The webinar will begin soon. While you wait, please share in the chat box:

What is the focus of your VISTA assignment and where are you located?

Building a Professional Network for Service and Career

VISTA
Volunteers In Service To America

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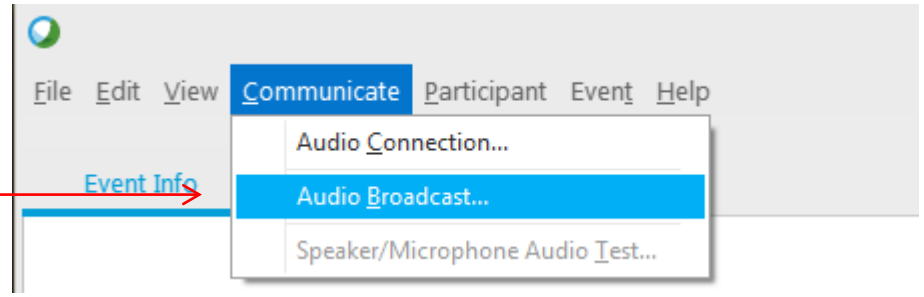
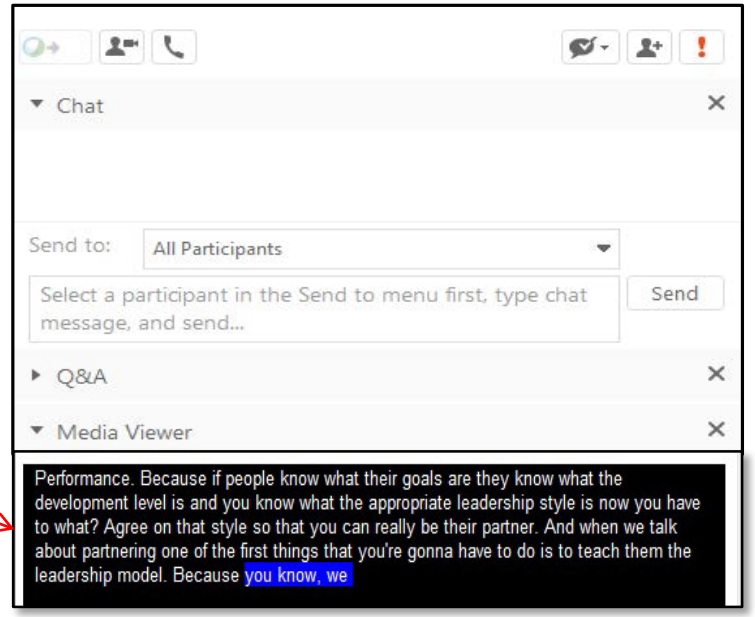
Corporation for National & Community Service

Connecting to Audio

- Audio broadcast
- Call in via phone (number and passcode listed on each slide)
- View Closed Captions in the Media Viewer panel



