

Today's Team



Andy King

Corporation For
National &
Community Service



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Trachtenberg School, George
Washington University &
CareerHappinessCoach.com
VISTA 1994-1995

Session Goals

By the end of the webinar, you will be able to:

- Identify why building a network can have an expansive impact in your career
- Determine goals for cultivating relationships to build career capital
- Develop strategies to meet your goals, using on- and offline networks

Today's Agenda

- Why build a network?
- Learning before doing
- Online resources
- Offline connections

Synonyms for network

Common

Informal



verb to socialize for professional or personal gain

associate

hobnob

mingle

make contacts

rub elbows

circulate

meet

schmooze

meet and greet

networking

[net-wur-king]

Spell

Syllables

Examples

Word Origin

noun

1. a supportive system of sharing information and services among individuals and groups having a common interest:

"Working mothers in the community use networking to help themselves manage successfully."

Networking → Career Capital



Open Networks

#1 predictor of career success is being in an Open Network

- ❖ Multiple unique groups and relationships results in...
 - ✓ Diverse and more true perspective of the world
 - ✓ Access to new information
 - ✓ Connector between groups
 - ✓ Creative, breakthroughs

Wired for Connection



In a Competitive and Complex Job Market, Relationships Reign Supreme

78% of recruiters find their best quality candidates through referrals.

Jobvite

“The researchers concluded that people’s egos are boosted when they’re consulted and asked to dole out advice, which in turn leads them to think more highly of the people who’ve just boosted their egos.”

Harvard Business School and Wharton School

Uh oh...what do I
talk about now?





Who Am I?

STRENGTHS

VALUES

CAUSES

NEEDS

COMPETENCIES

GROWTH



ASSESS

BE AWARE

CONVERSE

What do I know about my organization?



ASSESS

BE AWARE

CONVERSE

What do I know about my field?

FUNDERS

HOT ISSUES

LINGO

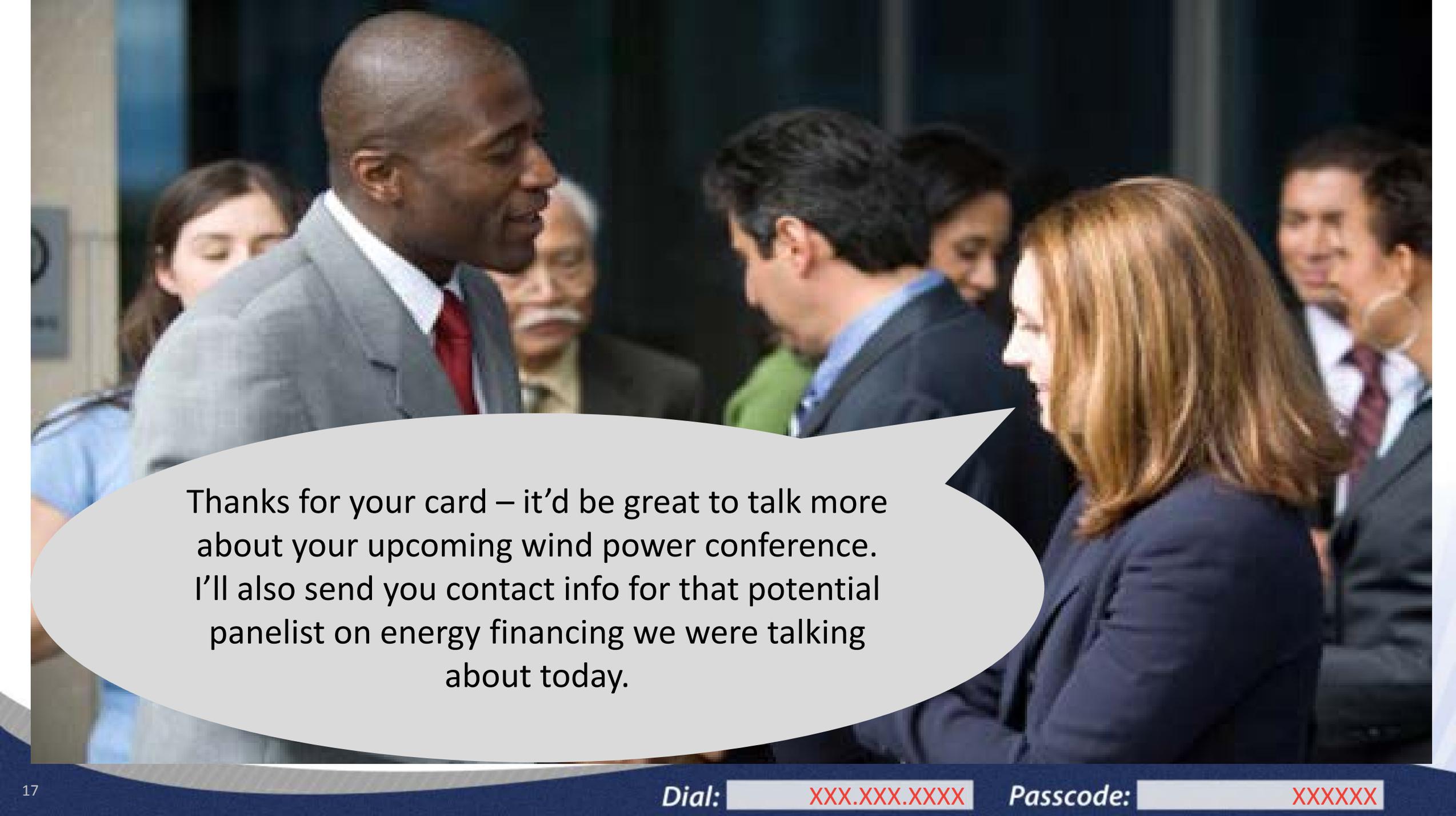
TRENDS

INFLUENCERS

LEAD ORGS



DO
EDUCATE
FOLLOW

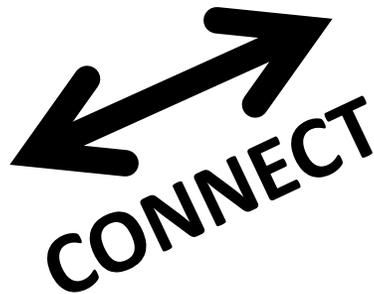


Thanks for your card – it'd be great to talk more about your upcoming wind power conference. I'll also send you contact info for that potential panelist on energy financing we were talking about today.

