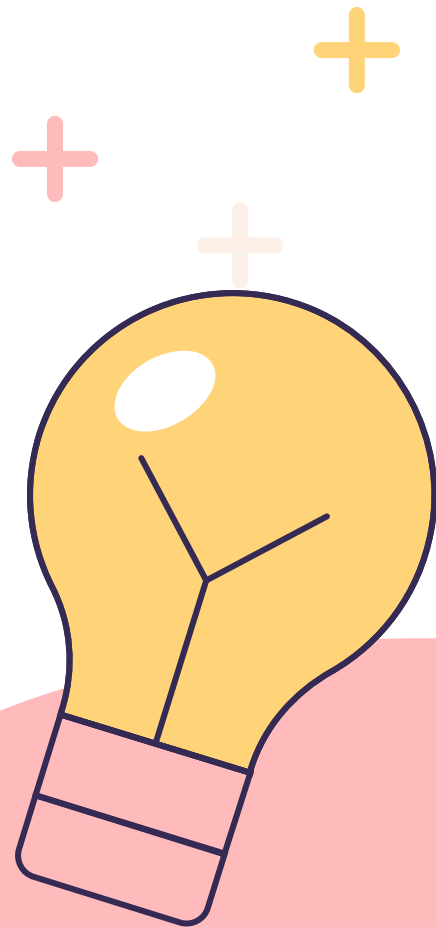
- How does the person you're reaching out to fulfill your specific needs?
 - They work for a company I really believe in and I want to know more.
 - They are in a position I am interested in and I want to know more.



- How does the person you're reaching out to fulfill your specific needs?
 - They work for a company I really believe in and I want to know more.
 - They are in a position I am interested in and I want to know more.
 - They have life experience that I think could help me answer questions I have.

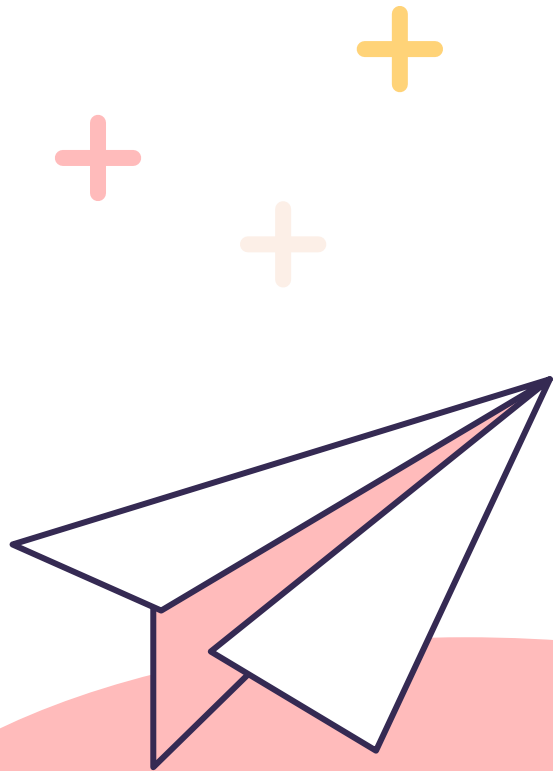


- How does the person you're reaching out to fulfill your specific needs?
 - They work for a company I really believe in and I want to know more.
 - They are in a position I am interested in and I want to know more.
 - They have life experience that I think could help me answer questions I have.
 - **(ONLY OCCASIONALLY)** they work for a company or team that I want to work for.



On Cold Messaging

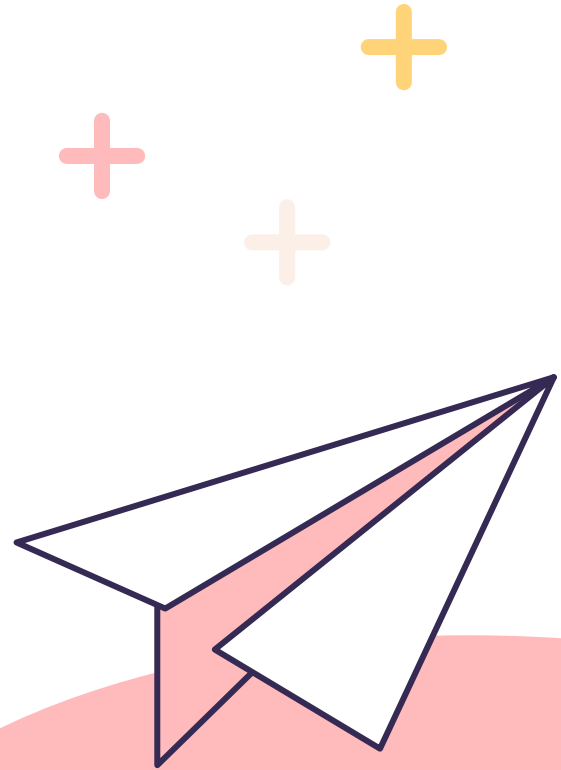
Cold messaging for an intro or a referral is only okay if you already have a relationship with this person.