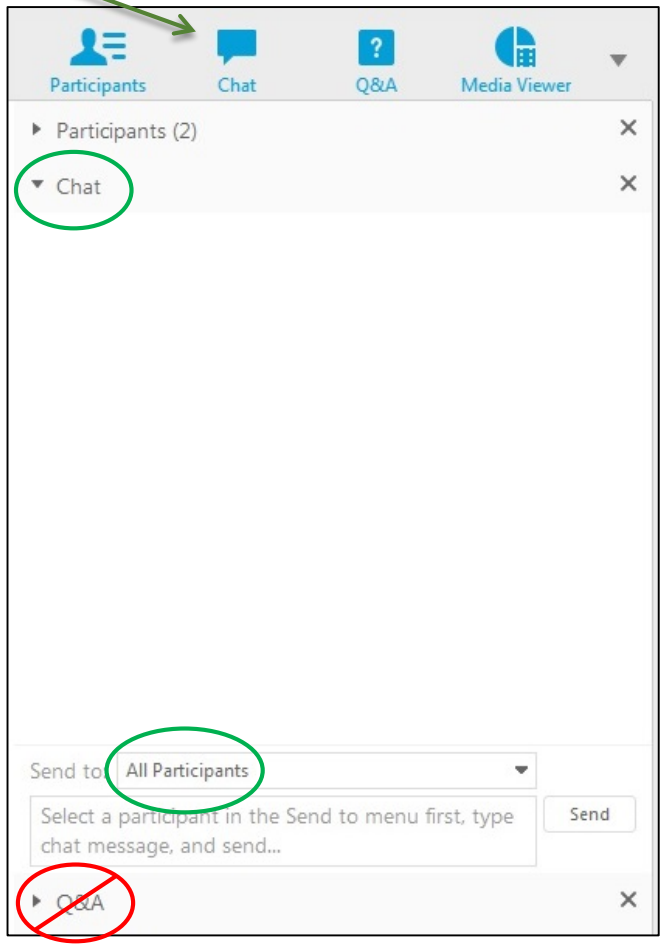


Tips for Participating

- Share comments and ideas in the Chat panel (send to “All Participants”)
- Ask questions in the Q&A panel (send to “All Panelists”)
- Some WebEx features are not available on mobile devices
- Links and recording will be available after the session

Click this button if you don’t see the chat panel.

COMPUTER



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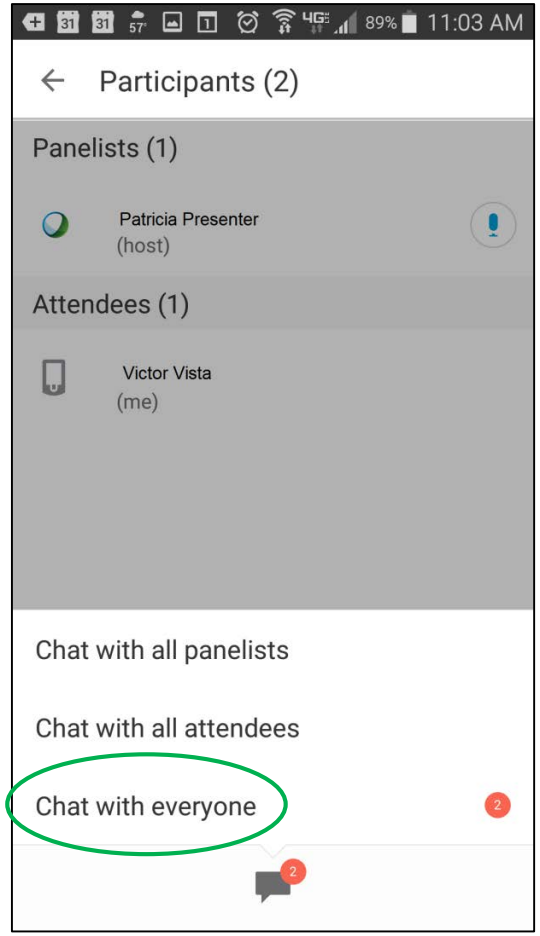

Building a Professional Network for Service and Career

AMERICORPS VISTA
Volunteers In Service To America

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Corporation for NATIONAL & COMMUNITY SERVICE

Today's Speakers

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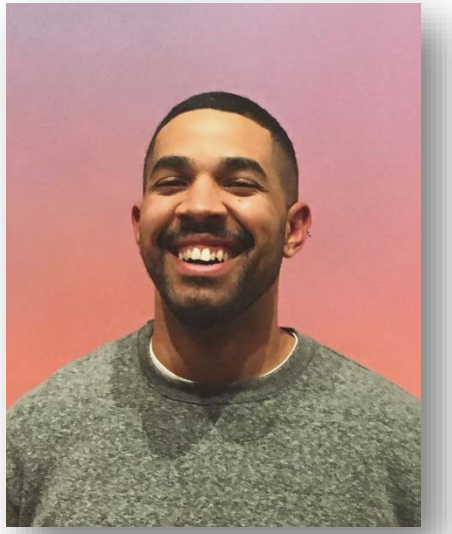

Calvin Landrum

VISTA Training Team

NCCC Class 19 & 20

Denise Riebman

Trachtenberg School, George Washington University & CareerHappinessCoaching.com

VISTA 1994-1995

Agenda

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- Why build a network?
- Learning before doing
- Online resources
- Offline connections
- Long term perspective