Give

“Professionals who share articles or content with their LinkedIn network at least once a week are nearly **10X more likely** to be contacted by a recruiter for new opportunities than people who don't make offerings.”

-Nicole Williams, LinkedIn's career expert-connection director

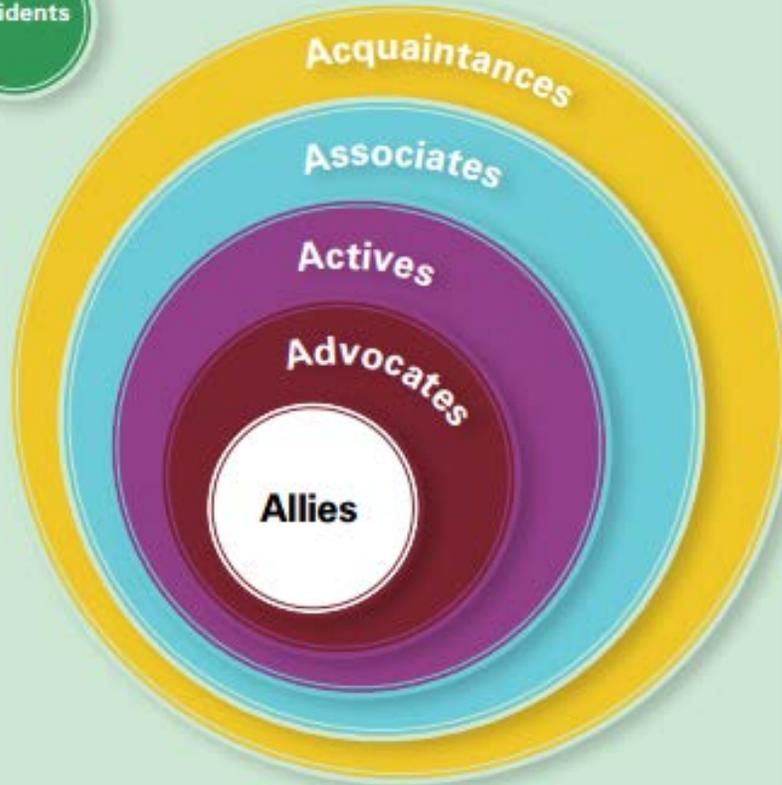


Recent research “shows that we overestimate the chance that our requests for help will be denied — especially after we've been turned down before. And that suggests we should be asking for help more readily and from a wider set of people than we currently are.”

Receive

Stages of Relationship Building

Accidents

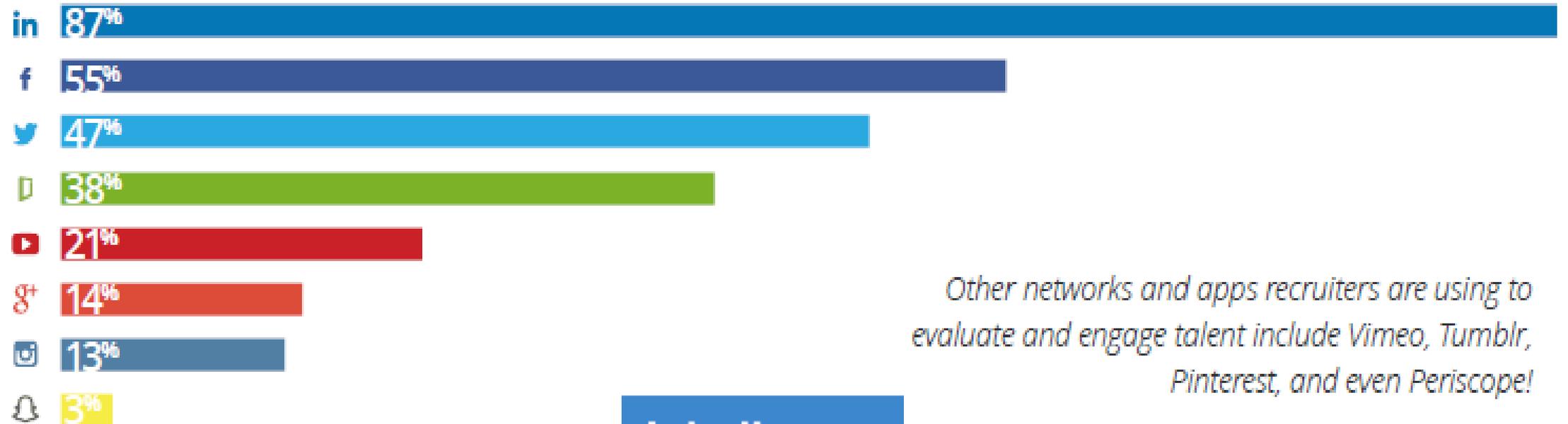


Source: (C) by ContactsCount LLC
www.ContactsCount.com



SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process. 4% aren't sure, but the 92% of recruiters that do use social media cast a wider net than ever:



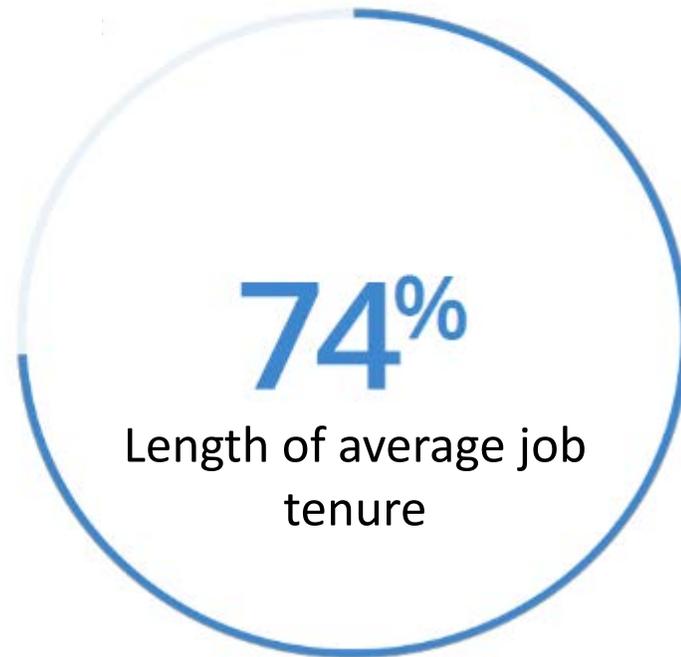
Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!

