Networking 101

Expand Your Alumni Connections

*Heinz Career Services & The Alumni Mentor Program*

February 19th, 2014
Agenda

- Introductions
- Presentation
- Q&A
- Activity
Panelists

• Josh Bryant, MISM ‘01

• Wenjuan Jiang, MSPPM ‘11

• Ankit Agrawal, HCPM ‘14

• Joey Breems, MSPPM-DC ‘15
The Heinz College LinkedIn group has over 6,200 members!

• Join the group
• Search the network
• Connect with current students and alumni
• Make it interactive
Step 1: Join the LinkedIn Group

1. Go to the Heinz LinkedIn Group* (http://hnz.cm/HeinzLinkedIn)

2. Click on "Advanced"
Step 2: Advanced Searching

1. Click on "Advanced"

2. Enter search criteria and click search.
Step 3: Search and Connect!

Enter Search Criteria and Click Search

Searches can be done using location, company, industry etc

By including CMU as an additional search criterion you can limit your search to CMU Alumni only
Informational Interviews Dos

• Do Ask!
• Do your research prior to interview
• Do prepare questions
• Do keep it brief
• Do send a thank you
• Do follow up later
Informational Interviews Don'ts

• Don’t be afraid to ask for a meeting
• Don’t ask about open positions within the company
• Don’t be unprepared
• Don’t dress inappropriately - Interview attire is expected
• Don’t ask them to be a reference for you - It’s too early in the process
Networking Events

Conversation Starters

• Introduce yourself!
  o Academic/Personal background

• How’s the event going so far?

• I see that you work for...
  o How has your experience been so far with ....
Networking Events

• What did you enjoy most about Heinz?
  o Speak to them about other upcoming events at Heinz
  o Ask for advice on choosing classes/professors

• Ask about current events within their industry
  o Try to be politically correct

• Ask for recommendations on places to eat, visit, etc. in the host city
Networking Events

Tips

• Don’t talk rapidly or mumble
• Avoid “umms” and “likes”
• Be aware of the quality of your speech
• Be focused on the conversation at hand
  o Avoid looking at your watch/cell phone
  o Be respectful of the other person’s time
• Importance of verbal and nonverbal communication
  o Dress & Personal Hygiene
Follow-up Communication

- Follow up with each person you contact by writing a quick and brief thank you note
  - This includes thanking mentors after conversations!
- If you promised some materials, keep your word
- Remember that networking is a two-way process; Help others if given the chance
- Continue to follow up and keep in touch
  - Building a relationship
Follow-up Communication

Possible follow-up reasons:

• Let them know of any results from reaching out to contacts they recommended
• Update on progress made in job search
• Update on how classes are progressing
• Send an interesting article, report, event, or opportunity
• Send an updated resume
• Best wishes for holidays, special events, etc.
• Make aware of attendance at regional networking events
Etiquette Dos

- Do be respectful of others’ time
- Do have a targeted message about who you are and what you can offer
- Do focus the conversation on the other person
- Do ask thoughtful questions
- Do make a personal connection
- Do help others - networking is a two-way street
- Do follow up & keep in touch
Etiquette Don’ts

· Don’t be shy!
· Don’t ask for a job
· Don’t do all of your networking online
· Don’t dominate a conversation
· Don’t corner someone at an event
· Don’t forget to pay attention to your professional appearance
Questions?
Activity

Student to Alumni:
1) What advice would you give me to be successful in your line of work?
2) What do you like most about your job?
3) What classes at Heinz did you think best prepared you for your career?
4) How’s the work/life balance in this industry, and particularly your company?

Alumni to Student:
1) What’s new at Heinz?
2) Where do your primary interests lie?
3) Do you have any experience in this field?
4) How do you like Pittsburgh?
Thank you!

• Flyer

• Career Services
  o http://www.heinz.cmu.edu/jobs-and-internships/index.aspx

• Alumni Mentor Program
  o http://www.heinz.cmu.edu/jobs-and-internships/students/mentor-program/index.aspx
  o PDF available on website