NETWORKING FOR INTROVERTS

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WHAT FEELINGS COME UP WHEN YOU HEAR THE WORK “NETWORKING?”

INTRODUCTIONS

• Stand up and mingle
• Introduce yourself
• Ask 1-2 questions from the conversation starter list.
• Be ready to introduce your partner
ESSENTIAL QUESTIONS AND AGENDA

1. What is networking? Why is it important?
2. What do I say? How do I say it?
3. How can I use LinkedIn to seek out connections?
4. How do I connect with UMD alumni?
5. What are some campus resources?

NETWORKING

What is it? Why is it important?

WHY SPEND TIME ON NETWORKING?

1. Gain valuable information about your chosen career path or options you are considering
2. Most people get a job through someone they know
3. Your network is a place to get advice about problems and support in tough situations
4. Increases your value to employers
5. You have many opportunities as a student to grow your network and the privilege/freedom to ask lots of questions
1. How do I explore career options?

   1. Read
   2. Informational Interviewing

   3. Attend professional and career events on campus and through professional organizations

2. Networking situations

   1. Events
      - Departmental Talks, UMD
      - Student Organizations
      - University Career Center & The Graduate School
      - Family & Other Social gatherings
   2. Professional Conferences & Organizations
      - Sessions & Workshops; Socials
      - Member & Attendee Lists
   3. Self-Initiated "Informational Interviews" for career exploration and job search

3. Practice
YOUR 30 SECOND COMMERCIAL

• Divide into Group A & B
• We are going to do 3 rounds.
  • Person A: Gives introduction
  • Person B: Listens and then responds with:
    • One thing that was effective was.....
    • A suggestion for improvement is...
  • Person A: Says Thank You and regroups/revises
• REPEAT TWO MORE TIMES

ACTIVITY DEBRIEF

• What did you notice during the activity?
• What was challenging?
• Given what you observed, why is it really important to develop your 30 second commercial?

LINKEDIN
LinkedIn Claims Half a Billion Users

92%

of recruiters say they use LinkedIn

Source: Fortune, April 17, 2017

WHY USE LINKEDIN?

• Tell your professional story
• Maintain and build a network of professional colleagues and contacts
• Career exploration and information gathering
• Job search tool to uncover the “hidden job market”
  • Informational interviewing

WHAT MAKES AN EFFECTIVE LINKEDIN PROFILE?

• Professional Picture
• Engaging Headline
• Strong Summary
• Experience shows value added and evidence
• Skills and recommendations
• Activity: Let’s look at some Profiles.

TIP#1: Just do it! Look at other profiles. Educate yourself.

Source: LinkedIn: The Ultimate Cheat Sheet
HOW CAN YOU USE LINKEDIN TO MANAGE YOUR PROFESSIONAL NETWORK?

• Start by adding former colleagues, classmates, supervisors
• Add current classmates and colleagues
• Connect within 48 hours with new people you meet at events
• TIP #2: Spend 15-20 minutes a day in LinkedIn.

EXPANDING YOUR NETWORK OVER TIME

• Search for alumni of your program
• Reach out to alumni working at places of interest
• Get introduced by those already in your network
• Cold contacts

TIP #3: Use personalized messages to connect.
• who you are
• how you found them
• what you want

NETWORKING SCRIPTS

• https://cheekyscientist.com/

Hi [Professional Name],
I found your profile on LinkedIn and saw that we are both alumni of [school name]. Would you be interested in sharing your thoughts on working at [company name]? I’m sure you have some great insight into the industry with your experience and I would love to discuss it with you.
Are you available for a brief call sometime next week? Let me know which day works best for you and I’ll call you then.
Thank you sincerely,
[Your Name]
NETWORKING SCRIPTS

- [https://cheekyscientist.com/](https://cheekyscientist.com/)

**Hi [Professional Name],**

I found your profile on LinkedIn and saw that we are both alumni of [school name]. Would you be interested in sharing your thoughts on working at [company name]? I'm sure you have some great insight into the industry with your experience and I would love to discuss it with you.

Are you available for a brief call sometime next week? Let me know which day works best for you and I'll call you then.

Thank you sincerely,

[Your Name]

TIP #4: JOIN ALUMNI GROUPS

- First, join the groups
- On your profile page, enter the university/college name
- Once you are in the group, click on the Alumni button.

TERRAPINS CONNECT

- Let's all sign up!
- Create a profile
- Account needs to be approved
- You will receive an email once it is activated.
HOW TO SIGN UP:

USE LINKEDIN TO EXPLORE CAREER PATHS AND COMPANIES

• Join and contribute to groups
• Use your contacts to set up informational interviews
• TIP #5: Leverage the Notifications feature.
• TIP #6: Do informational interviews!
  • “I was just on LinkedIn and saw that we went to the same college.” Or: “I saw on LinkedIn that you also worked with so-and-so!”

TIP #7: USE LINKEDIN FOR UNCOVERING HIDDEN JOB MARKET

60-85% of jobseekers found their position through networking or a personal contact!
• Use the Alumni feature to identify potential employers, do company research and prepare for interviews.
• Use the Jobs feature to identify potential employers
• Review Companies and openings posted
• HR folks review LinkedIn pages

TIP #8: Use informational interviews to create opportunities.
• “I was just on LinkedIn and saw that we went to the same college.” Or: “I saw on LinkedIn that you also worked with so-and-so!”
TIP#9: Commit to incorporating LinkedIn into your career exploration and overall professional development. TAKE SMALL STEPS.

TIP#10: Utilize the career and professional development resources available at Maryland. DO NOT WAIT.

WHAT ARE MY NEXT STEPS?
- Answer the last question on your notes handout
- What is one step you will take after this session to plan for your career?
- Be ready to share.

USING ONLINE CAREER TOOLS
- Assess interest, skills, and values
- Generate careers from assessments
- Information about careers
- Create plan and set goals
- Discuss the plan with your advisor/mentor
Handouts & Slides from Previous Workshops: https://gradschool.umd.edu/professional-development/workshop-materials
If you are not receiving newsletters, sign up here: https://gradschool.umd.edu/professional-development/PhD-career-professional-development-newsletter

UMD Career Website
& Careers 4 Terps
UMD Career Center: careers.umd.edu
Events calendar and career resources
Job postings
Career 4 Terps (C4T)
Schedule appointments with me using C4T
VAULT career library
Job Postings (search agent/emails)
Interview Stream (practice/feedback)

Using Online Career Tools
- myIDP and ChemiIDP for science careers
- ImaginePhD for humanities & social sciences
- The Versatile PhD for STEM, Arts, & Humanities seeking non-academic careers (MUST use UMD portal)
STAY IN TOUCH!

• Coordinated by Dr. Susan Martin
• For more information about resources and events, call (301) 405-8236 or email smarti18@umd.edu
• To learn more about upcoming career events & workshops visit:
  • Graduate School Events Calendar
  • The University Career Center & The President’s Promise Events Calendar
• Sign up for an appointment in Careers for Terps (C4T)

Click here to sign up for Careers 4 Terps

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Please fill out end-of-session survey. Thanks!

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