Jobvite

Social Media Is a Gold Mine for Recruiters

Online networks are chock-full of precious data, both personal and professional. Recruiters are digging deep to uncover what really matters.

Here's what they notice most:



Jobvite



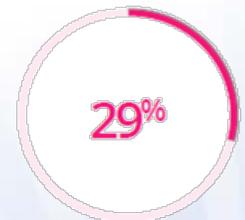
Length of tenure with current employer



Mutual connections



Commitment to professional organizations



Examples of written or design work

LISTEN

Keywords, hiring,
funding, news

FOLLOW

Recruiters, hiring
managers,
influencers
(Use Twitter Lists)

BRAND

Retweet
(SELECTIVELY),
Strong bio,
Welcome message

VALUE

Share relevant info,
answer questions,
connect people,
shout outs



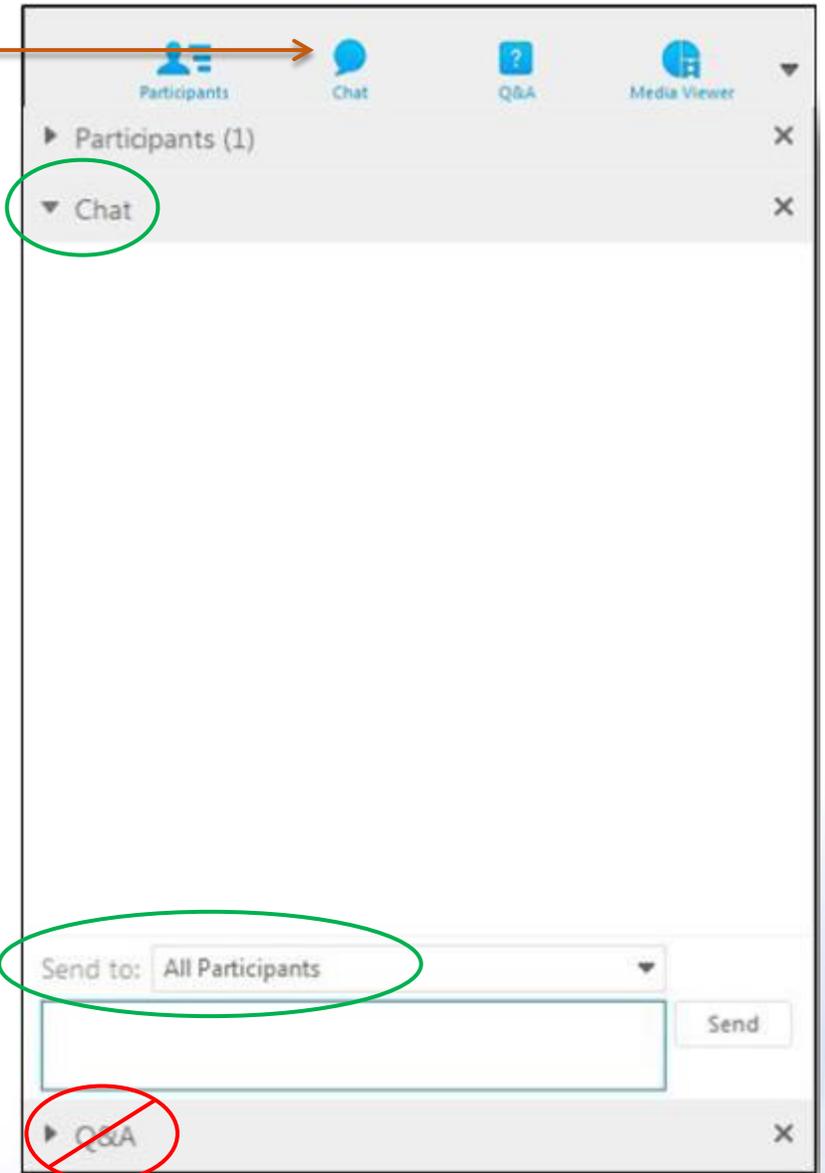
Chat Question

What hashtags do you recommend for learning about specific fields or jobs?

One great source:

<http://careerenlightenment.com/50-hottest-twitter-hashtags-for-job-seekers>

Click this button if you don't see the chat panel.



Real time updates on what's important to an organization

United Way @UnitedWay

We're creating opportunity for all and worldwide change one community at a time, through education, stable income and good health. Join us.

1,800 communities worldwide

unitedway.org

Joined September 2008

Tweet to United Way

4 Followers you know

718 Photos and videos

Tweets Tweets & replies Photos & videos

Pinned Tweet

United Way @UnitedWay - Oct 5

Our education work is brought to life by extraordinary teachers every day. Thanks for all you do. **#WorldTeachersDay**

United Way Retweeted

The Post and Courier @postandcourier - 5h

"The @UnitedWay is our star of the week," says @nikkhaley. We partnered with @TridentUWay in the #SCFlood recovery. bit.ly/1NC0yqL



tBf

Boston Foundation
@bostonfdn

Greater Boston's community foundation: a partner in philanthropy, a major funder, a civic leader and convener.

📍 Boston, MA
🌐 btf.org
📅 Joined June 2011

TWEETS 3,486 | FOLLOWING 1,155 | FOLLOWERS 6,882 | FAVORITES 25 | LISTS 11

Tweets | Tweets & replies | Photos & videos

Boston Foundation @bostonfdn · 20h
Happy holidays to our amazing donors, whose generosity past & present made it possible for us to grant out \$112 million in FY14.

Boston Foundation @bostonfdn · 20h
We're always happy to see a teacher honored! Congrats & happy holidays to Nicole Bollerman of UP Academv.



Nonprofit Jobs
@ExecSearches

ExecSearches.com - Nonprofit executive, management, and fundraising jobs.

