

PROFESSIONAL DEVELOPMENT

Implement a Networking Agenda



PURDUE GRADUATE STUDENT PROFESSIONAL DEVELOPMENT



Cyndi Lynch
Director of Fellowships and Graduate
Student Professional Development

www.purdue.edu/gradschool/gspd

Implement a Networking Agenda

Skills

CARS Impact

Professional Identity

Networking FAQs





Join US

**Purdue Graduate Student
Professional Development**



Cyndi Lynch, Purdue Graduate School



Who likes to network?

What is networking?

Why network?



What is networking?

information-exchange

visibility

relationships

contacts

experiences

opportunities

skill-sets

knowledge

**“Searching *is* half the fun:
*life is much more manageable
when thought of as a***

scavenger hunt

***as opposed to a
surprise party.”***

Jimmy Buffett



Keys to Networking

- Ask open-ended questions
- Make connections
- Develop your message
- Create an agenda
- Set goals

Skill Assessment

- Top 10 Skills
- Top 10 Experiences



Top 10

What are
your
TOP 10
skills?

What are
your
TOP 10
experiences?



Top 10

What are the TOP 10
skills and
experiences
required in your field?

What Employers Want: Candidate Skills and Qualities



National Association of Colleges and Employers. (2010, November). Job Outlook 2011. Retrieved from
http://www.southernct.edu/careerservices/uploads/textWidget/wysiwyg/documents/NACE_2011_Job_Outlook.pdf

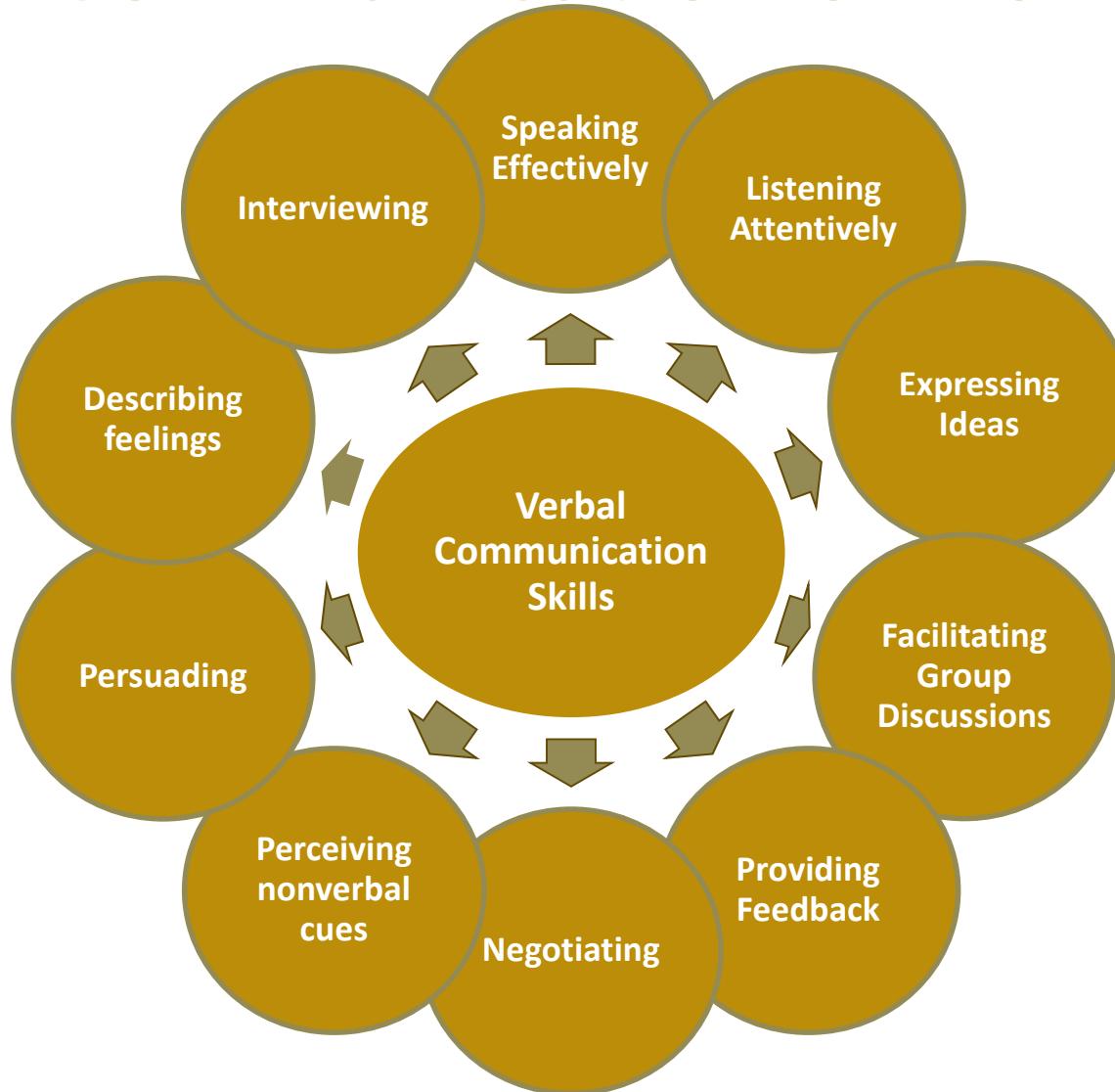
Satisfaction: Candidate Skills and Qualities