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Cold LinkedIn messaging a person to ask them questions that you have ✅

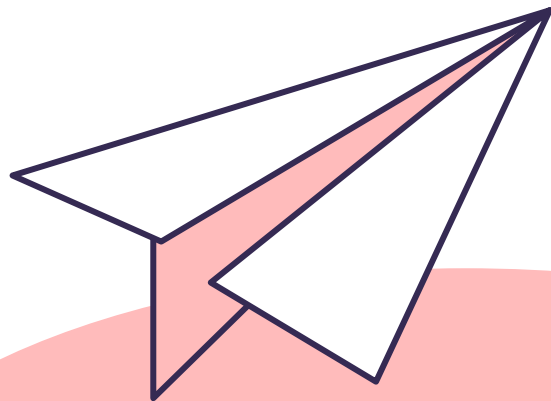


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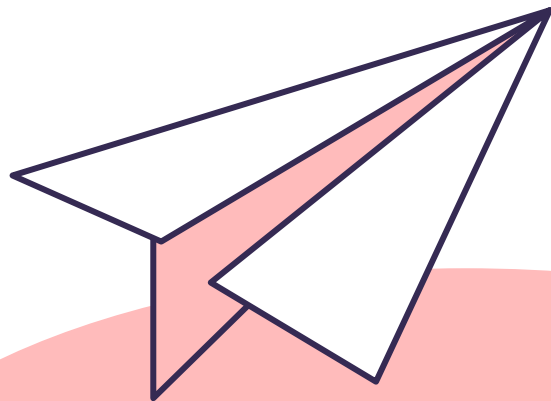
On Cold Messaging

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Cold LinkedIn messaging a person to ask them questions that you have ✅

Cold LinkedIn messaging a person to ask for a referral ❌

Cold LinkedIn messaging a person to pretend to ask them questions, when in reality all you want is a referral 🧠 (everybody has feelings)



+

**Networking
is a process.**



$$1 + 1 =$$

$$=$$

+

+



+

Instead of:

**I want to meet
people that can
give me a job.**



$$1 + 1 =$$

—

+

+



+

Reframe the
goal:

**I want to meet
people that can
help me guide
my career.**



$$1 + 1 =$$

+

+



Tactical Tips for Reaching Out

1. Do your Research.

Spell the individual's name right,
know WHY you're reaching out to
them.

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I recognize this seems like a no-brainer, but it happens.

Tactical Tips for Reaching Out

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Networking Session 21, 2020

📁 Found in Gmail Inbox

Hi Winona,

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**Networking Session
21, 2020**

📁 Found in Gmail Inbox

Hi Winona,

invitation:
↳ <Winona Zoom

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Networking Session
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Hi Wionna!
I hope you're doing well

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MC

Hi Winona!

Tactical Tips for Reaching Out

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Spell the individual's name right,
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2. Make the Connection.

Play 6 Degrees of Kevin Bacon -
how did you find this person?
What do you have in common?

Tactical Tips for Reaching Out

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Play 6 Degrees of Kevin Bacon -
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What do you have in common?

3. Make a Specific Ask.

What do you want out of this
conversation? Is it to find out more
about the industry? Figure out
what they do for their job?

Case Study - What's Wrong here?



Hi Wiona,

My name is X, I'm a rising junior at Tufts. I have experience in full stack development, machine learning and NLP. I am looking for an entry-level position in software engineering. I'd love to talk about potential opportunities at your company.

Thanks!



Case Study - What's Wrong here?