📍 United States
🌐 execsearches.com
📅 Joined August 2008

TWEETS 5,773 | FOLLOWING 684 | FOLLOWERS 3,460 | FAVORITES 124 | LISTS 4

Tweets | Tweets & replies

Nonprofit Jobs @ExecSearches · 14h
Metrocenter Executive, YMCA of Greater Seattle, Seattle, Washington
execsearches.com/non-profit-job...
#nonprofit #jobs #WA

Nonprofit Jobs @ExecSearches · 18h
Chief Operations Officer, Youth Organizations Umbrella (YOU), Evanston, Illinois
execsearches.com/non-profit-job...




Net Impact
@netimpact

Net Impact is mobilizing a new generation of leaders to use their careers to drive transformational change in the workplace and the world. Tweets by Melissa M.

📍 San Francisco, CA
🌐 netimpact.org
📅 Joined March 2009

TWEETS 6,113 | FOLLOWING 9,796 | FOLLOWERS 20.7K | FAVORITES 3,264 | LISTS 18

Tweets | Tweets & replies | Photos & videos

Net Impact @netimpact · 18h
Do you have visions of grad school dancing in your head instead of sugar plums? Our guide helps you pick a school. bit.ly/1xic80Z

Net Impact @netimpact · 20h
Now #hiring! Research Coordinator at @dartmouth. bit.ly/1DSIWGY / via free @netimpact #Job Board / #impactjobs

Net Impact @netimpact · 22h
Have an informational interview lined up? Here are our most popular tips, tricks, blogs, and more to get you prepared bit.ly/1m1o7YH



GovLoop
@GovLoop

GovLoop is the knowledge network for 150k public servants. We're passionate about public service innovation. Become a member here: govloop.com/regist

📍 Washington, DC
🌐 govloop.com
📅 Joined June 2008

TWEETS 46.5K | FOLLOWING 6,313 | FOLLOWERS 18.4K | FAVORITES 552 | LISTS 25

Tweets | Tweets & replies | Photos & videos

GovLoop @GovLoop · 25m
Making a speech this holiday season? It never hurts to refresh with tips and tricks. ow.ly/FNvq

GovLoop retweeted **Jem Wierenga** @TeresYeth · 23h
ARE y'all familiar with NORAD's #Santa tracker? (via @GovLoop) bit.ly/1B29xHq

GovLoop retweeted **NIC Inc. | EGOV.com** @EGOV · 23h
The latest recognition for @ehawaii.gov? Being named as one of @GovLoop's "30 Innovations that Mattered in 2014!" mp/1sDTivG

Status Updates

Customize URL

**Add/delete
Photos**

**Professional
Details**



**Fan/Like
Company
Pages**

**Events &
Groups**

Privacy Settings



Stay connected with what's happening at other organizations and in your field

Year Up
September 10 · 🌐

We're proud to be part of Microsoft's #YouthSpark initiative to close the Opportunity Divide around the world - celebrating their two-year milestone today!

Year	Youth Unemployment (million)
2007	37.4
2012	73.7
2013	74.5

Expanding technology education to turn the tide of rising youth unemployment - The Official...

Despite pockets of recovery in the global economy, worldwide unemployment continues to rise, particularly among youth between the ages of 15 and 24. In the...

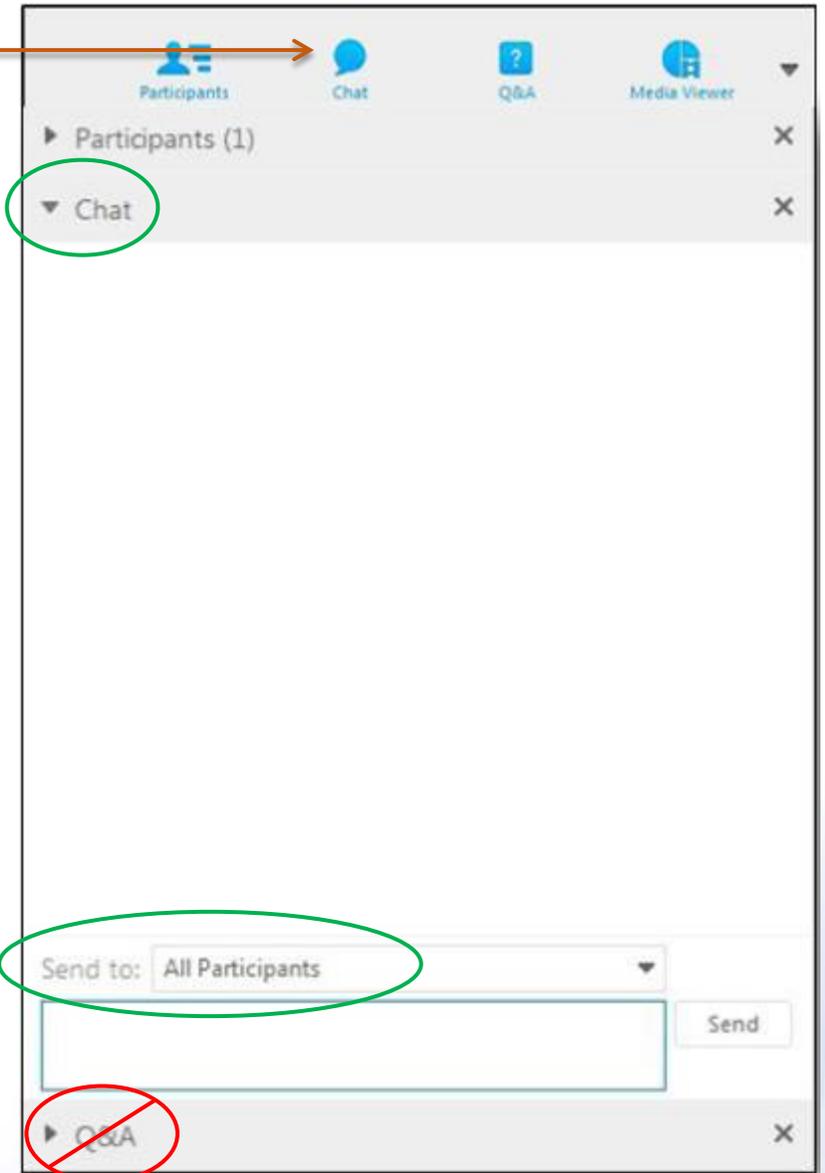
BLOGS.MICROSOFT.COM

Like · Comment · Share · 👍 82 ↻ 5

Chat Question

How are you using Facebook to connect with people professionally?

