NOAC 2024

CU Boulder

# Using Networking to Your Advantage

The Guide to Successful Networking

# Learning Objectives

By the end of this session, learners will be able to:

1. Understand the importance of networking in professional growth.
2. Learn how to build and maintain professional relationships.
3. Gain strategies for effective networking at industry events.
4. Explore ways to use networking for career explanation and mentorship opportunities.

# What is networking?

Networking is defined as:

The action or process of interacting with others to exchange and develop professional or social contacts.

# The Third Door

From:
Mark Zuckerberg
“Got your email.
Let’s talk.”

# The Third Door

- **Door 1: The Norm**
  - Reserved for those who stand in line, playing by the rules
- **Door 2: The Top 1%**
  - Reserved for billionaires and VIPs, otherwise inaccessible to the average person
- **Door 3: The Other Way**
  - Reserved for the person who found the other way in

# Building Professional Relationships

How networking can work for you

# Building Professional Relationships

- Identify key individuals in your field
  - Recruiters
  - Professors
  - Managers
- Approaching contacts with confidence or authenticity

# The Cold Email

- **The Intro**
- **The Bio (who you are)**
- **The Meat (the hyper-specific question)**
- **The Closer (the most important part)**

# The Cold Email

Dear [so and so],

I know you're busy and get a lot of emails, so this will only take 60 seconds of your time.

I am an aspiring pilot working on my commercial rating and looking for further opportunities in corporate aviation.

What did you wish you knew before becoming a corporate pilot? If you had do it again, what would you do differently?

I completely understand if you are too busy to respond, even a one sentence answer would make my day.

All the best,

Jone

# Building Genuine Connections

When connecting with industry professionals it is important to:

- Actively listen and show genuine interest (even if its boring)
- Find common ground and shared interests
  - Hobbies
  - Shared experiences
  - Maybe you're both Eagle Scouts and OA members

# Maintaining and Nurturing Relationships Over Time

- When nurturing relationships, consider the following:
  - Regular follow-ups and staying in touch
    - Schedule calls
    - Always be thinking about what you're gonna be asking
  - Adding value to your relationships
    - Ask good questions
    - Remember the little, personal details that you take away from conversations

# Leveraging Social Media Platforms

Yes, the online world

# Overview of Platforms for Professionals

- LinkedIn
  - Best for showcasing your experience and accomplishments
- Twitter
  - Best for engaging industry leaders and discussions
- Facebook
  - Best for cold-advertising