Networking

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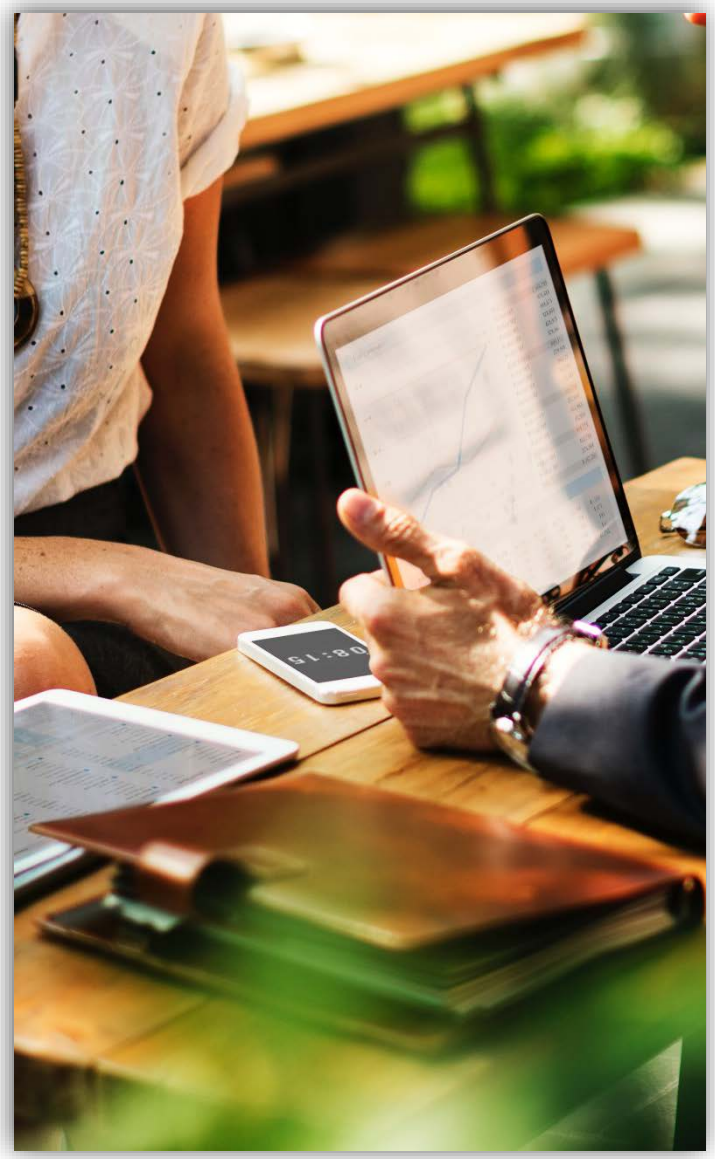