Click this button if you don't see the chat panel.



Company
page usage
jumped
from 24% to
57%

300M+
Global
100M+ US

87% of recruiters use
LinkedIn to find and
vet candidates

LinkedIn

Managing Your LinkedIn Profile



The image shows a screenshot of a LinkedIn profile for a user named Napoleon Dynamite. On the left is a profile picture of a young man with curly hair and glasses, wearing a white shirt and a red tie. To the right of the photo, the name "Napoleon Dynamite" is displayed in a large, bold font. Below the name, the current job title "Assistant Photographer" is shown, with a red arrow pointing to it. Underneath the job title is the location "Preston, Idaho". Below the location, the current employer is listed as "Glamour Shots by Deb". Further down, the previous employer is listed as "Sales Rep for Uncle Rio". At the bottom of the profile information, the education is listed as "Preston Senior High School". At the bottom of the profile card, there is a button labeled "Edit Profile" with a small downward-pointing arrow to its right.

Napoleon Dynamite
Assistant Photographer
Preston, Idaho
Current Glamour Shots by Deb
Previous Sales Rep for Uncle Rio
Education Preston Senior High School

Edit Profile

Managing Your LinkedIn Profile



Ben Duda

1st

Co-Executive Director at AmeriCorps Alums

Greater Atlanta Area | Nonprofit Organization Management

Previous KaBOOM!, Baltimore City Department of Planning, Citizen Schools

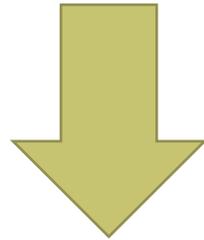
Education The Johns Hopkins University

Send a message

Endorse

500+
connections

Student, The George Washington University
Washington, District Of Columbia



Media Relations Intern

U.S. Chamber of Commerce

September 2014 – Present (3 months) | Washington D.C. Metro Area

Jennifer Blanck

International Writer | Trainer | Consultant | Coach

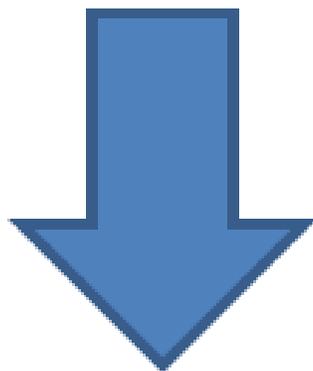
Hungary | Writing and Editing

Nonprofit Communications Professional

New York, New York | Nonprofit Organization Management

Linked in URL

www.linkedin.com/pub/denise-riebman/51/272/655



www.linkedin.com/in/deniseriebman/

Building your Connections

 Invite **Daniel** to connect on LinkedIn

How do you know Daniel?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Daniel

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Denise Riebman

Personalize your Invitation

 Invite **Daniel** to connect on LinkedIn

How do you know Daniel?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Daniel

Include a personal note: (optional)

It was great meeting you at the DC Green Conference yesterday and hearing about your bike advocacy work. If you have 15-20 minutes in the next few weeks, I'd be interested in meeting or talking on the phone to learn more and also how I could volunteer for your organization.

Thanks!
Denise|



Finding Connections

The screenshot shows the LinkedIn interface. The 'Connections' menu is highlighted with a red circle. A red arrow points from the 'Find Alumni' option to the 'Students & Alumni' section of the Rutgers University page. The page displays 181,906 results and includes filters for location, work, and industry.

Connections Menu:

- Keep in Touch
- Add Connections
- Find Alumni

Rutgers University - New Brunswick, NJ

181,906 results

Where they live

Location	Count
United States	171,797
Greater New York City Area	108,000
Greater Philadelphia Area	15,688
Washington D.C. Metro Area	4,653
San Francisco Bay Area	3,724

Where they work

Company	Count
Rutgers University	4,863
Johnson & Johnson	1,120
Merck	814
Bristol-Myers Squibb	604
AT&T	570

What they do

Industry	Count
Education	14,780
Sales	14,137
Operations	12,412
Research	12,089
Information Technology	10,448

Managing Your LinkedIn Connections

+ Note | Reminder | How you met | Tag

What should we remind you about?

In 1 day In 1 week In 1 month Recurring

Save Cancel 

+ Note | Reminder | How you met | Tag

How, when, and where did you meet?

Who introduced you?

Save Cancel  This information is only visible to you.



Room to Read

Home



Room to Read seeks to transform the lives of millions of children in developing countries by focusing on literacy and gender equality in education. Working in collaboration with local communities,...

Recent Updates

Room to Read is hiring: Major Gifts Officer, Hong Kong

Room to Read We have a rare and exciting opportunity for a dynamic leader to join Room to Read in a high-impact role as our next CFO! Please visit, www.roomtoread.org/CFO for more information.

How You're Connected



1 first-degree connection
72 second-degree connections
557 Employees on LinkedIn

See all

People Also Viewed





United Way Worldwide

Nonprofit Organization Management
201-500 employees

[Home](#)

[Careers](#)



United Way Worldwide is the leadership and support organization for the network of nearly 1,800 community-based United Ways in 41 countries and territories. It advances the common good by focusing on education, income and health. The United Way movement mobilizes millions to action—to give, advocate and volunteer—to improve the conditions in which they live.

Specialties

Education, Income, Health, Volunteerism, Advocacy, Community Impact

Website

<http://www.UnitedWay.org>

Industry

Nonprofit Organization Management

Type

Nonprofit

Headquarters

701 North Fairfax Street
Alexandria, Virginia 22314 United States

Company Size

201-500 employees

^ See less ^

Recent Updates

United Way Worldwide New Opportunity Nation #OppIndex data report highlights youth disconnection, poverty and opportunity in America. <http://ow.ly/T5wuL>



Mapping Opportunity in America

ow.ly · Does your community expand opportunity? Find out via Opportunity Nation's Opportunity Index

Like (15) · Comment (1) · Share · 6 days ago

Joan Watson-Patko, Wanda Welling +13

Bart Graham, Sr. Interesting statistical tool!
5 days ago

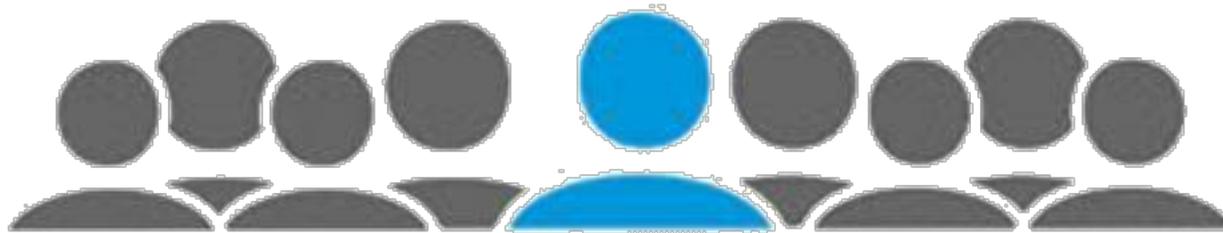
Add a comment...