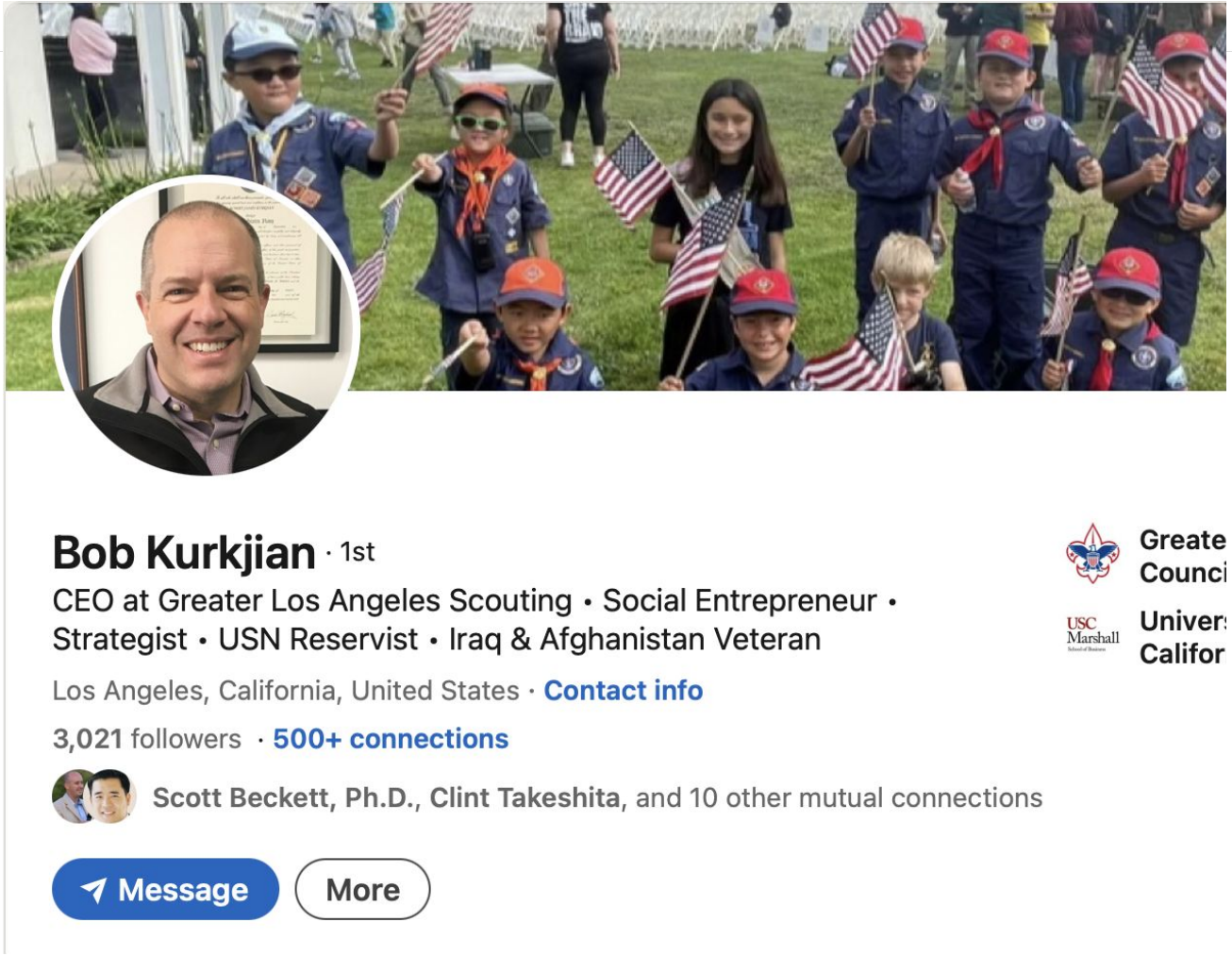
# Creating and Optimizing Your Online Profile(s)

- Craft a compelling headline and summary
- Highlight skills, experiences, and achievements

