

# **Developing Your Professional Network**

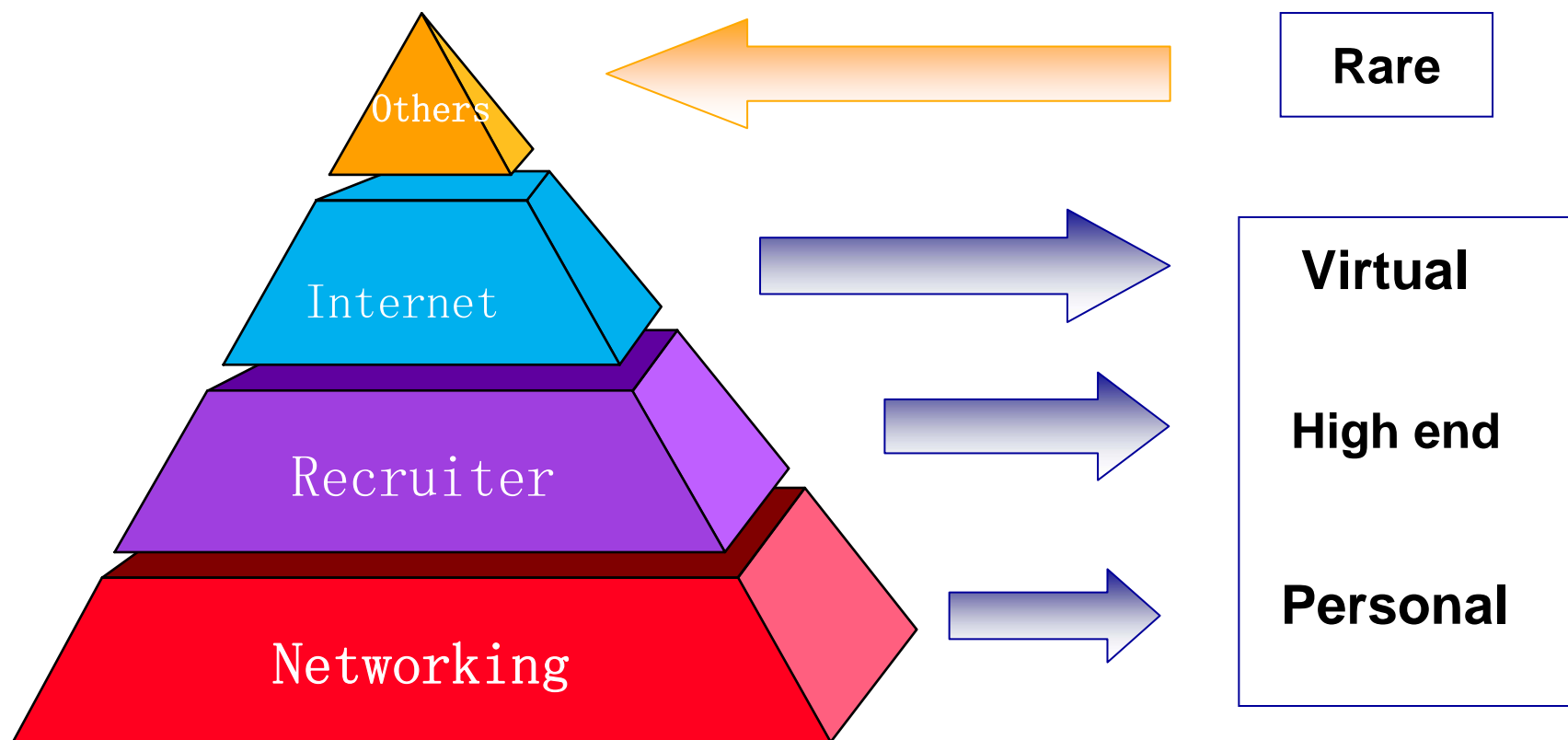
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# Outline Of Content

- 1). Why Do You Need Network?**
- 2). Identify Your Career Objective**
- 3). Getting Started Your Network**
- 4). Be Ready For Networking Events**
- 5). Following Up Events or Contacts**
- 6). Establishing Your Own Strategic Network**