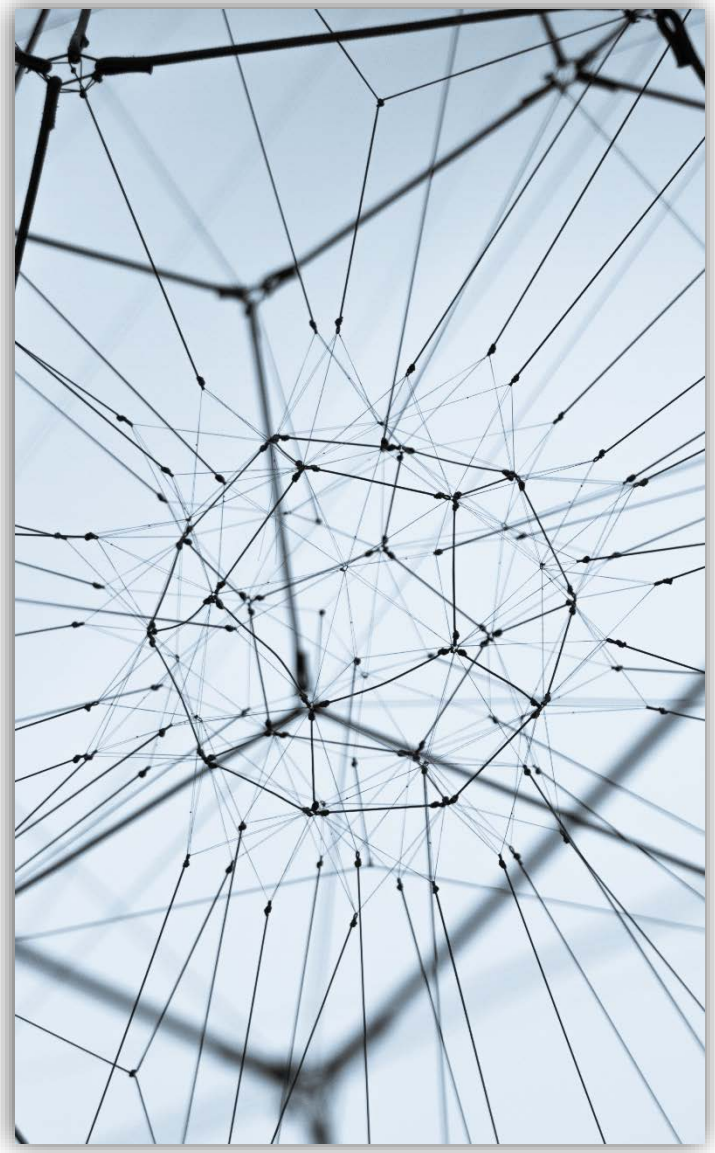

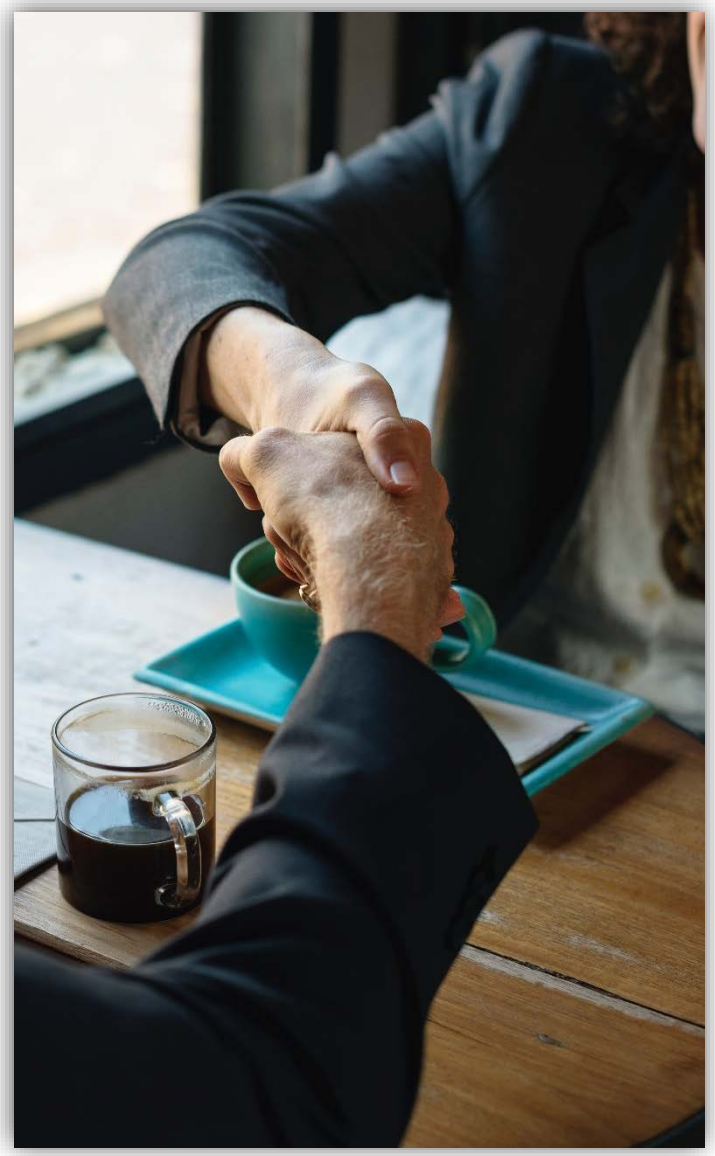

Networking

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Synonyms for network

Common Informal

verb to socialize for professional or personal gain

associate
hobnob
mingle
make contacts
rub elbows
circulate
meet
schmooze
meet and greet

Networking

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Networking

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networking

[**net**-wur-king] Spell Syllables

Examples Word Origin

noun

1. a supportive system of sharing information and services among individuals and groups having a common interest:
   "Working mothers in the community use networking to help themselves manage successfully."

Networking

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Career Capital

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Open Networks

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#1 predictor of career success is being in an Open Network

- Multiple unique groups and relationships results in…
  - Diverse and more true perspective of the world
  - Access to new information
  - Connection between groups
  - Creative breakthroughs

What to say?