Candidate Skill Deficit



Verbal Communication Skills



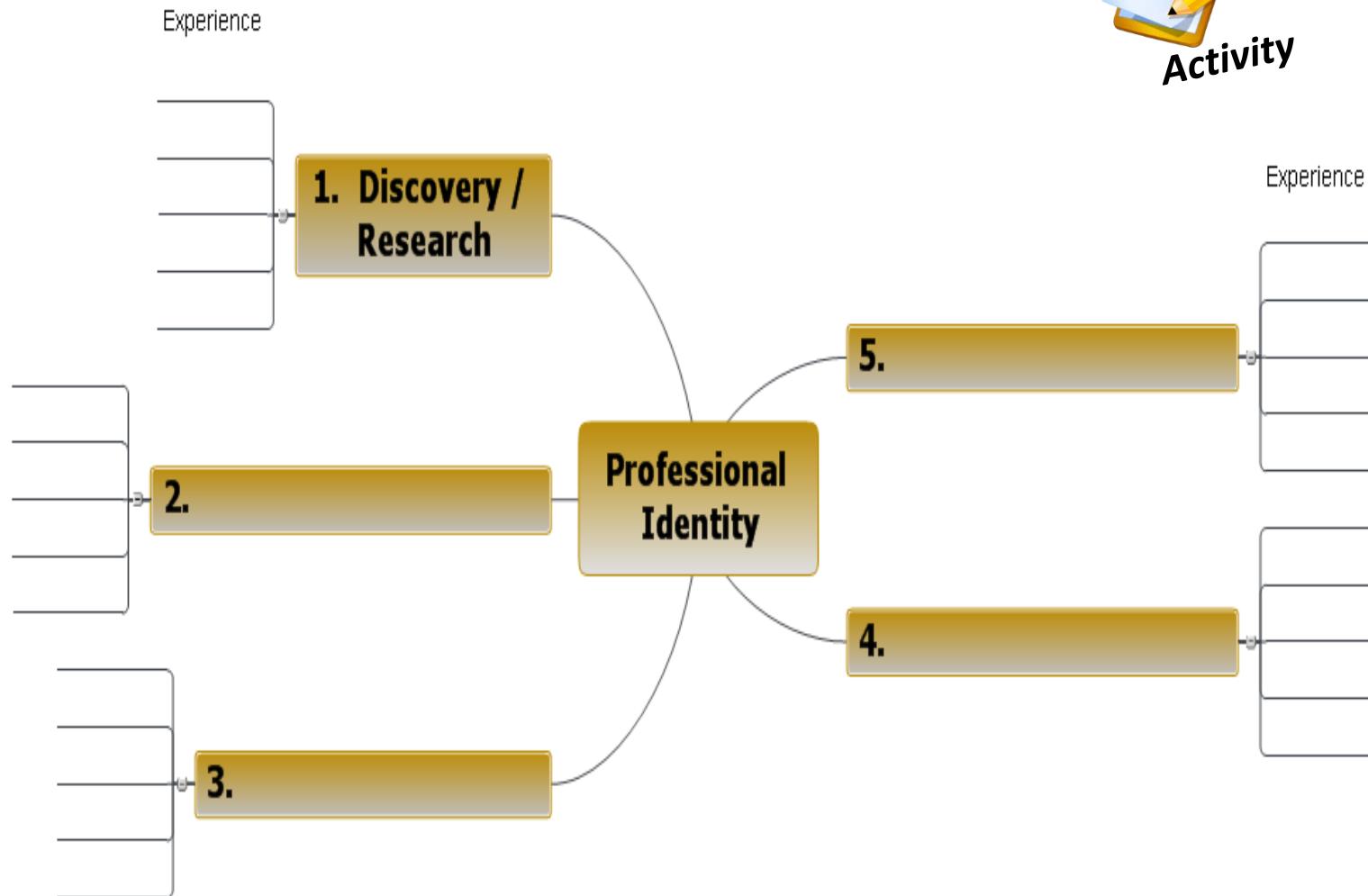
Transferable Job Skills Sets for Job-Seekers. (n.d.). Retrieved July 15, 2011, from quintcareers.com:
http://www.quintcareers.com/transferable_skills_set.html

