

Building and Maintaining a Strong Professional Network

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Outline

- Why network
- How and where to network
- What to do and what not to do
- Using networking to build a professional identity
- Using networking to get a job or a new position
- Using networking to attract opportunities
- Professional networking platforms
- IEEE's China social media initiative

Why Network

- Find Career Opportunities
 - Networking can expose you to jobs not posted online or in newspapers
- Find Personal Opportunities
 - Relationships you develop can be used for identifying practical solutions to everyday life
- Identify Best Practices
 - Networking is a great way to identify best practices or benchmarks.
- Identify New Trends
 - Networking can help you stay on the cutting edge of technology and trends

How to Network

- Invite someone to join you for lunch
 - Get out from behind your desk
 - Invite a potential reference or colleague
- Have business cards handy
 - Don't leave home without them
- Keep your contacts fresh
 - Touch base with your key contacts every few months
- Choose events wisely
 - Determine whom you would like to meet

Where to Network

- Contacts with potential employers
- Professional conferences and meetings
- Networking events
- Research presentations to visitors
- Seminars in your department and outside
- Visits to companies

How to Set Expectations

- You don't need to know a lot of people, only the right people
 - Focus on finding people who are relevant to your career
 - Better to have 5 people willing to help you than to have 500 people who simply know your name
- Don't expect anything in return
 - Instead of approaching networking with the goal of gaining favors, try reaching out with curiosity
- Determine what you want from your network
 - Be proactive and create a list of people to contact
- Go beyond your area of interest
 - By growing your network outside of the usual areas you will be more valuable to people in your immediate area

How to be Effective

- Determine what you want out of networking
 - Obtain advise on a project, offer skills to a professional, ...
- Schedule your time effectively
 - Create blocks of time by day, week, month for networking
- Make people remember you
 - Engage the listener with an “60 second elevator pitch”
 - Dress professionally
- Be engaging
 - Show enthusiasm for your work, ask questions
- Use social media
 - LinkedIn, Google+, ...

How to be Effective (cont.)

- Remember names and details about people
 - Develop creative ways to remember contacts
 - Write details about people on their business cards
- Follow up with a handwritten note or phone call
 - Send a reference to an article or book that you discussed
- Remain organized
 - Always get contact information
 - Maintain a diary of contacts
- Let go of fear
 - Enjoy the opportunity of meeting new people
 - Think of your entire life as a networking opportunity

How to Build Relationships

- Try to provide as much value as possible
 - By creating value, people will come back to you
- Start by being friendly and helpful
 - Be interested in what they are doing and offer friendly suggestions
- Remember names and details about people you meet
 - Develop creative ways to remember people's names
- Develop the habit of introducing people
 - Connecting like-minded people is a powerful tool to enhance your network
 - Ask people if they want to be connected
- Network within the groups that are close to you
 - Don't forget your friends and co-workers

How to Build Value

- Ask yourself the question, how can I make people better as a result of connecting with me?
- Find out how you can help others get what they want
- Examples
 - Give them a job referral or lead
 - Invite them to an event they might think is worthwhile
 - Send them a paper that is relevant to their interests
 - Ask if you could endorse them for a position or award

“Whatever form of value you give, be it service or monetary, you will likely receive the same or greater value in return. Giving value, though, must come from an open heart.”

What Not to Do

- Don't be timid
 - Don't only talk to people whom you already know
- Don't only speak to one person
 - The more people the better
- Don't be afraid to ask questions
 - People like to show their expertise so ask a lot of questions
- Avoid excessive self-promotion
 - Give a short summary of your background and then listen to the other person
- Don't forget to follow up
 - And do it quickly
- Don't drink too much
 - It could destroy your image

Professional Networking Platforms

LinkedIn?



LinkedIn

- Establish your professional profile
- Build and maintain a broader network of professional.
- Find and reconnect with colleagues and classmates
- Learn about other companies
- Leverage tools to find and reach the people you need
- Tap into the knowledge of your network
- Discover new opportunities

SMC Society Group on LinkedIn

The screenshot shows the LinkedIn interface for the IEEE Systems, Man, and Cybernetics (SMC) Society Group. At the top, there is a search bar and navigation icons. The group name is prominently displayed, along with tabs for Discussions, Members, Promotions, Jobs, Search, Manage (with a notification badge), and More... A 'Share group' link is also visible.

Below the group header, there is a section for starting a discussion or poll, with a text input field and a 'Start' button. To the right, the 'Latest Updates' section lists recent activity, including group members joining and discussions started by Stephen Barrager, Ph.D.