United Way Worldwide Did you know talking with babies makes them smarter? Visit <https://lnkd.in/e6f6de4> to learn more.



Born Learning

bornlearning.org · Everyday life is a learning experience for children. Born Learning is a public engagement campaign that helps parents, grandparents and caregivers explore ways to turn everyday moments into fun learning opportunities.



GROUPS

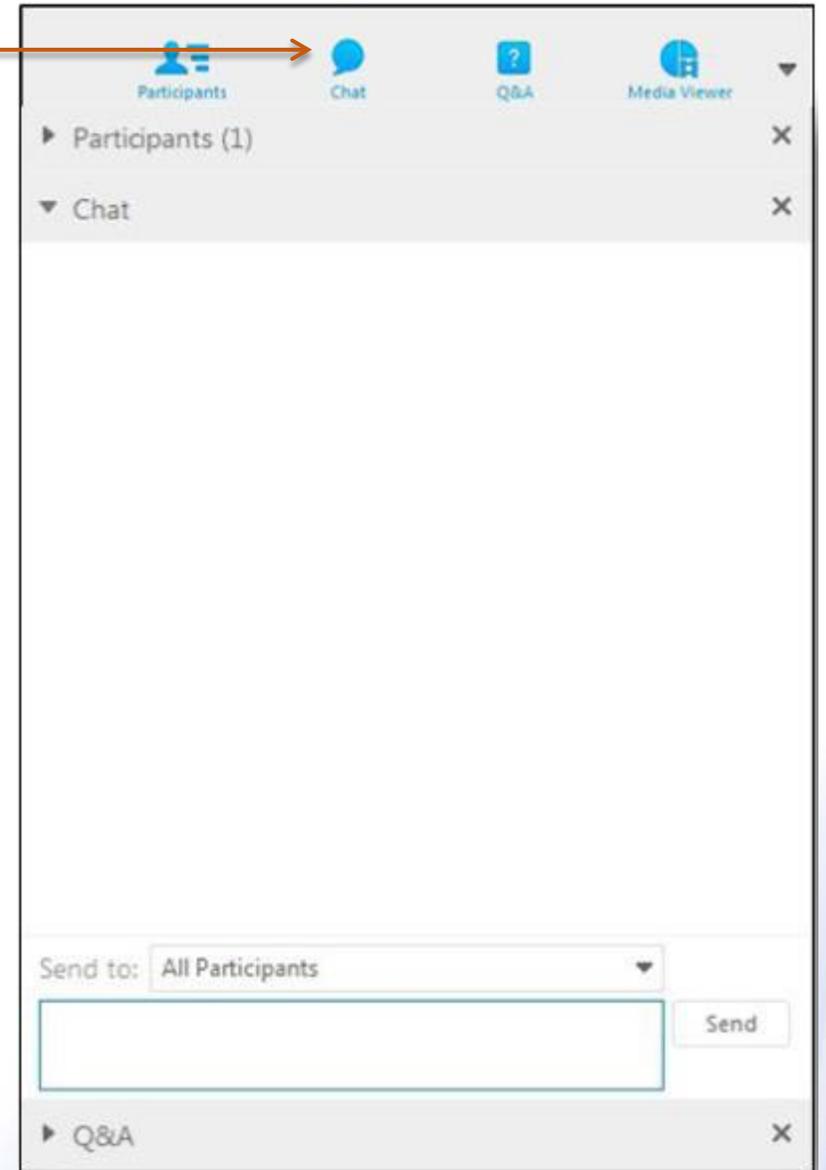
Your Social Media Footprint



Chat:

- Which LinkedIn groups would you recommend?

Click this button if you don't see the chat panel.





Dial:

Passcode:

Smart Event-Going

- Choose wisely
- Go with others
- Arrive early/leave early
- Arrive late/stay late
- Be the first one in line
- Be the last one in line
- Have teaser conversations



Traffic Light Strategy

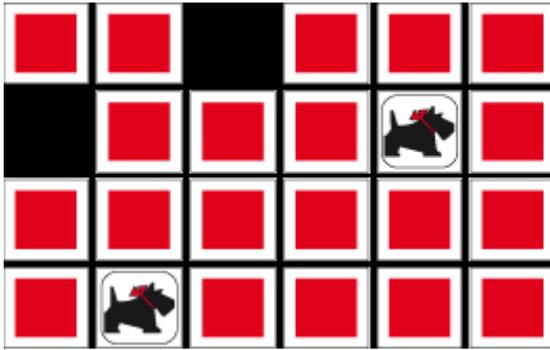


At the 40-second mark, your light is **red**. "Yes, there's an occasional time you want to run that red light and keep talking, but the vast majority of the time, you'd better stop or you're in danger."

Yellow light for the next 20 seconds. "Now the risk is increasing that the other person is beginning to lose interest or think you're long-winded."

You get a **green** light during the first 20 seconds. "Your listener is liking you, as long as your statement is relevant to the conversation and hopefully in service of the other person."

Source: <http://www.fastcompany.com/3052732/how-to-be-a-success-at-everything/how-to-figure-out-what-to-say-at-networking-events>



- Match



- Shift



- Pass Back

Source: Anett Grant (anett@execspeak.com) is the president and founder of Executive Speaking, Inc.; <http://www.fastcompany.com/3043228/work-smart/3-steps-anyone-can-take-to-master-small-talk>

Match, Shift, Pass Back Example

MATCH **You: “What did you think of the speaker?”**

Them: “Fascinating! My work in Acme Think Tank is directly related to this potential education legislation.”