Cultivate Your Professional Identity

- Professional Identity
- Branding Activity



Professional Identity



“Tell me about yourself”

Branding Activity

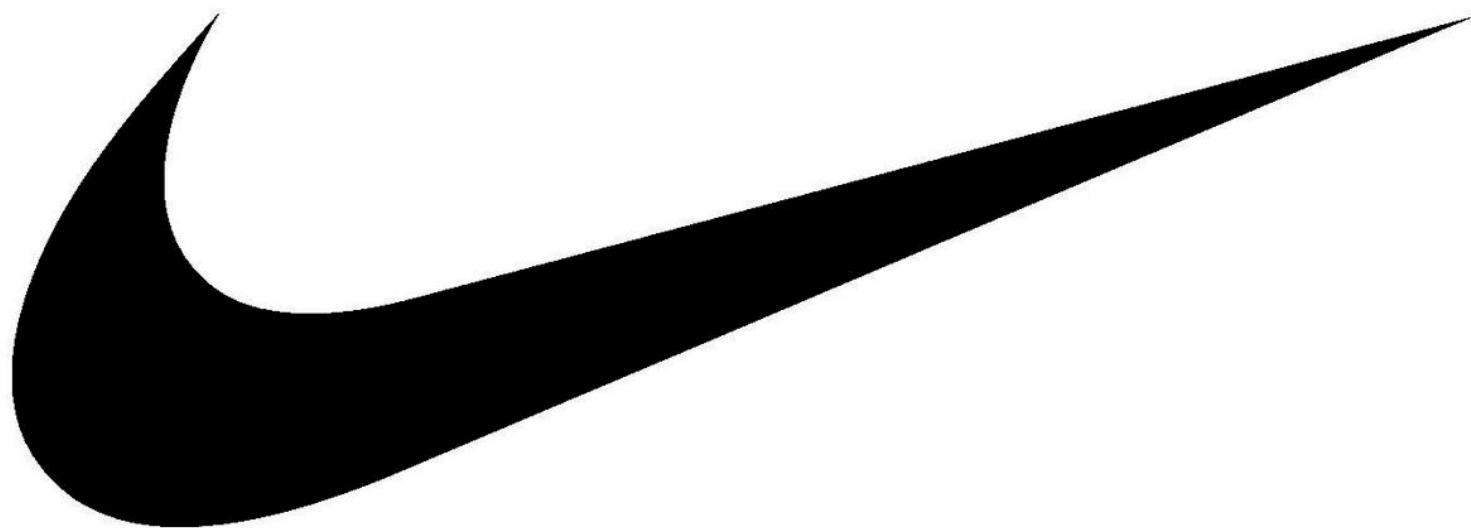
- List 3 words that the company wants to portray through their brand
- List 3 words that come to mind when you see the following brands
- What influenced your experience?