The 'Most Popular Discussions' section features a post by Stephen Barrager, Ph.D. titled 'Decision Coaching 2.0: What is a hybrid strategy?'. The post includes a link to bakerstreetpublishing.com and a brief description of the content. Below this, another post by Gandolfo is partially visible, titled '"SYSTEMS THINKING FOR A SUSTAINABLE ECONOMY. Advancements in Economic and Managerial Theory and Practice"'. A comment by Alireza Fereidunian is also shown at the bottom.



Search for people, jobs, companies, and more...



Advanced



IEEE Systems, Man, and Cybernetics (SMC) Society Group

Discussions Members Promotions Jobs Search Manage 1 More...

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Start: Discussion Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View

Most Popular Discussions



Decision Coaching 2.0: What is a hybrid strategy?
bakerstreetpublishing.com
The late Stephen Covey, author of "7 Habits of Highly Successful People," wrote one last book, "The 3rd Alternative" before he died. In the book Covey makes the case that when faced with virtual...

posted 27 days ago

See more »

Latest Updates



32 people have joined the group, including **Mayank Saxena**, **J Alami Chentoufi** and **Otitoaleke Akinola**
3 minutes ago



Stephen Barrager, Ph.D started a discussion: **Slide deck has been uploaded to Slideshare**
Like • Add comment • 21 days ago



Stephen Barrager, Ph.D started a discussion: **Decision Coaching 2.0: What is a hybrid strategy?**
Like • Add comment • 27 days ago

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Business Systems Laboratory Second International Symposium
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International Symposium - B.S.Lab bsllab-symposium.net
posted 1 month ago

Alireza Fereidunian 1 month ago • Alireza likes this.

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- 25** times the reach with access to full

Official IEEE Group on LinkedIn

The screenshot shows the LinkedIn interface for the 'Official IEEE Group'. At the top, there is a search bar and navigation tabs for Home, Profile, Network, Jobs, and Interests. A banner for 'Project Manager MBA-\$13K!' is visible. The group name 'The Official IEEE Group' is prominently displayed with the IEEE logo. Below the name are tabs for Discussions, Members, Promotions, Jobs, Search, and More... A 'Start' section offers options for Discussion and Poll, with a text input field for starting a discussion. The 'Your Activity' section features a post by Douglas C. Engelbart, titled 'Douglas C. Engelbart, Inventor of the Computer Mouse, Dies at 88', with a video thumbnail and engagement buttons (Like, Comment, Flag, More). The 'Manager's Choice' section highlights a post by Lynn Koblin, CAE, asking 'What skills do you want to develop to be a more effective leader internationally?'. The 'Latest Updates' section shows a comment by Babette Ten Haken and a new discussion by Scott Lis. The 'Most Popular Discussions' section features a post by Babette Ten Haken titled 'Have you ever thought about doing things differently? Let the VP of Sales run your next Engineering meeting!'. The LinkedIn logo is in the top left corner, and the search bar is at the top center.

in Search for people, jobs, companies, and more... Advanced 40

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nytimes.com • 3 days ago
 Dr. Engelbart's 1968 demonstration of interactive computing astounded...


Like Comment Flag More


Manager's Choice

 **What skills do you want to develop to be a more effective leader internationally?**
Lynn Koblin, CAE [See all ▸](#)


Latest Updates

 **Babette Ten Haken and 1 more commented on:**
Have you ever thought about doing things differently? Let the VP of Sales run your next Engineering meeting! [dlvr.it/3c2HpG](#)
8 comments • 5 minutes ago

 **Scott Lis started a discussion: Does investment drive innovation or does invention promote investment?**
Like • Add comment • 53 minutes ago

 **Devinda Perera has joined the group.**

Most Popular Discussions

 **Have you ever thought about doing things differently? Let the VP of Sales run your next Engineering meeting! [dlvr.it/3c2HpG](#)**
Let the VP of Sales run your next Engineering meeting!
Would you voluntarily turn your Engineering meeting over to the VP of Business Development? I first asked this question in a blog post back in October 2009. It's still as solid a question, now, as it was then. After all, everyone was still reeling...
posted 3 days ago

Follow Babette

Groups on LinkedIn

LinkedIn navigation bar with search bar, navigation tabs (Home, Profile, Network, Jobs, Interests), and utility links (Premium Solutions, Upgrade).