You: “During my VISTA service, I worked closely with urban charter schools so I’m also interested in this topic. What is the focus of your work?”

SHIFT

PASS BACK

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SHIFT

Them: “I’m researching new teacher training programs in rural areas of the US.”

You: “That must be interesting. Have you worked at all with charter schools.”

Them: “Actually, my previous policy area was studying best practices of charter schools.”

PASS BACK

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PASS BACK

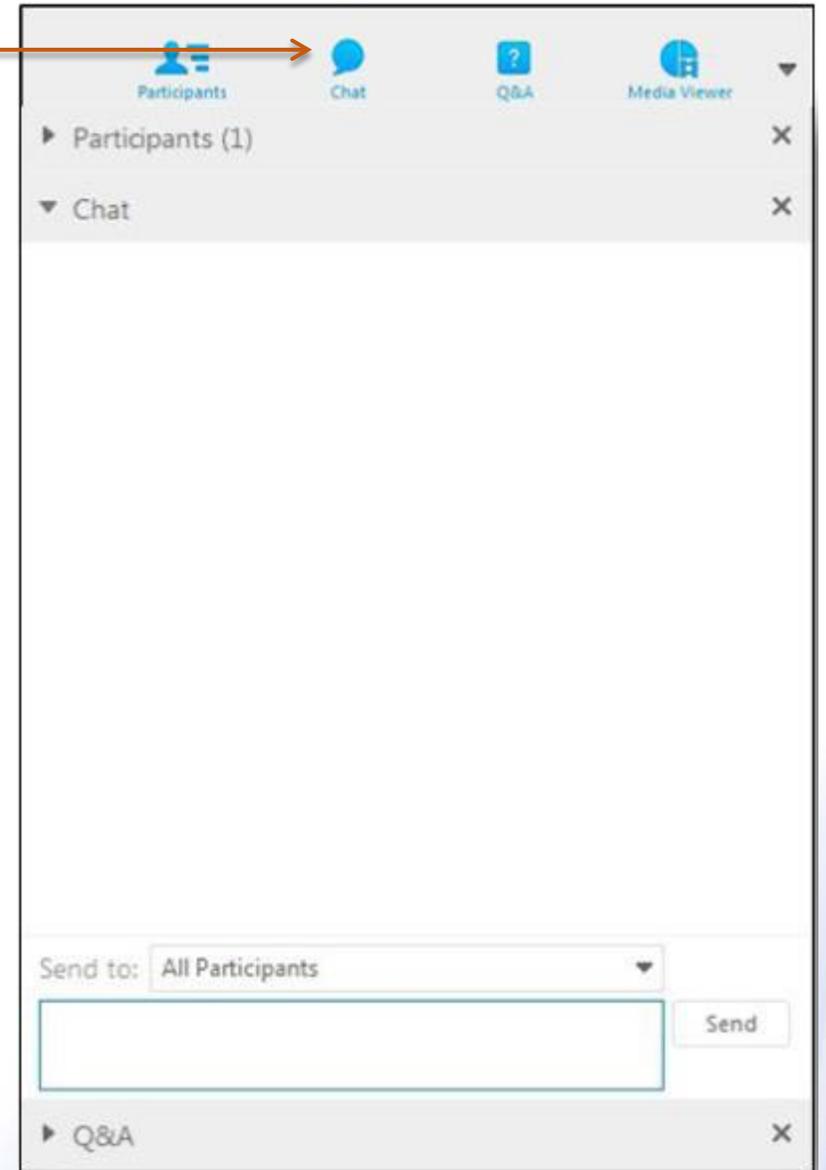
You: “I’d love to hear more as I’m thinking about going back to graduate school for education policy. It’d be great to hear more about some of the key findings you discovered.”

Source: Anett Grant (anett@execspeak.com) is the president and founder of Executive Speaking, Inc.; <http://www.fastcompany.com/3043228/work-smart/3-steps-anyone-can-take-to-master-small-talk>

Chat

What other face-to-face events have you found to be effective in building your network?

Click this button if you don't see the chat panel.



Conversation Starters

I'm new to this group. How long have you been a member?

What brought you here today for this conference?

I see you work for xx nonprofit – what is your role there?

Hi...I'm Josh.

Tell me more

What did you think of the speaker?



<https://www.themuse.com/advice/30-brilliant-networking-conversation-starters>

Smart People-Thinking

- Be authentic
- Find commonalities
- Identify Super Connectors
- Add value
- Think long term
- Board of Advisors



Smart Meeting-Managing

- Short and sweet emails
- Short and sweet meetings
- Don't ask what you can learn
- Do ask about them
- Have a hook
- End with an "Ask"
- Follow up....Follow up again





