



CONNECT to a network of like-minded people
“Develop Your Network”

What is networking?

Networking is a way to build and grow positive, professional, and collaborative relationships with peers and mentors.

Networking IS:	Networking IS NOT:
Knowing what you want and sharing your ideas with others.	All about you.
Professionalism.	Throwing around your business cards, resume, or title.
Finding points of common interest.	Selling, selling, selling.
Supporting one-another, giving back	Taking all that you can get.
Connections with others with similar interests.	Pushing your ideas onto others.
Exchanging ideas and learning from others.	Bragging and name-dropping.
Mutual-understanding and gain.	Demanding a job or a contact.
Identifying mutual benefits, giving	Asking for, taking.
Staying on top of your industry.	Wasting time with irrelevant questions.
Credibility, visibility, merit	Being hidden and shady
Growing relationships, being personal	Being opportunistic and egotistical
Diversifying your connections	Being in a homogenous environment
Maintaining constant contact, rekindling	Ignoring, disappearing

There are 4 types of networks:

Casual networks (socials, networking events, or industry mixers)	Knowledge networks (professional associations ex. forums)
Strong contact networks (groups that meet regularly to build lasting professional relationships)	Online networks (social media, forums, LinkedIn)

Where do I start?

No matter who you are, you already have a network, so you can start from there! Share your interests with friends, family, and co-workers and ask what groups they belong to. Join any open events and start expanding your network.

Why should I network?

Networking can help you:

- Learn about an industry or an interest
- Get connected with experts
- Land your first job or promotion
- Find collaborators, partners, and clients
- Exchange ideas and test concepts
- Share and gain experience
- Stay informed and active in your field
- Get to know the “right people”

How do I prepare?

Before you get out there, you must have a plan!

Mark your calendar: Find events and activities of interest.

Prepare your elevator pitch: Know how to present yourself.

Practice: This is a great way to overcome shyness.

Brush up on your etiquette: Don't be a barbarian.

Look professional: Dress for the occasion.

Identify what you're looking for: Have an objective.

Know what you have to offer: How will you add value to the group?

Get some business cards: You'll need them to stay connected.

Get your affairs in order: Make sure your online profiles are professional (or private).