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CRFID IEEE Technical Committee on RFID



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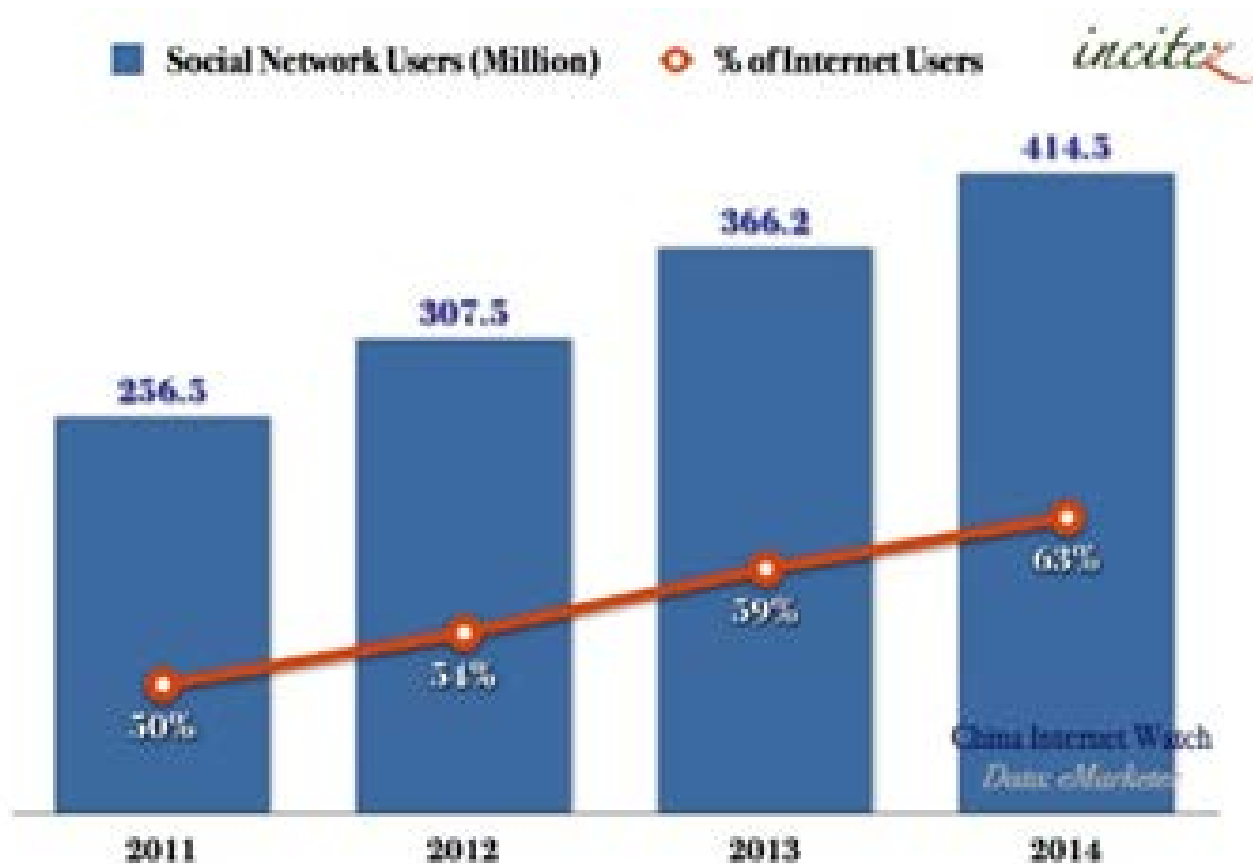
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Other Platforms

- Facebook
- Twitter
- Google+

Social Media Users in China 2011-2014

Top sites in China: Tencent Weibo, Sina Weibo, Renren, Kaixin001.com



Professional Social Media Sites in China

70M users in 2012



IEEE Social Media Project in China

- Develop four IEEE sites and attract 100,000+ followers within Chinese social media networks
- Use social media to help integrate IEEE plans, as IEEE expands its presence in China
- Use social media to promote IEEE activity in China and grow membership, conference attendance, participation in Standards activities, attracting authors and marketing products/services to the technology community and its professionals
- Use social media to foster active conversations in China related to IEEE and its activities

Sina Weibo

The screenshot shows the Sina Weibo homepage. At the top, there is a navigation bar with the Sina Weibo logo, "Home", "Apps", "Weiba", "Game", a search bar containing "Search for Weibo, People", and a user profile "HappyBunn...".

On the left side, there is a sidebar menu with options: "Beginner's Guide", "Home", "News", "Favorite", "Send to me", "Meyou", "Groups", "名人明星", "同学", "特别关注", "同事", "View More", "Used Apps", "微活动", "名人堂", "微刊", "风云榜", "微相册".