Sustaining Your Network

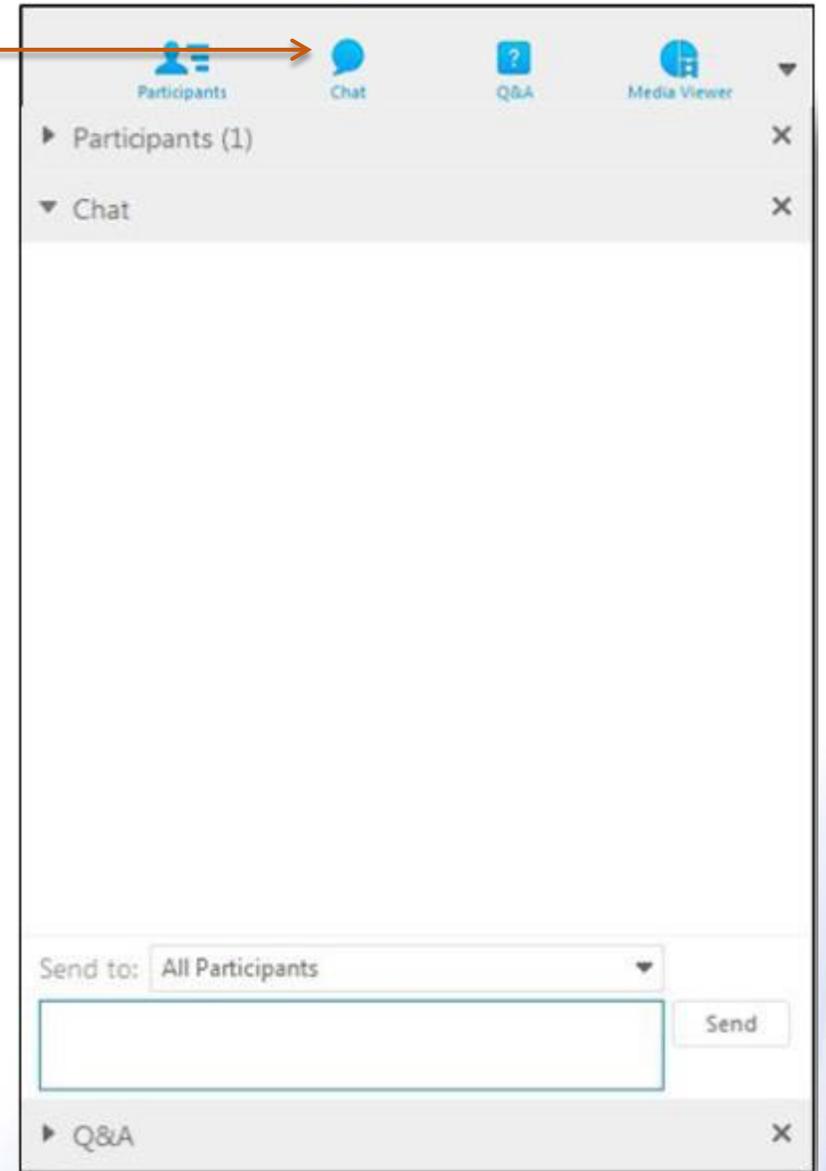
- ✓ Invite to events
- ✓ Connect with others
- ✓ Send links to articles
- ✓ Congrats for LinkedIn updates
- ✓ Send holiday notes
- ✓ *Handwritten* mail
- ✓ Notify about major events
- ✓ Contact for follow up meetings



Chat

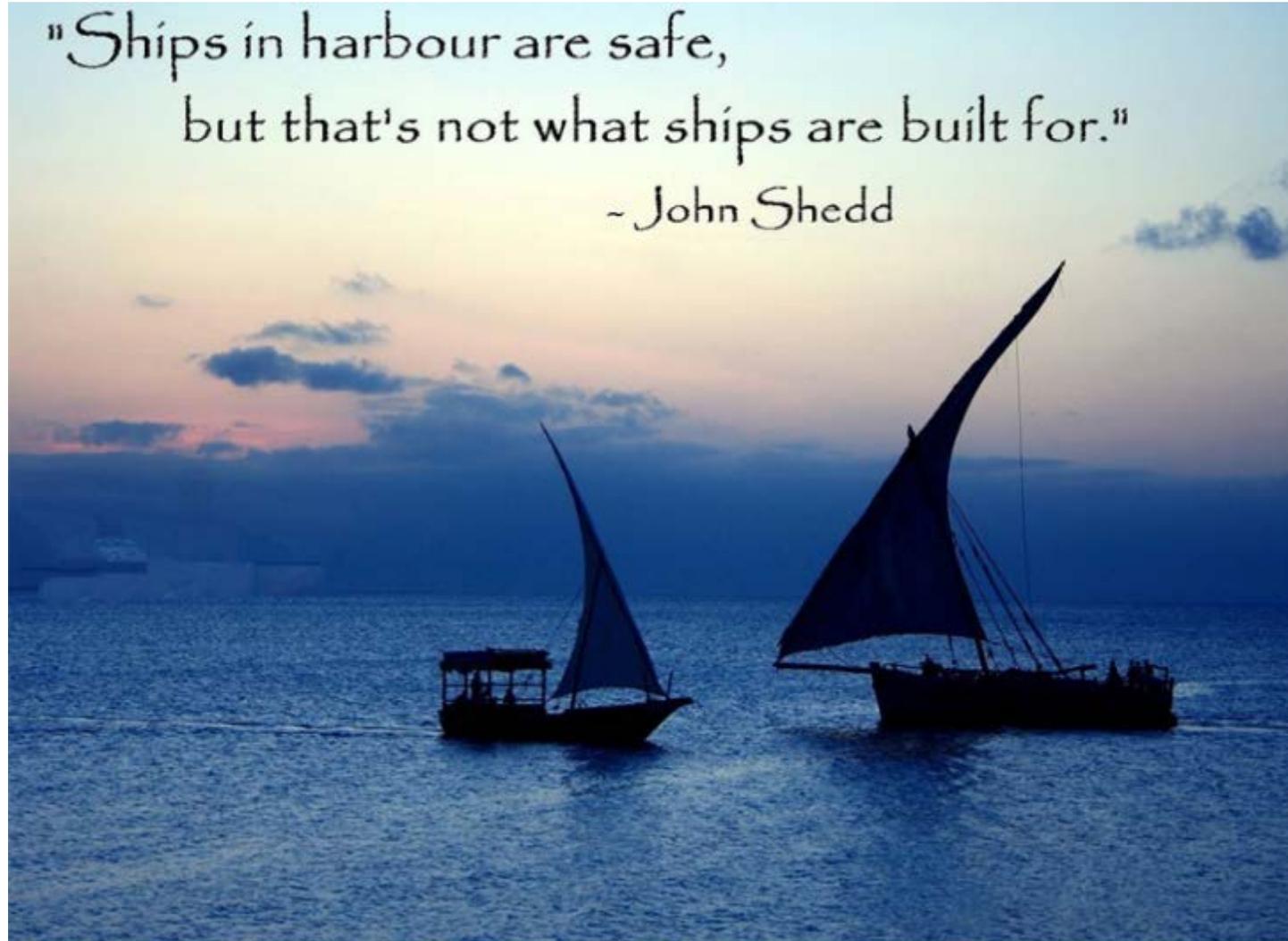
What else have you done to sustain your network?

Click this button if you don't see the chat panel.





"Ships in harbour are safe,
but that's not what ships are built for."
- John Shedd



Thank You for Your Participation!

If you have further questions or for more information, contact us:
VISTAwebinars@cns.gov

Our next webinar:

Writing Winning Proposals: Advice from an Experienced Grant Reviewer

December 16th

2:00pm Eastern

Visit the Webinars for VISTAs page on the VISTA Campus for a complete schedule of VISTA webinars