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Uh oh…what do I talk about now?

What to say?

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- Know yourself.
- Know your organization.
- Know your field.

ASSESS

Networking ABC's

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ASSESS

BE AWARE

Networking ABC's

Dial: 888.455.4948
Passcode: 2128145

ASSESS

BE AWARE

CONVERSE

Networking ABC's

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DO

Networking ABC's

Dial: 888.455.4948
Passcode: 2128145

DO

EDUCATE

Networking ABC's

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DO

EDUCATE

FOLLOW

What to say?

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Thanks for your card – it would be great to talk more about your upcoming wind power conference. I'll also send you contact info for that potential panelist on energy financing we were talking about today.

Connecting

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In receiving,
we overestimate
the "**no**"
and underestimate
the "**yes.**"

By giving on
LinkedIn,
we can be
10X more likely
to be contacted
for new
opportunities

Relationship Building

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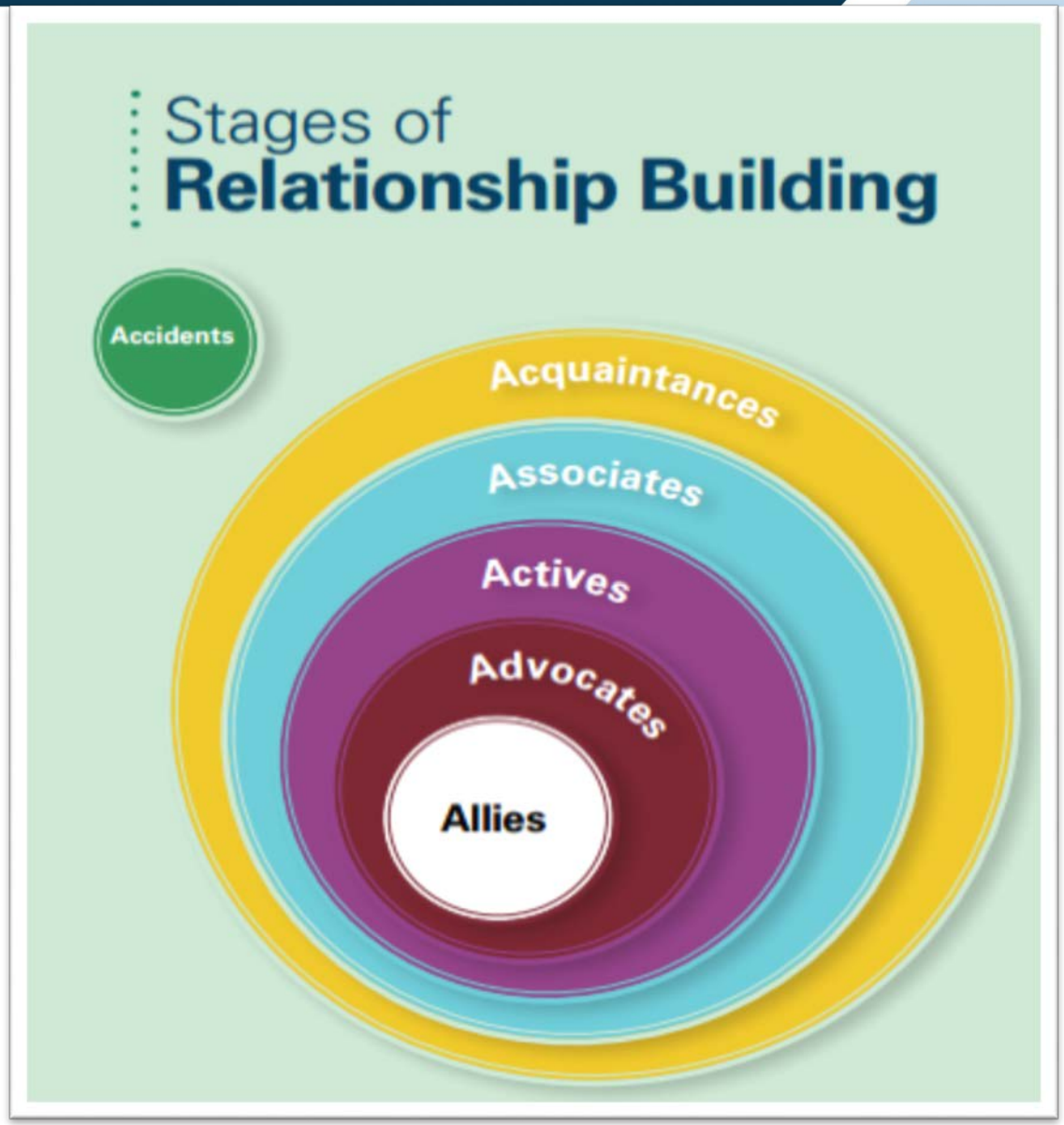