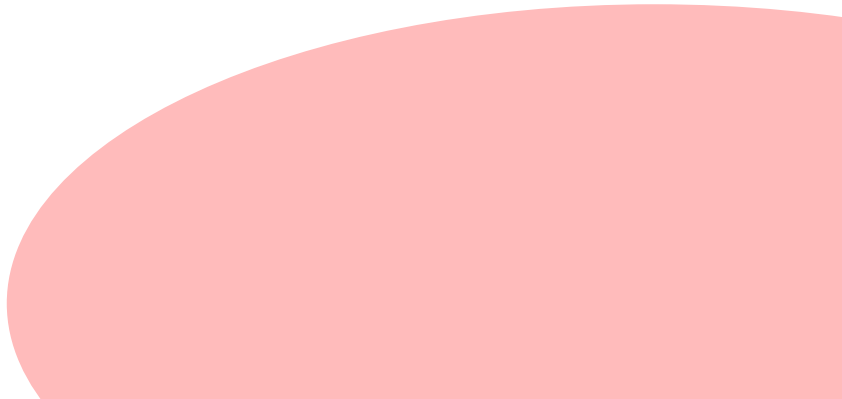


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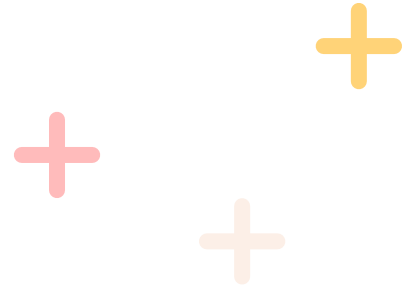
This message could have been sent to anyone: *If the message is copy-pasteable, it's not a good message.*

Case Study - Better?

Hi Winnona,

My name is X, I'm a rising junior at Tufts. I'm interested in cyber security, but I'm not sure what type of cyber security job would be a good fit for me. The job you have at Google sounds really cool, I would love to talk to you more about how you got to where you are, and how I could develop the right set of skills to get into this industry.

Would you be free for a brief phone call sometime next week?

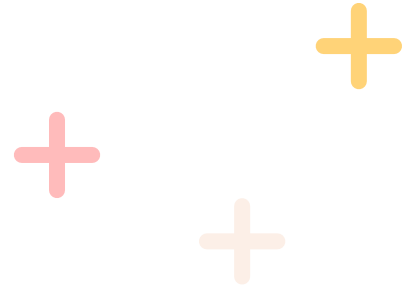


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Would you be free for a brief phone call sometime next week?

- Did basic research on why they should reach out to me (cyber security + Tufts)
- Has a specific ask - getting to know more about the industry
- Specific compliments are nice too!

Case Study - Better?

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would love to talk to you more about
how you got to where you are, and how
I could develop the right set of skills to
get into this industry.

Would you be free for a brief phone call
sometime next week?

Could be even better if:

- We had a common person who connected us (getting an intro from a friend is helpful here)

+

**Networking
is a process.**



$$1 + 1 =$$

$$=$$

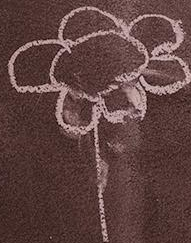
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*“But this sounds
like I’m not
trying to get a
job though”*



$$1 + 1 =$$

+

+



+

**Networking is NOT
about getting a job.**

**It's about finding
the RIGHT job, and
figuring out the
skills you need to
get it.**



$$1 + 1 =$$

+

+



Reaching Out

(LinkedIn, Meetups, Mentorship)



+ During The Meeting

(Online, In Person, Solo / Group)



After the Meeting

(Following up, connecting, etc)



During the Meeting



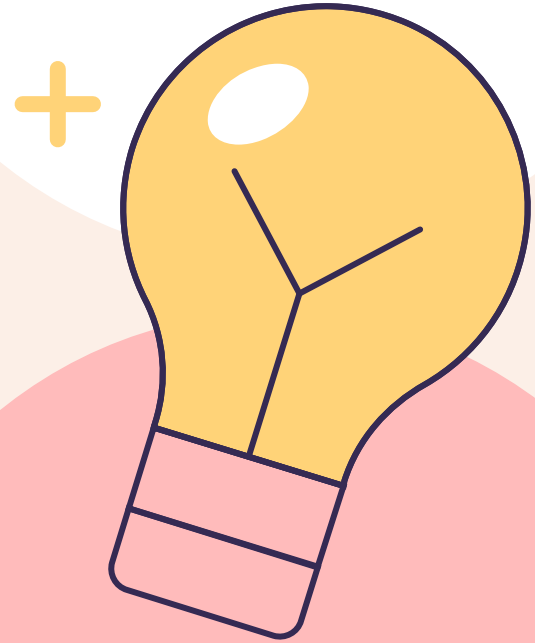
During the Meeting

- Have your questions written down.
- It's okay to have done research on the person you're meeting with.
- Talk to them a little bit about what you want out of your career.
- Keep the conversation going!