# Let’s take a look at some examples

# Bob Kurkjian

*Scout Executive/CEO*

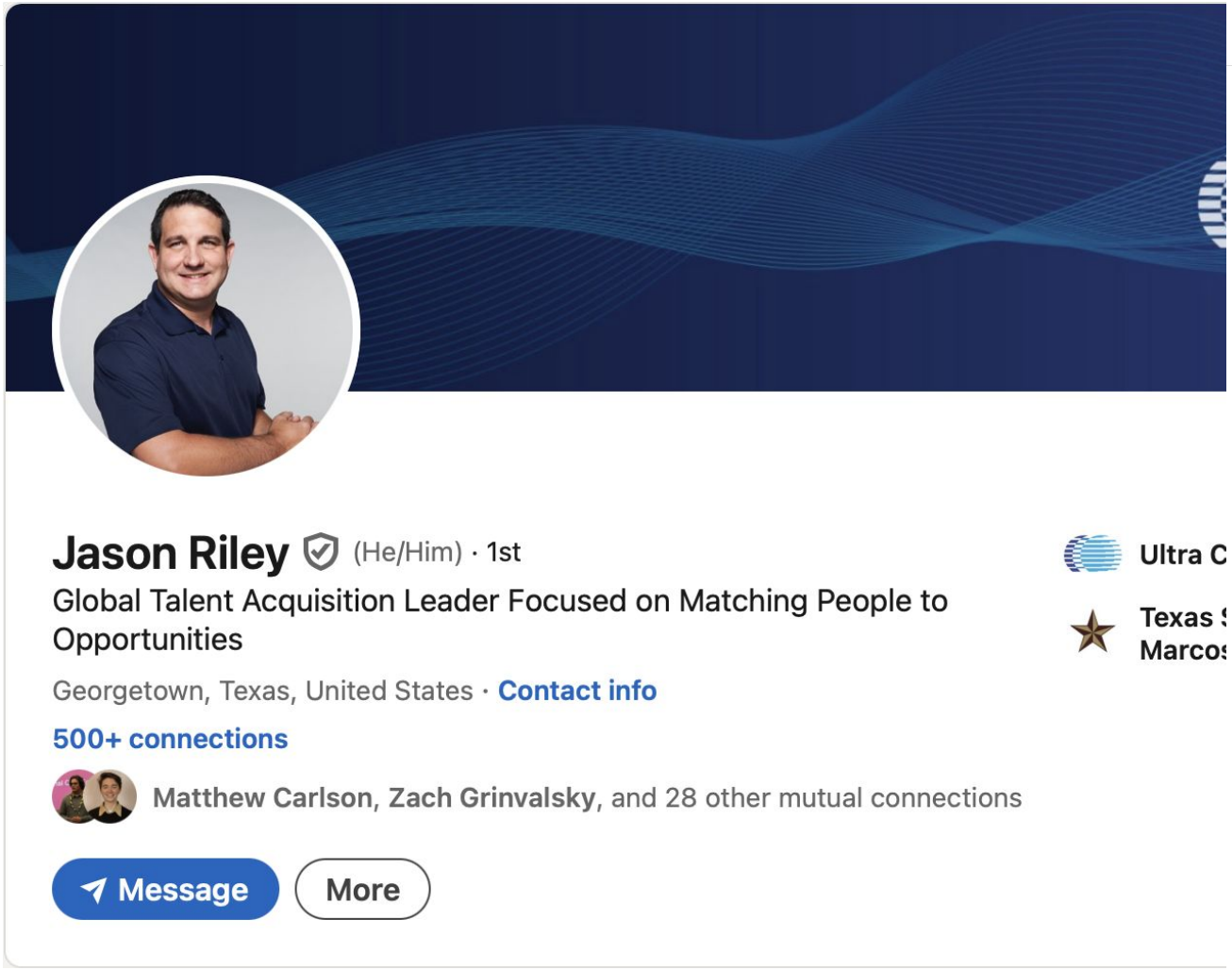


# Bob Kurkjian

## About

Bob Kurkjian is the CEO and Scout Executive for Greater Los Angeles Area Scouting. He leads a team of program, operations and development professionals and volunteers that create high-impact character building and outdoor opportunities for over 10,000 youth across the Greater LA area. An Eagle Scout and product of a multitude of lessons learned as a Scout, Bob is committed to expanding the reach of Scouting's transformative experiential learning.

# Jason Riley
## Head of Global Talent Acquisition



# Jason Riley

## About

Experienced Global Talent Acquisition leader with a demonstrated history of developing, implementing, and improving recruitment processes, tools, and systems, coaching and leading global TA teams, optimizing talent acquisition operations and structures to provide high-quality support to stakeholders, and ensuring a world-class candidate experience.

# Attending Industry Events

The one you attend, matters

# Types of Industry Events and their Importance

- Types of Industry Events
  - Conferences
  - Career Fair
  - Seminars
  - Workshops

**Make sure you choose the right event for your industry**

# How do you prepare for events?

# Creating a Lasting Impression

You can’t get back what you lost on a first impression

# The Follow-Up

You should be able to close better than Harvey Specter

# Leveraging Networking Opportunities

It is not about what you did, it is about who you know

# Takeaway Challenge

How can you use networking to your advantage?

ASCENT

Sponsored by

AMERICA'S NAVY

Using Networking to Your Advantage

A-WT283811

# Thank you!