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Social Media

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Social Media

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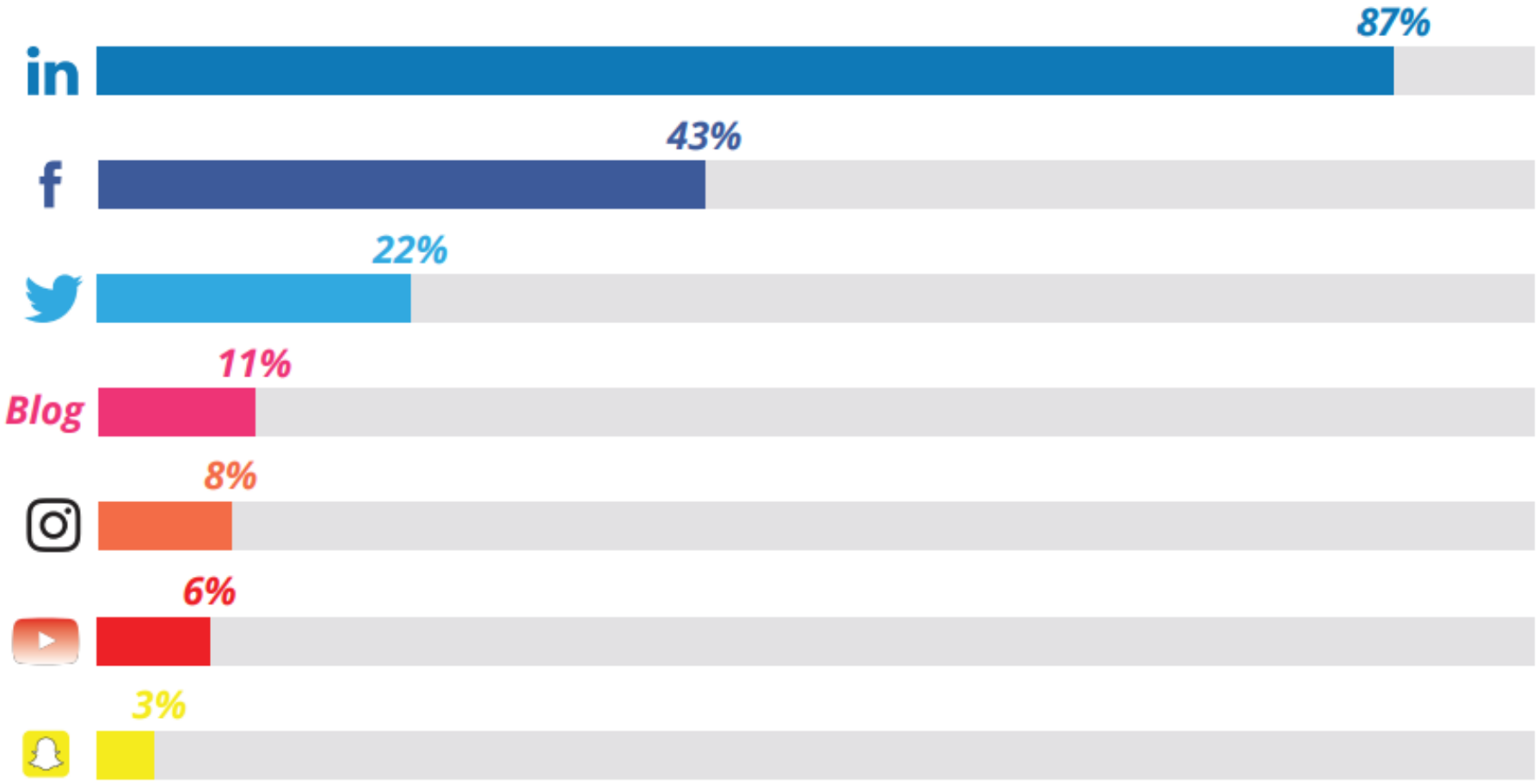
Recruiters use the following networks to evaluate candidates when hiring:



