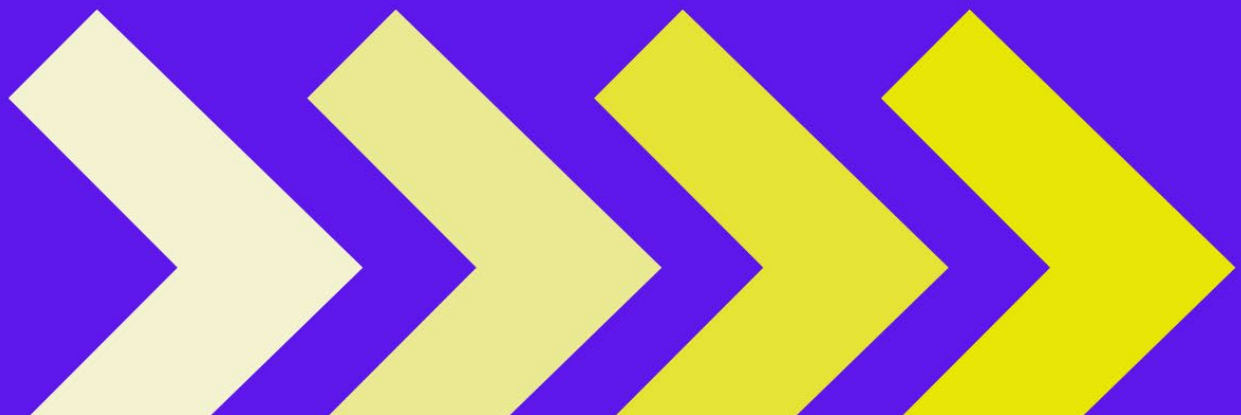


DEEP DIVE:
NETWORKING

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Beyond Graduate School Deep Dive: Networking
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How to Make the Most Out of This Workbook

This workbook is designed to accompany video lessons in the Networking Deep Dive.

Completing this Deep Dive and its accompanying workbook activities will help you get started with networking, and build and maintain your network throughout your job search.

This workbook contains reflective activities, templates and prompts that will help you get started with your networking, become more comfortable networking, build your network, and attend career fairs and other networking events with confidence.

Each video lesson contains a set of “next steps” to take after watching and listening. Take time after each video to complete the activities in this workbook. Doing so will help you apply what you’re learning to your own unique situation and help you move forward in your job search.

-Your Beyond Graduate School Team-

Lesson 1: Finding people to network with

Activity

Identify the right people to connect to, and reach out to them

Finding the right people to network with starts with identifying your goals for networking and the questions you need answered in order to advance your job search. Make a list of questions you have about your job search.

Then, identify who could help you answer your questions. For example, is there a friend, family member, or acquaintance who could help? Perhaps an alumni of your program might be the best person to talk to? Make note below.

Reach out to your program and/or alumni office to help you make any new connections who could answer your questions and move your job search forward. Draft a connection request below that you could send to new contacts that you are put in touch with.

Remember to follow these guidelines when drafting and sending a connection request:

- Briefly introduce who you are, providing the person with context.
- Indicate what connection you have to the person.
- Explain why you are reaching out to them.
- Describe what you are hoping to gain from the conversation.
- Indicate how long you expect the conversation to last.

Lesson 2: How to introduce yourself when networking

Activities

Identify your goals for networking

Many people can feel nervous or uncomfortable about networking. This is understandable! Setting goals for your networking can help you stay focused with your networking and approach it authentically and with a purpose in mind. Using the examples from the lesson as a guide, set your own goals for networking.

Goal 1:

Goal 2:

Goal 3:

Goal 4:

Write your elevator pitch

An elevator pitch is a great way to introduce yourself when networking. Having one prepared in advance can help you feel less nervous and more comfortable approaching people to speak to. Review the guidelines and examples of elevator pitches below. Then on the next page, write a draft of your elevator pitch that incorporates your marketable skills, your interests, and the value you bring to employers.

Your elevator pitch should include:

- A positive tone.
- What you've loved about your past work.
- What opportunity you're looking for next.
- Desire to stay in/move to a city.
- Desire to be closer to family.
- Desire to contribute to an organization's mission.

Example elevator pitches:

1. (graduate student with no work experience)

Hi, I'm Simone. I'm in the first year of my Master's degree in environmental sustainability. I'm currently researching internship opportunities for this summer, and I saw that your company was recruiting. I read about your new partnership and goal to reduce the cost of solar panels by 20%, which sounds really exciting. I have a couple of questions about your company and the internship, if you have a minute.

2. (career pivot for mid-career professional)

Hi, I'm Miguel. I'm currently completing my Master's degree in organizational leadership. While I have a lot of work experience as an IT project manager, I am looking for opportunities where I can apply the knowledge and training from my Master's program. I see that your company is currently recruiting a couple of consulting positions that focus on organizational change and change management. I'd love to ask you a few questions about these positions, and hear any advice you might have on how someone with my background might break in to this career field.

Your elevator pitch:

Experiment with writing longer and shorter versions of your pitch that can be used in a variety of different networking settings.

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