2024 National Order of the Arrow Conference

Session: Using Networking to Your Advantage

Session Length: 45 minutes

Session Description

This session will cover the fundamentals of effective networking, including building and maintaining professional relationships, leveraging social media platforms, and attending industry events. Learners will gain insights into creating a lasting impression, crafting an impactful personal brand, and utilizing networking to explore career opportunities. The session is particularly beneficial for those looking to expand their professional circle, seeking mentorship, or exploring new career paths, providing them with practical tips and strategies for successful networking.

Learning Outcomes

Outcome 1: Understand the importance of networking in professional growth.

Outcome 2: Learn how to build and maintain professional relationships.

Outcome 3: Gain strategies for effective networking at industry events.

Outcome 4: Explore ways to use networking for career exploration and mentorship opportunities.

Theme Connection: Seek New Heights

The theme "Seek New Heights" encapsulates the drive for ambition, growth, and achieving beyond current limits. Networking is a pivotal tool in this journey, providing access to diverse perspectives, opportunities, and continuous learning. By building strong professional relationships, you can gain valuable insights, support, and resources that propel you to new career and personal milestones. Embracing this theme through networking means setting ambitious goals, leveraging technology, and pursuing lifelong learning. This proactive approach ensures continuous improvement, visibility, and innovation, enabling you to reach and exceed your aspirations.

Facility and Material Needs

[Please put all material and facility needs in this section. We recommend completing this portion last after the rest of the lesson plan is completed. **The more specific you are with your material and facility requests, the better we can accommodate!**]

Facility Needs

Is this session remote delegate-compatible? (ie. can the material be engagingly taught via live stream)	No
Does this session need audio/video (AV) capabilities? (ie. projector)	Yes
Are there any other specific facility needs for this session? (ie. movable chairs, panel-style seating, etc.)	N/A

Material Needs

[Please put "NOAC Training Committee" under "Source" if you need a material and cannot source it yourself - we will try to source it for you. Please note that we would strongly prefer training materials to be in a digital format and would advise against flipcharts and other physical materials. If you need microphones, extension cords, etc., please also specify those needs here.]

Material	Quantity	Source

Session Preparation Steps

[Please list all steps you or another trainer would need to take to be prepared to teach this session. For example, if the trainer needs to add personal experiences, print handouts, or prepare items for a game, those should be listed here. **The goal is for someone to be able to read this syllabus and understand how to teach your session in the future!**]

In order to facilitate this session, the trainer should familiarize themselves with the concept of the Third Door by Alex Banayan. There is a link to a podcast episode where he talks about it. Also, this session is very personal experience heavy, the trainer should be able to relate to some of the points specified. Finally, at the end of this session, there is a section called the Steven Spielberg anecdote, the trainer should know the story of Spielberg and how he became Hollywood's youngest director.

Additional Staff Members

[If you are having additional trainers assist you with your session, please fill out their contact information below. Please note that due to the conference sell-out, we are limited in our ability to register additional staff members on the training committee. We recommend that your additional trainers come from contingents or other staff members that can break from their duties to facilitate the session.]

Trainer Name	Email	Phone #

Lesson Plan

[The main body of your presentation should be here. Remember to adjust the timing for each session as you add/edit topics. **Remember, be as specific as possible - the goal is for someone to be able to read this syllabus and understand how to facilitate your session in the future!**]

Helpful Templates:

Introduction **4 minutes**
Slides 4-7

- **Definition and Importance of Networking**
  - What is networking?
  - The role of networking in professional and personal growth.
- **Introduction to the Third Door**
  - Career opportunities and advancements through networking.
  - There are 3 doors at a night club:
    - Door 1: The Norm
      - Reserved for those in line, playing by the rules
    - Door 2: The Untouchable
      - Reserved for billionaires and VIPs , otherwise inaccessible to the average person
    - Door 3: The Other Way
      - Reserved for the person who ran through the kitchen door and got into the club

Topic 1: Building Professional Relationships **10 minutes**
Slides [###]-[###]

- **Identifying and Approaching Potential Contacts**
  - Identifying key individuals in your field.
  - Approaching contacts with confidence and authenticity.
    - Alex Banayan's cold email template (in the context of the trainer)
      - The Intro
        - 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.
      - The Bio (who you are)

        - I am an aspiring pilot working on my commercial rating and looking for further opportunities in corporate aviation.
    - The Meat (the hyper specific question)
        - What did you wish you knew before becoming a corporate pilot? If you had to do it again, what would you do differently?
    - The Closer (the most important part)
        - I completely understand if you are too busy to respond, even a one sentence response would make my day. All the best, Jone.
- **Building Genuine Connections**
    - Active listening and showing genuine interest.
    - Finding common ground and shared interests.
- **Maintaining and Nurturing Relationships Over Time**
    - Regular follow-ups and staying in touch.
    - Adding value to your relationships.

Topic 2: Leveraging Social Media Platforms **5 minutes**
Slides [###]-[###]

- **Overview of Key Social Media Platforms for Professionals**
    - LinkedIn: Profile optimization and network building.
    - Twitter: Engaging with industry leaders and discussions.
    - Facebook: Joining Facebook groups and advertising
- **Creating and Optimizing Your Online Profile**
    - Crafting a compelling headline and summary.
    - Highlighting skills, experiences, and achievements.

Topic 3: Attending Industry Events **5 minutes**
Slides [###]-[###]

- **Types of Industry Events and Their Importance**
    - Conferences, seminars, workshops, and meetups.
    - Choosing the right events for your career goals.
- **Preparing for Events: Research and Goal Setting**
    - Researching attendees, speakers, and topics.
    - Setting clear objectives for attending the event.

Topic 4: Creating a Lasting Impression **8 minutes**

- **Effective Communication Skills (Verbal and Non-verbal)**
  - The importance of body language and tone.
  - Clear and concise communication techniques.
- **Following Up and Staying Connected**
  - Crafting personalized follow-up messages.
  - Scheduling regular check-ins and updates.

Topic 5: Utilizing Networking for Career Opportunities **5 minutes**

- **Identifying Opportunities Through Your Network**
  - Leveraging connections for job referrals and introductions.
  - Spotting hidden opportunities within your network.
- **Seeking and Securing Mentorship**
  - Finding and approaching potential mentors.
  - Building a mutually beneficial mentor-mentee relationship.
- **Exploring New Career Paths and Transitioning Roles**
  - Using informational interviews to explore options.
  - Strategies for transitioning to a new career or role.

Conclusion & Takeaway Challenge **3 minutes**
Slides [###]-[###]

- **The Importance of Networking**
  - Networking is crucial for career advancement, providing opportunities, mentorship, and a support system.
- **Building and Maintaining Relationships**
  - Genuine connections are built through active listening, finding common ground, and regular follow-ups.
- **Creating a Lasting Impression**
  - Effective communication, a compelling elevator pitch, and consistent follow-ups help create a positive, lasting impression.
- **Steven Spielberg Anecdote**

Appendix: Resources and Source Material

[Please add all referenced sources or handouts that would be useful to share with session attendees.]

Resource	**Link**
Alex Banayan, The Third Door: The Mindset of Success	**IBSN-10:** 9780804136662