Twitter

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Twitter

Dial: 888.455.4948
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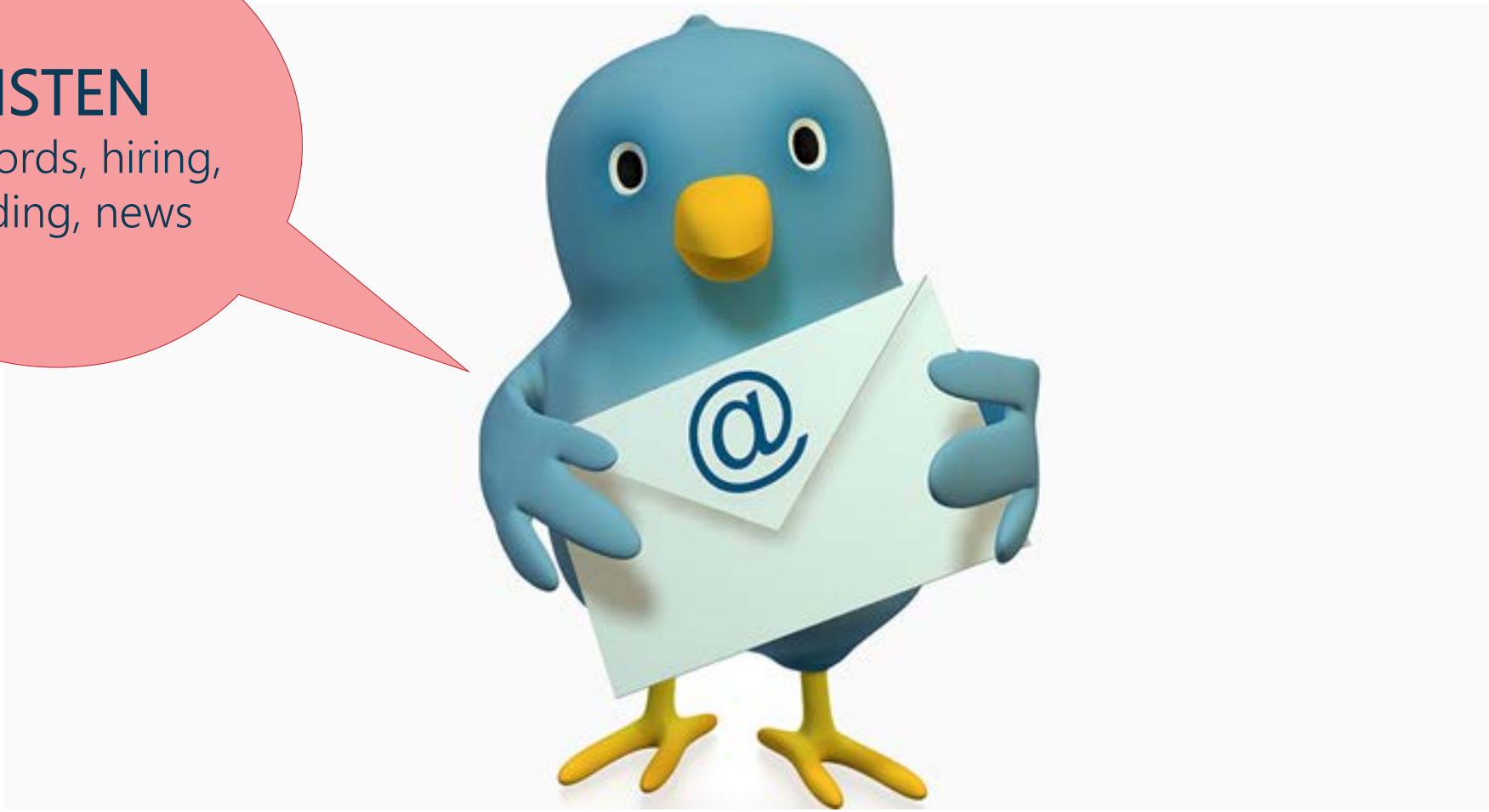
LISTEN
Keywords, hiring, funding, news