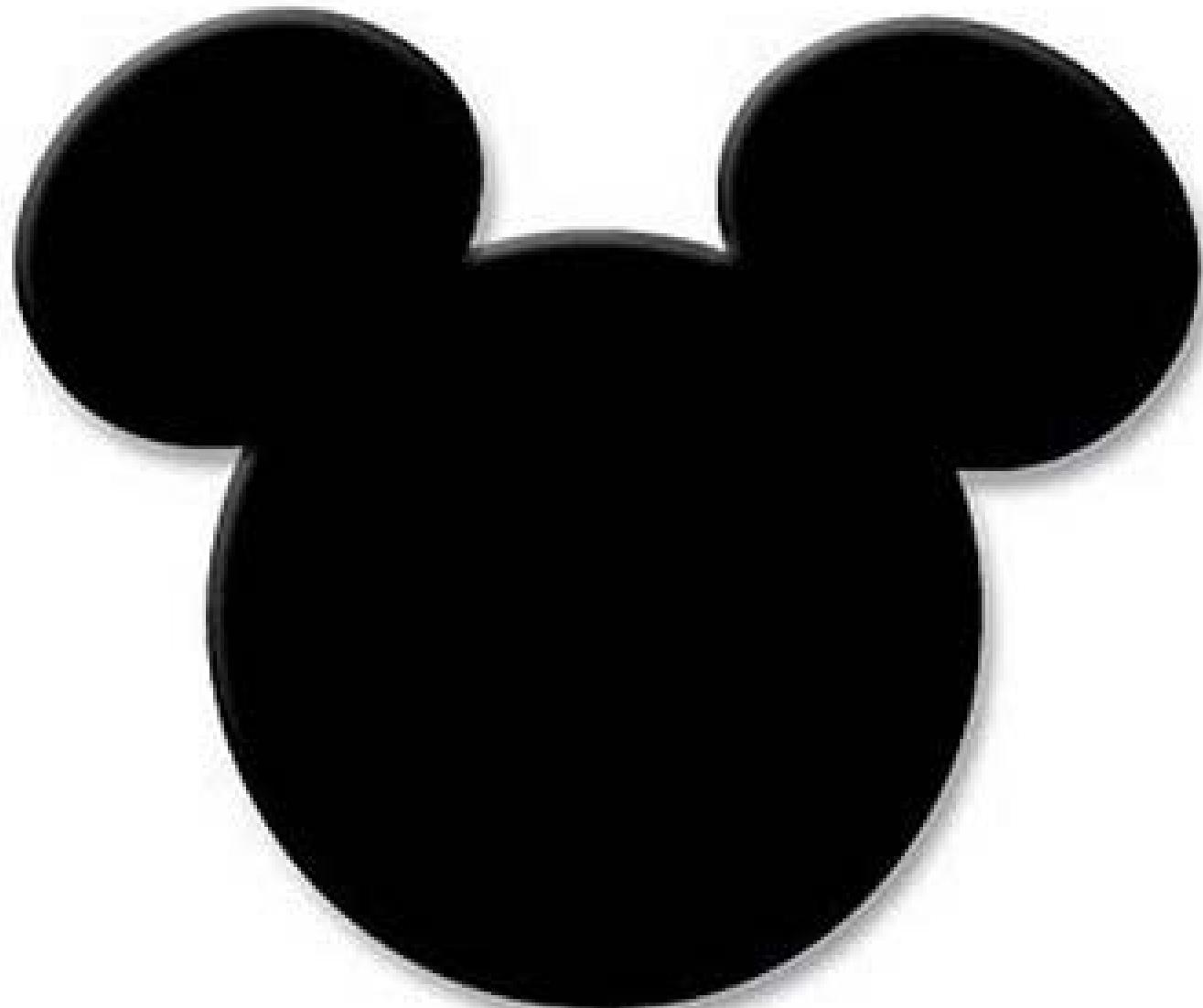


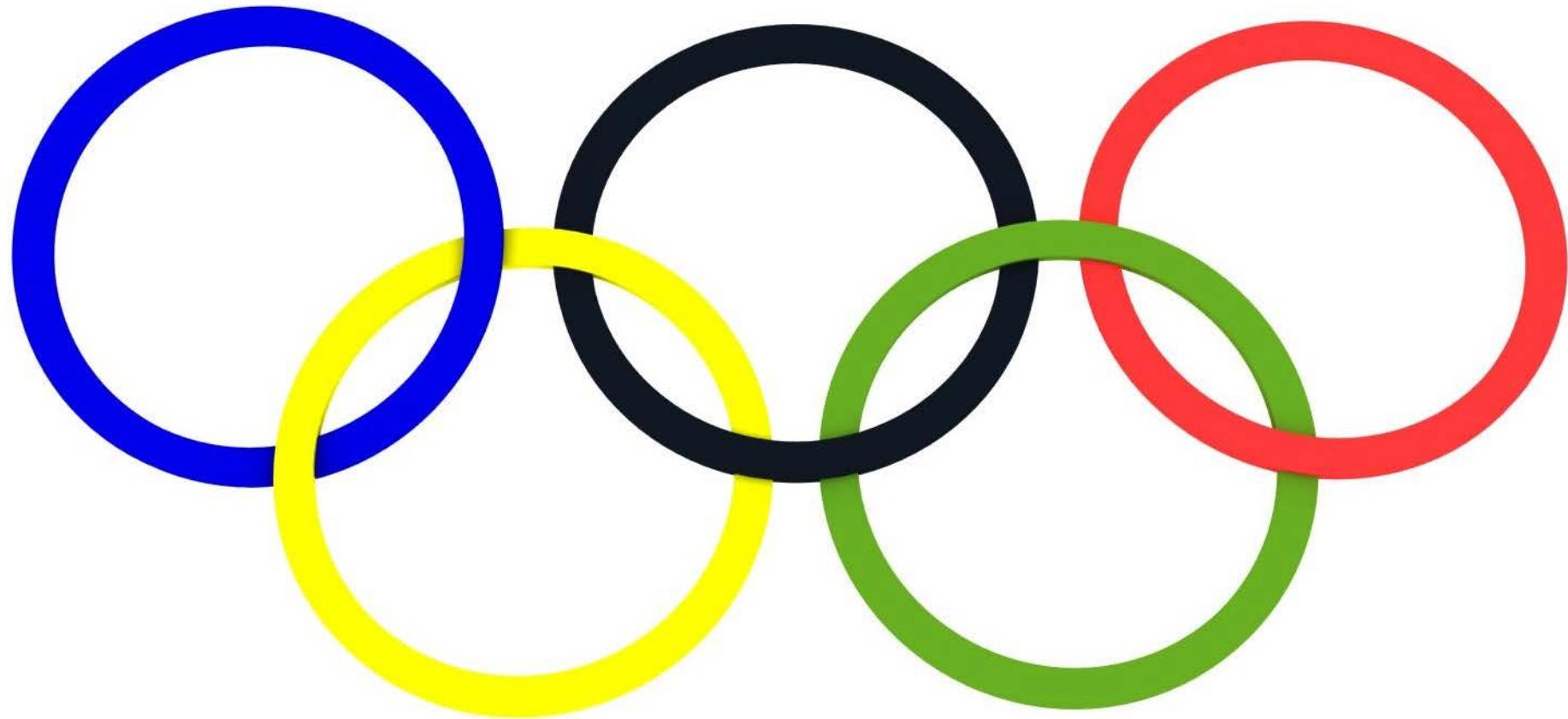














Branding Activity

- List 3 words that the company wants to portray through their brand
- List 3 words that come to mind when you see the following brands
- What influenced your experience



CARS Impact Statement

- Your message
 - Networking FAQs
 - Nonverbal Cues
 - Verbal Cues
- 



Top 10

What are
your
TOP 10
skills?