The main content area is titled "What's new with you" and features a large empty text input box. Below the input box are icons for various media types (text, image, video, etc.) and a "Public" dropdown menu. A prominent red banner across the middle of the page reads "摇一摇互粉游戏, 加入就涨粉丝!" (Shake and follow game, join to gain followers!). Below the banner are three cards: "缘分天注定 有缘互粉" (Destiny is predestined,有缘互粉), "增加影响力 快速涨粉" (Increase influence,快速涨粉), and "升级做达人 成长加速" (Upgrade to be a star,成长加速). A "Join Game" button is also visible. At the bottom of the banner, it says "1027988人加入游戏" (1,027,988 people joined the game) and "Event details".

On the right side, there is a user profile for "HappyBunny123" with a profile picture, 34 Following, 4 Followers, and 0 Weibo. Below the profile is a "连续登录" (Continuous login) section showing a progress bar and the text "再登录4天, 免费体验会员!" (Log in for 4 more days, free trial membership!). Below that is a "You may know" section with a search bar and a list of recommended users, including "杨涵", "徐小平", "郎咸平", and "姚晨", each with a "Follow" button.

At the bottom of the main content area, there are tabs for "Weibo" and "Activity Log", a search bar with "Author, content, etc.", and a "By time" dropdown menu. Below these are filters for "All", "Original", "Picture", "Video", and "Music".

Tencent QQ

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网页

SOSO

搜搜

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- 上海机场取消21点后出港国内航班 大量旅客滞留
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今日话题

放过郭敬明

- 往期 | 舰船挽救造船业 荒唐计划怎提出
- 评论 | 足协为卡马乔花的钱莫成“糊涂账”
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- 深度 | 市长赢球: 一场“神奇”的比赛
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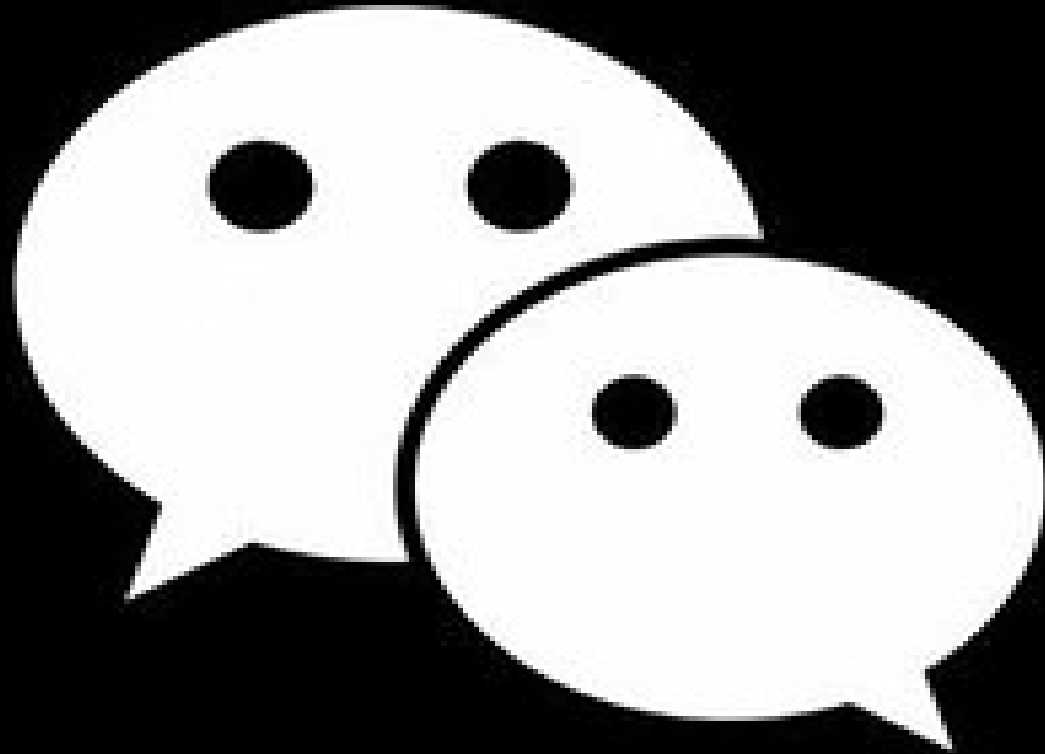


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- 找到老同学结识新朋友

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Wechat



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Final Comments

- The goal of networking should be to help other people
 - Networking is a two-way street.
 - Your side of the street is all about helping others, not asking them to help you.
 - Asking for favors should only become a possibility once you have learned more about the person and provided some value to them.
- Understand their needs before you tell them what you want
 - You are trying to develop a relationship with someone, which means you should be thinking about them.
 - Understand the people in your network, where they are coming from, and what is important to them.