Don't Stress.

- Because this is informational, you don't have to impress them.
- If you realize that you want to take a different path from them, that's also a good data point!
- If you find out that this is the job / industry / company you want to be working in, however... ->

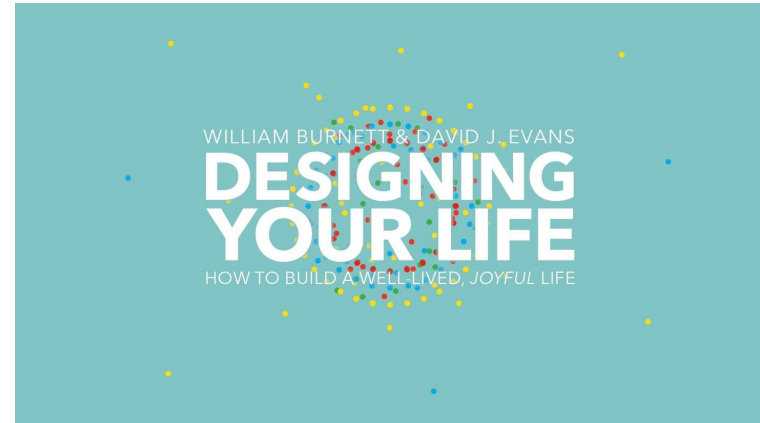


The Two Questions that turn a meeting into a job interview: +

“What additional skills or experience would I need to be able to work on a team like yours?”

“Do you know any companies that are looking for someone with my skill set, or that I could apply to after I develop those additional skills?”

(shamelessly stolen from the book, Designing your Life. Highly recommend.)



Reaching Out

(LinkedIn, Meetups, Mentorship)

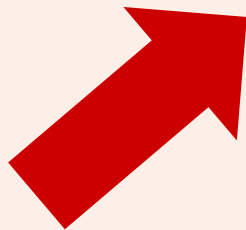


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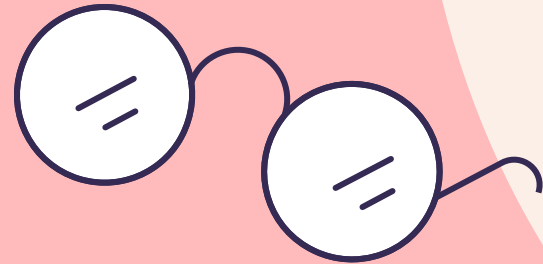
(Online, In Person, Solo / Group)

After the Meeting

(Following up, connecting, etc)



**Believe it or not, mentors /
connections usually want to
hear from you again.**



After the Meeting

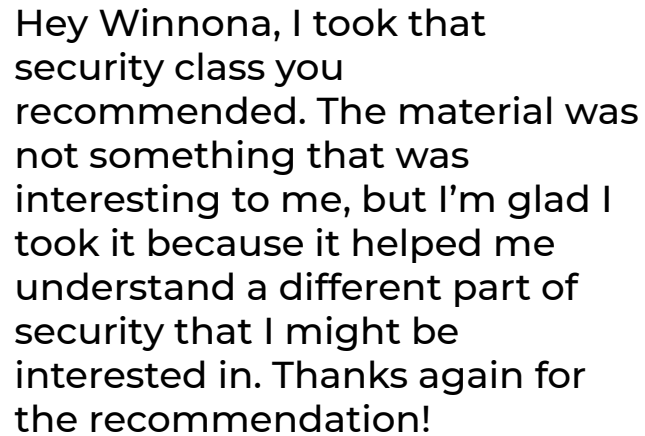

- Thank you emails / messages go a long way.
- Updates (especially celebratory ones) are encouraged.



Hey Winnona, I took that class you recommended, and it was awesome. Thanks again for the recommendation!