# Why Do You Need Network ?

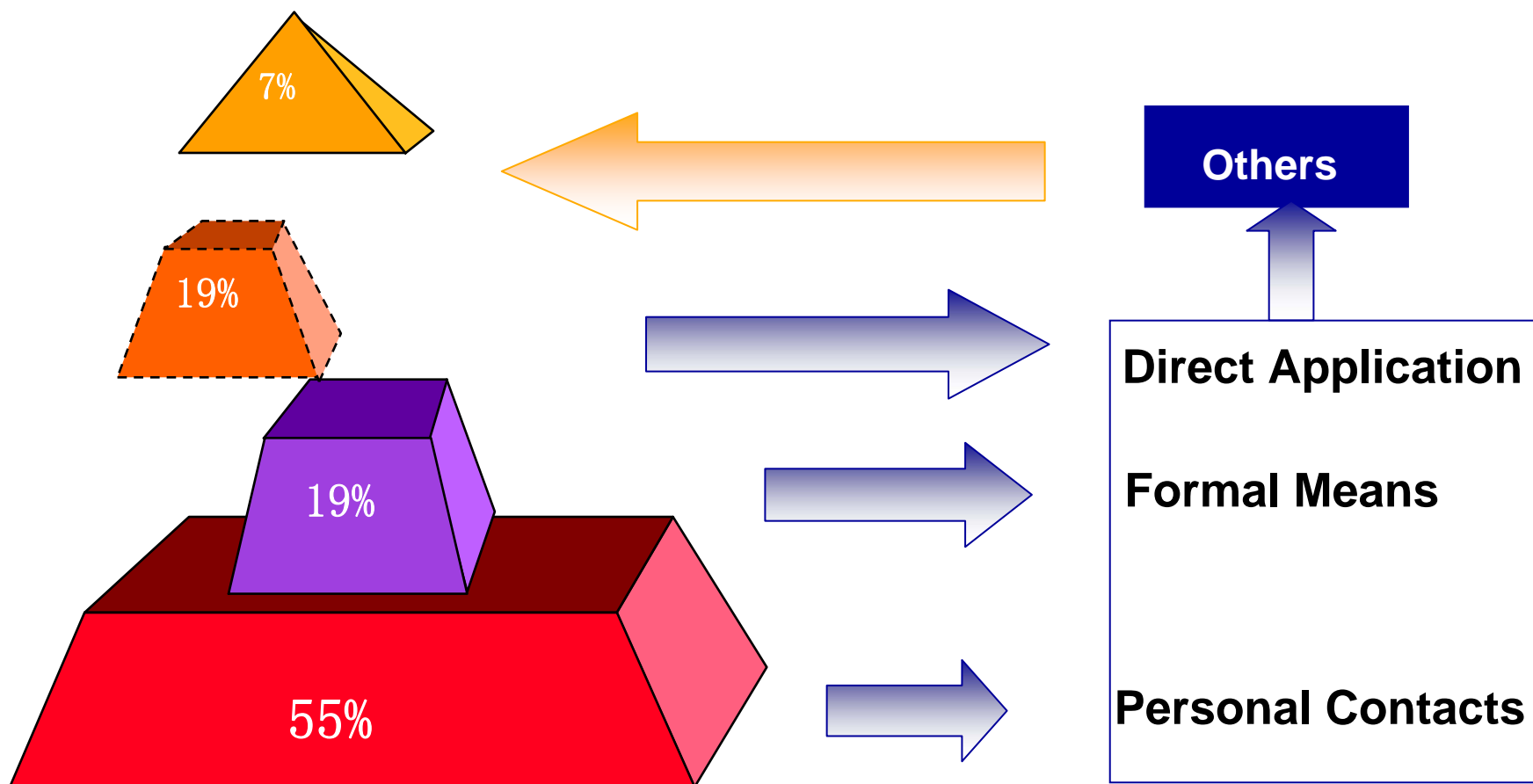


# **Networking Help You**

- 1). Open Yourself: Market Yourself**
- 2). Keep Learning: New Technology & Products**
- 3). Developing New Friends & Contacts**
- 4). Enjoy Professional Activities and Social Events**

# Job Placement Rate

Resource: Mark Granovetter, Stanford University



# Identify Your Career Objective

- 1). Industry:**
- 2). Job Function:**
- 3). Company:**
- 4). Why You?**

# Getting Started Your Contacts

- 1). **Professional Resources**: Professional Ass., Ex-employer, recruiter/agent, community leaders, and etc.
- 2). **Personal Resources**: Friends, family and family's friends, Church, Alumni Ass., People you meet and etc.
- 3). **Always Respect Contacts**: Thankful, Appreciation
- 4). **Keep Process Going**: Treat it as your job

# **Be Ready for Networking Events**

- 1). Must Do Homework: Why, Who and You**
- 2). Collect Business Card: Key contact person**
- 3). Elevator Speech: 30 second introduction**
- 4). Getting to Ask You Information: Resume**

# **Following Up Events & Contacts**

- 1). Organize Collected Cards: Create Database**
- 2). Follow-up with e-mail: thank you, your interest**
- 3). Contact Key Person: Informational Interview**
- 4). Connect Referred Contact: Seek advise, meeting**
- 5). Create Contact Plan: Once month, lunch/coffee**

# Three Types of Networks

## 1). Operational / Professional Network

Job function, skill, knowledge and etc.

## 2). Personal / Social Network

Social function: friends, family member and etc.

## 3). Strategic Network

Career Development function: vision, information, leverage and etc.

Resource: “How Leaders Create and Use Networks” by Herminia Ibarra & Mark Hunter,  
Harvard Business Review

## **Strategic Network Help You**

- 1). Not Only for Job: Accessing Social Capital**
- 2). New Opportunity: Change & Development**
- 3). Problem Solving: Improving Competence**
- 4). Career Path: Management Vs Leadership**

# **Establishing Your Own Strategic Network**

- 1). Take Action: thinking through – your vision/goal**
- 2). Change Habit: re-allocating your time**
- 3). Getting started through Operational Networking**
- 4). Using Personal Networking more often**
- 5). Be Consistent: Accumulation and implementation**