What are
your
TOP 10
experiences?



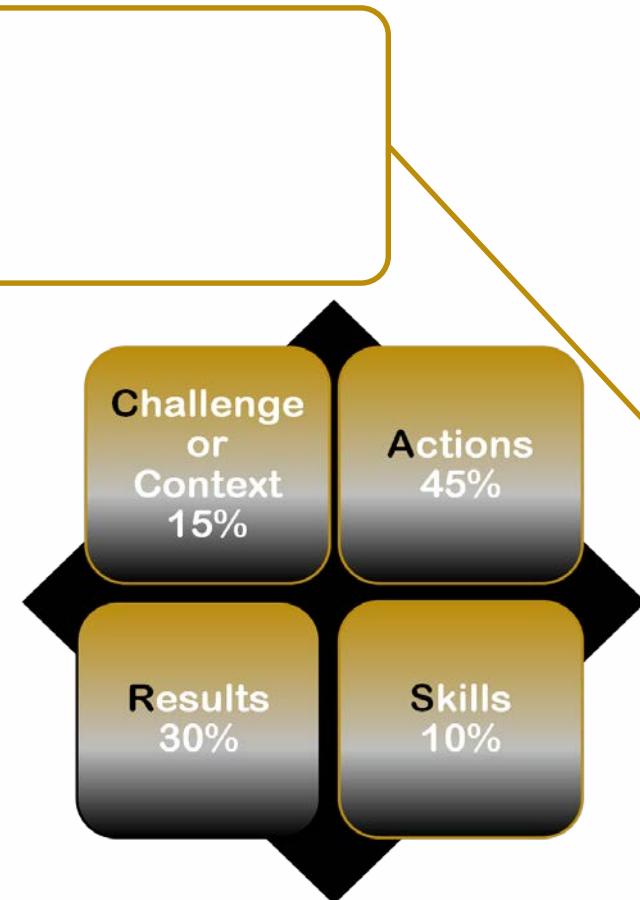
CARS Statements



Activity

Experience

CARS Statement



Challenge or Context

Actions

Results

Skills

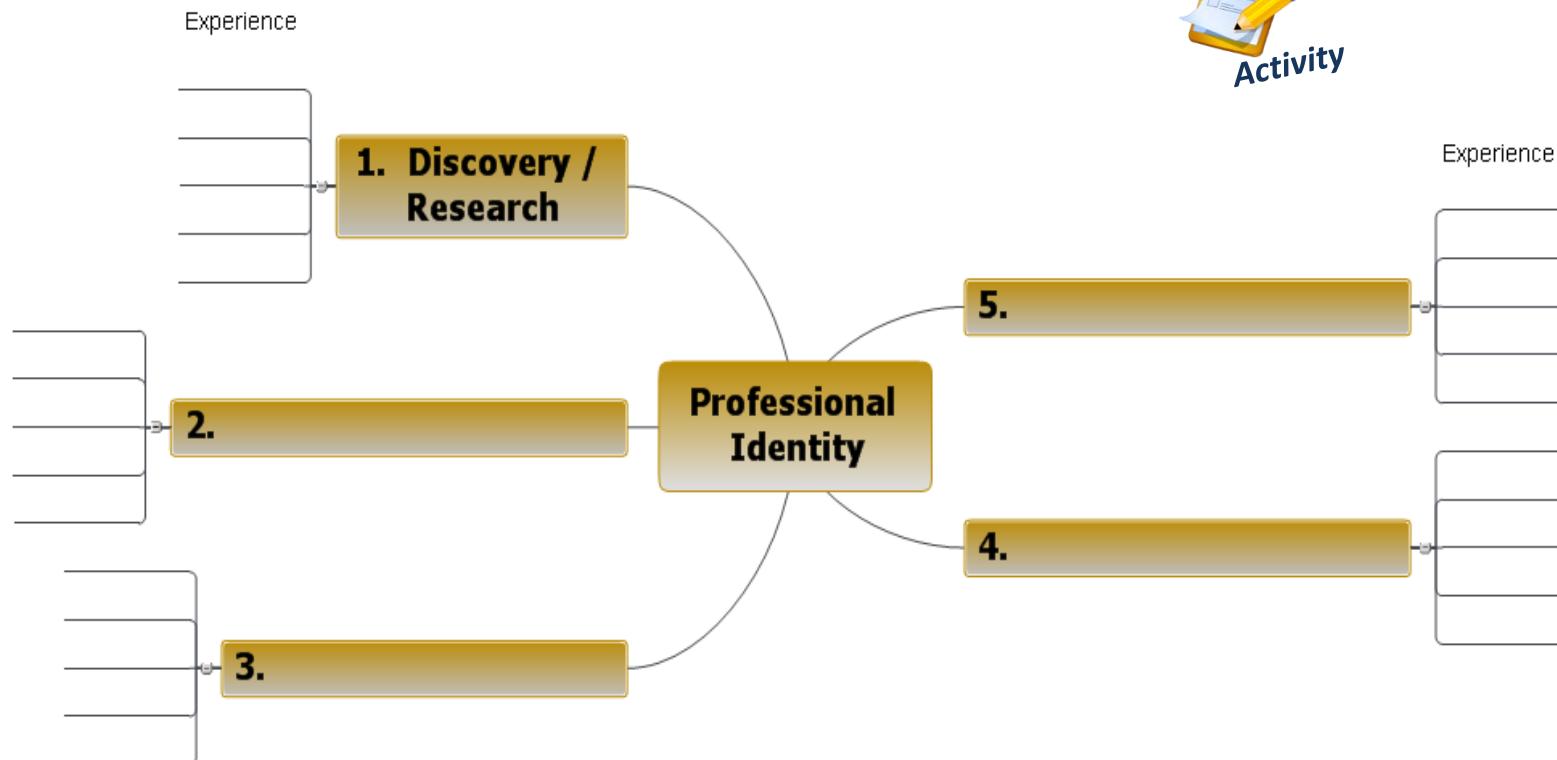
Impact

Networking Prompt

Show IMPACT...
Not Duties!



Professional Identity



“Tell me about yourself”



Top 10 Activity

- Top 10 Companies
- Top 10 Job Descriptions
- Top 10 Career Role Models



Top 10 - Companies

Activity

- Who are the top companies in your field?
- Who are their competitors – direct and indirect?
- Who are the suppliers and service providers?
- Who are the clients and customers?
- What is the institution type?

**Use your Networking Map
to identify contacts and opportunities**



Top 10 – Job Descriptions

Activity

- Locate 10 job descriptions (save a copy)
- Document the process, search engines, challenges
- List the skills and competencies *required, desired*
- Document skills, competencies, experiences *acquired*
- Identify potential references, mentors

