

The image features a close-up of a spiderweb with numerous dew drops of varying sizes. The lighting is warm, with a yellow and orange glow, particularly on the left side, creating a soft, ethereal atmosphere. The dew drops are in sharp focus, reflecting light and creating a shimmering effect. A horizontal grey banner is positioned across the middle of the image, containing the word "NETWORKING" in a large, bold, black, sans-serif font.

NETWORKING

Starting out...

- All of you are reporters and you will need to interview at least three people
- Questions:
 - Name
 - What are you studying for?
 - If you are not working, what job do you wish to apply for?
 - If you are working, where do you work and what do you do?
 - How do you spend your leisure time?
 - I am ... and I am interested in... Could you perhaps suggest someone else to talk to?

What is networking?

- developing a broad list of contacts
- and using them to your advantage when you look for a job.

People in your network may be able to:

- give you job leads,
- offer you advice and information about a particular company or industry,
- and introduce you to other so that you can expand your network.

What is networking?

- The cultivation of trust and confidence is key
- Quality should be above quantity
- An initial meeting or contact with someone does not establish a connection unless there is followup of some kind.
- The followup must suggest a genuine interest in developing a mutually supportive relationship.

What is networking?

- “What I can do for you" AND "what you can do for me.“
- Networking requires time and a commitment to helping others.
- Networking requires showing a concern and interest in others that will help build the credibility and trust that is the mainstay of establishing an effective network.

Where can you start?

- Write down the names of ten people who you could go and talk to about your career- and/or job-search issues

Where can you start?

- The best place to start developing your network is with your family, friends, and neighbors - and with their family, friends, and neighbors, but don't stop there. Talk to co-workers, colleagues in your industry, and those you meet at industry gatherings, such as trade shows and conferences. Talk with former co-workers, bosses, and teachers.

What do you need to get started?

- Get organized (for example, keeping a business card file, written notes or an electronic database).
- Stay in contact (for example, through regular phone calls, e-mail, and holiday greetings). Third, you need to set goals for yourself (such as 5 new contacts per week).

What do you need to get started?

- Develop a firm grasp of job search basics. This means updating your skills with regards to researching company information, writing letters to request information, going to interviews, writing cover letters and thank you notes.
- Conduct a self-assessment. An honest review of your strengths and weaknesses is vital. You should also make some decision relating to the types of jobs you want and the types of companies and industries that interest you.

What do you need to get started?

- Prepare a well-thought out CV. If you don't already have a CV, now is the time to develop one.

What do you need to get started?

- Decide how to organize your network. This step is crucial to your success. If you have ongoing access to a computer, the best method is a database or spreadsheet where you can enter key information, such as names, titles, company names, addresses, phone numbers, fax numbers, email addresses, and dates of communication. Keeping an organized collection of business cards, where you can write notes and comments about your network, is another alternative.

What do you need to get started?

- Communicate with your network. It is extremely important to stay in touch with your network, which you can easily do by phone, mail, or email. Don't be afraid to ask for their help. Most people like helping others, and you must communicate your current needs with your network in order for them to be able to help you.

What do you need to get started?

- Initiate informational interviews. One of the best ways to gain more information about an occupation or industry -- and to build a network of contacts in that field -- is to talk with people who are currently working in the field. The purpose of the informational interview is to obtain information, not to get a job.

What do you need to get started?

- Follow up with your network. The key is keeping your network informed of your situation and thanking them for their efforts. Never take your network for granted.

Informational interviewing: a form of networking

- Watch the video “The Dos and Don'ts of Informational Interviews ”
- While you are watching the video, make notes about what you observe and about what you are learning.

What is informational interviewing?

- It is an interview designed to produce information.
- You can gather information needed to choose and refine a career path.
- It involves the process of spending time with one key industry network in a highly focused conversation.
- It is a process of screening
- It is the ultimate networking technique especially considering the purpose is not to get a job!

Steps for informational interviewing

Step 1

- Identify one or more occupations you are interested in:
- Assess your own interests
- Assess your abilities and skills
- Assess your values
- Evaluate the labour condition and trends
- Prepare your questions

Steps for informational interviewing

Step 2

- Identify people to interview
- Start with a list of people you already know:
 - family and friends
 - Locate alumni from your institution
 - Use organisation directories
 - Lecturers
 - Career Offices

Steps for informational interviewing

Step 3

- Schedule your meeting: by phone or letter
- Do this with purpose: Introduce yourself; Why you are contacting this individual?; A statement of your interest and experience in this field; Why you would like to converse: information and advice is key

Steps for informational interviewing

Step 4

- Research before interview:
Thorough company research to increase the quality of your interview.
- Resources available to you:
Company websites
Annual reports
Company literature
Library reference material
University career office material
Professional society magazines

The day before

The Day Before

- Phone to confirm appointment
- Send a copy of your resume for context
- Plan route to arrive 10 minutes early
- Have a note book and pen ready
- Think about what you are going to wear
- Cross check your question list.

On the day

On the day

- Pretend you are a reporter
- Be enthusiastic
- Listen carefully and show interest: Be receptive and show that the information is important to you. You must listen to it and understand it.
- Be direct and concise
- Share information about yourself

On the day

- Do not dominate conversation
- Use your time allocated effectively: If you asked for 20 minutes, only use 20 minutes
- Ask for one other contact: Before leaving, ask your contact to suggest names of others who might be helpful to you and ask permission to use your contact's name when contacting these new contacts.
- Look for links

The day after

And the day after

- Send a thank you letter (always include your contact details)
- Record, analyse and evaluate information by answering these questions:
 - What did I learn (positive and negative)?
 - How does what I learnt fit with my own interests, abilities, goals and values?
 - What do I still need to know?
 - What plan of action can I make?

LinkedIn and your network

Visit the Counselling and Career Development website to learn more about using LinkedIn effectively to expand your network.

<http://www.unisa.ac.za/sites/corporate/default/About/Service-departments/Counselling-and-Career-Development/Prepare-for-job-opportunities/LinkedIn-and-your-career>

“ The people who get on in this world are the people who look for the circumstances they want, and if they cannot find them...THEY CREATE THEM.” - George Bernard Shaw