



STUDENT LIFE

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Welcome to...

Building Your Network

Hello!
I'm Don Beckwith



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Things you'll learn today...

1. Develop an understanding of networking and its importance
2. Examine personal and potential networks to begin making connections
3. Identify ways to expand your network
4. Understand what to do before, during, and after an informational interview



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TIP #3
BE PREPARED



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Activity Time!

You will have 8 mins to:

- a. Find someone that meets that statement/phrase on your handout.
- b. Write down their name and what their experience or situation was. **Ask them a follow-up question.**
 - i. For example, if you find someone who worked at a fast-casual restaurant. What restaurant?
Get curious, and then write down their name.
- c. Goal is to have at least one page filled.



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What happened?





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60%

**JOBS ARE FOUND
THROUGH
NETWORKING**



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70 to
85%

OF JOBS GO UNADVERTISED



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IDENTIFYING MY NETWORK

Family

Friends

Alumni

Supervisor
or Faculty



The Advocate

- Knows you on a personal level
- Acts as a trusted sounding board/mentor
- Likely a close friend or family member

The Connector

- Well-connected individual
- Demonstrates willingness to make connections on your behalf
- Likely alumni, past internship advisor, or professor

The Subject Matter Expert

- Offers superior insight on a specific industry
- Can give an unbiased opinion
- Likely an alumni contact, professor, or family contact.

Where have professionals with my skills been most successful in your industry? Which skills should I focus on developing if I want to grow in this industry?

“I’m interested in learning more about company X. Would you be willing to connect me with someone who works there?”

“How can my first few jobs line up with my natural talents, skills, and values?”



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**What types of connections
do you have?**

**Take 1 minute to label your
connections in your four areas**



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Informational Interviews

What it is?

- 20-30 minute conversation
- Used to gain info, knowledge, and understanding of a job or industry or geographic area

What it is **NOT**?

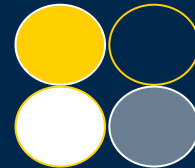
- Asking for a job/internship

How do you arrange them?

UNIVERSITY CAREER ALUMNI NETWORK (UCAN)



Who do you ask?





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Ways to Expand Your Network

LinkedIn

Volunteer or Job Shadow

Informational Interviews

Attend an Immersion

Attend a conference

Recruiting events

Go to Career Fairs

Attend on-campus lectures

UCAN (University Career Alumni Network)

Get involved with professional organizations



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LinkedIn

<https://www.linkedin.com/school/university-of-michigan/people/>



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- Lighter with bullets, one sentence for a bullet
-





ASKING QUESTIONS

Asking **good questions** and getting **curious** is crucial for informational interviews and networking. **Interested is interesting.**

- Focus on open-ended questions rather than closed-ended questions
- You never know who someone else might know

Developing Questions

GOAL: Develop 3-5 questions you would ask to an alumni or professional

- You will have 1 minute to develop these questions
- Then, get into pairs and for 2 mins share your questions
- Join another pair, for 4 mins discuss 2 -3 favorites from your group



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Networking Questions

What were some questions you heard that you particularly liked?\

- What do you like most or least about your job?
 - What is your typical day like?
 - Tell me about your work life balance
 - Best resources you used at UM
-



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Sample Networking Questions

- What attributes make someone successful in this field?
- What does a typical week look like for you and your company?
- What do you find most enjoyable?
- Why do people leave this field?



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Maintaining Connections

Once you've made connections....keep up with them!
You never want to just drop in when you need something...

1. During your conversation, ask them if it's appropriate to follow-up periodically.
2. Industry or company specific news updates
3. Updates on your search or decisions

Ways to stay in touch:

- Twitter
- LinkedIn
- Email
- UCAN



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**Please take the survey below.
Let us know what you thought.**



Q8: NETWORKING

Q52: Facilitator Name

goo.gl/1n8yxD

We **VALUE** your feedback and make **CHANGES** based on this survey.
This survey will take **3-5 minutes** to complete.
Feedback is collected **ANONYMOUSLY**.



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