**Use your Networking Map
to identify contacts and opportunities**



Top 10 – Career Role Models

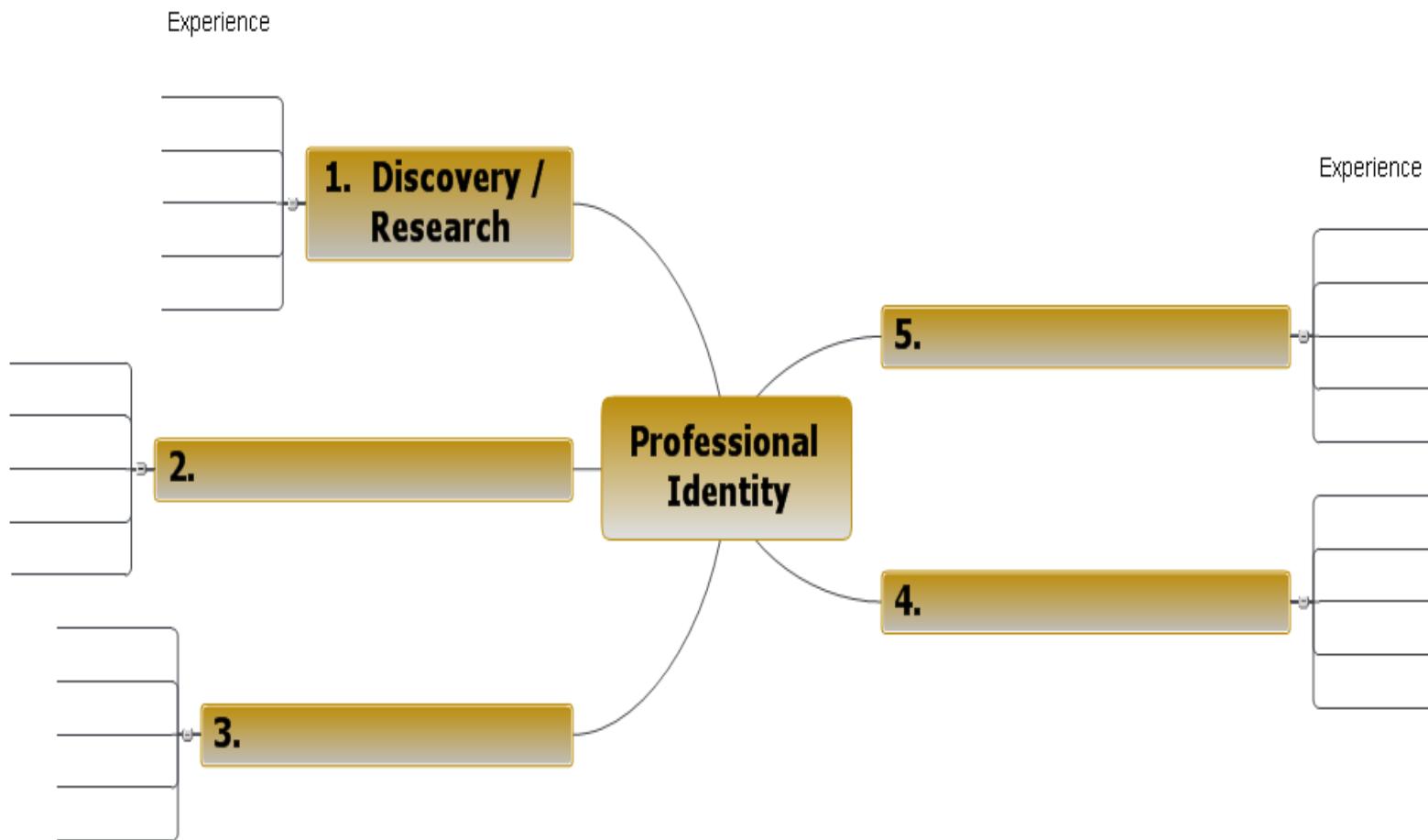
Activity

- Who has the job you want?
- What skills, competencies, and experiences do they have?
- What degree, qualifications and credentials do they have?
- How did they get there?
- What is needed to be successful in the job?

**Use your Networking Map
to identify contacts and opportunities**



Professional Identity



“Tell me about yourself”



Networking FAQs

- What are 3 words to describe the company culture?
- How does the company recognize employee accomplishments?
- What qualities do successful employees possess?
- What is the company's attitude toward educational advancement or professional development?

Networking FAQs

- Tell me about your company/university/lab?
- How do you handle . . . ?
- Describe your ideal employee/grad student/supervisor/customer.
- How is (national event) affecting your company/industry/university?
- What are the most important skills or experiences for your industry or career?
- How do you contribute to your company/industry/institution/discipline?



Nonverbal Cues

- Attitude
- Appearance
- Apparel
- Posture
- Facial expression
- Eye contact
- Handshake
- Obsessive compulsive behaviors



Verbal Cues

- Present a enthusiastic persona
- Show confidence
- Articulate
- Volume
- Pace
- Vocal tone





Speed Networking