After the Meeting

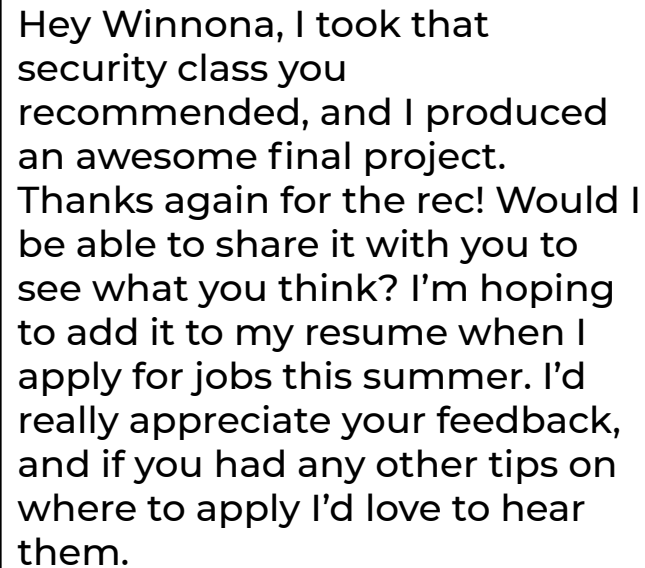
- Thank you emails / messages go a long way.
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Hey Winnona, I took that security class you recommended. The material was not something that was interesting to me, but I'm glad I took it because it helped me understand a different part of security that I might be interested in. Thanks again for the recommendation!

After the Meeting

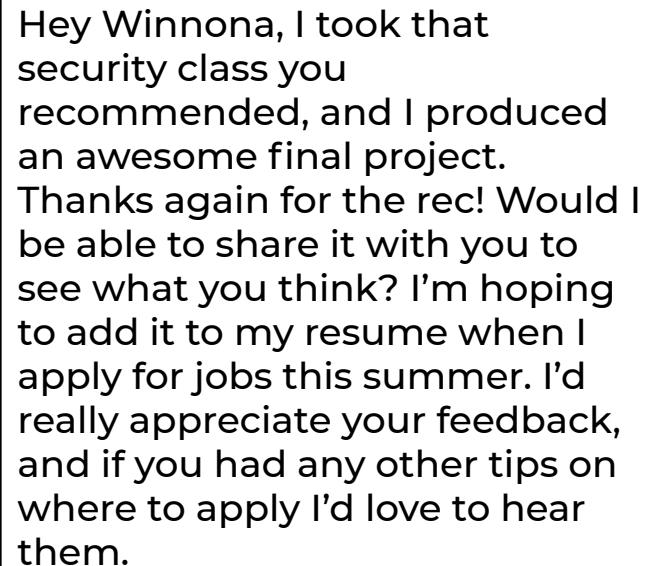
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Hey Winnona, I took that security class you recommended, and I produced an awesome final project. Thanks again for the rec! Would I be able to share it with you to see what you think? I'm hoping to add it to my resume when I apply for jobs this summer. I'd really appreciate your feedback, and if you had any other tips on where to apply I'd love to hear them.

After the Meeting

- Thank you emails / messages go a long way.
- Updates (especially celebratory ones) are encouraged.
- This facilitates the relationship, and keeps the person interested in helping you out in your career.



Hey Winnona, I took that security class you recommended, and I produced an awesome final project. Thanks again for the rec! Would I be able to share it with you to see what you think? I'm hoping to add it to my resume when I apply for jobs this summer. I'd really appreciate your feedback, and if you had any other tips on where to apply I'd love to hear them.

+

**Networking
is a process.**



$$1 + 1 =$$

$$=$$

+

+



Learning Summary

01

Why Network?

*It's a **process** that,
while not an instant
job solution, helps
you meet cool
people, find
interesting jobs, and
figure out what
skills you need to
get those jobs.*

02

Networking: Start to Finish

03

Questions / Discussion

Learning Summary

01

Why Network?

*It's a **process** that, while not an instant job solution, helps you meet cool people, find interesting jobs, and figure out what skills you need to get those jobs.*

02

Networking: Start to Finish

Before the meeting: know what you want to do, who can help you, and reach out to them in a specific way.

03

Questions / Discussion

Learning Summary

01

Why Network?

*It's a **process** that, while not an instant job solution, helps you meet cool people, find interesting jobs, and figure out what skills you need to get those jobs.*

02

Networking: Start to Finish

*During the Meeting:
Have specific questions, tell them about your career, do your homework. Decide if you want to turn the meeting into a job interview.*

03

Questions / Discussion

Learning Summary

01

Why Network?

*It's a **process** that, while not an instant job solution, helps you meet cool people, find interesting jobs, and figure out what skills you need to get those jobs.*

02

Networking: Start to Finish

*After the Meeting:
Follow up, and develop the relationship!*

03

Questions / Discussion

Learning Summary

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Questions / Discussion

Let's talk!



Thanks

**Do you have any questions?
Feel free to reach out!**