Twitter

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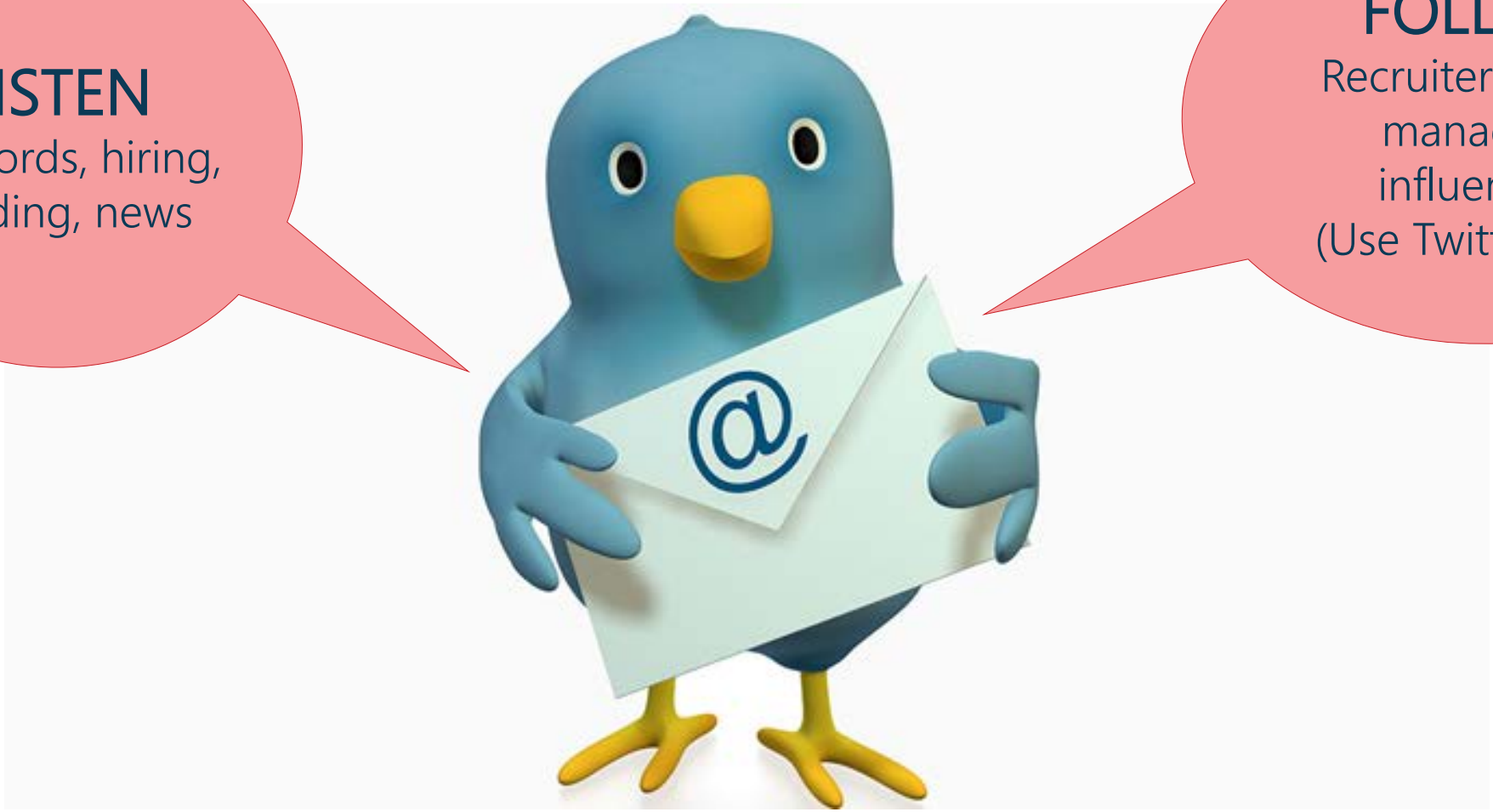

FOLLOW
Recruiters, hiring managers, influencers
(Use Twitter Lists)

Twitter

Dial: 888.455.4948
Passcode: 2128145

LISTEN
Keywords, hiring, funding, news

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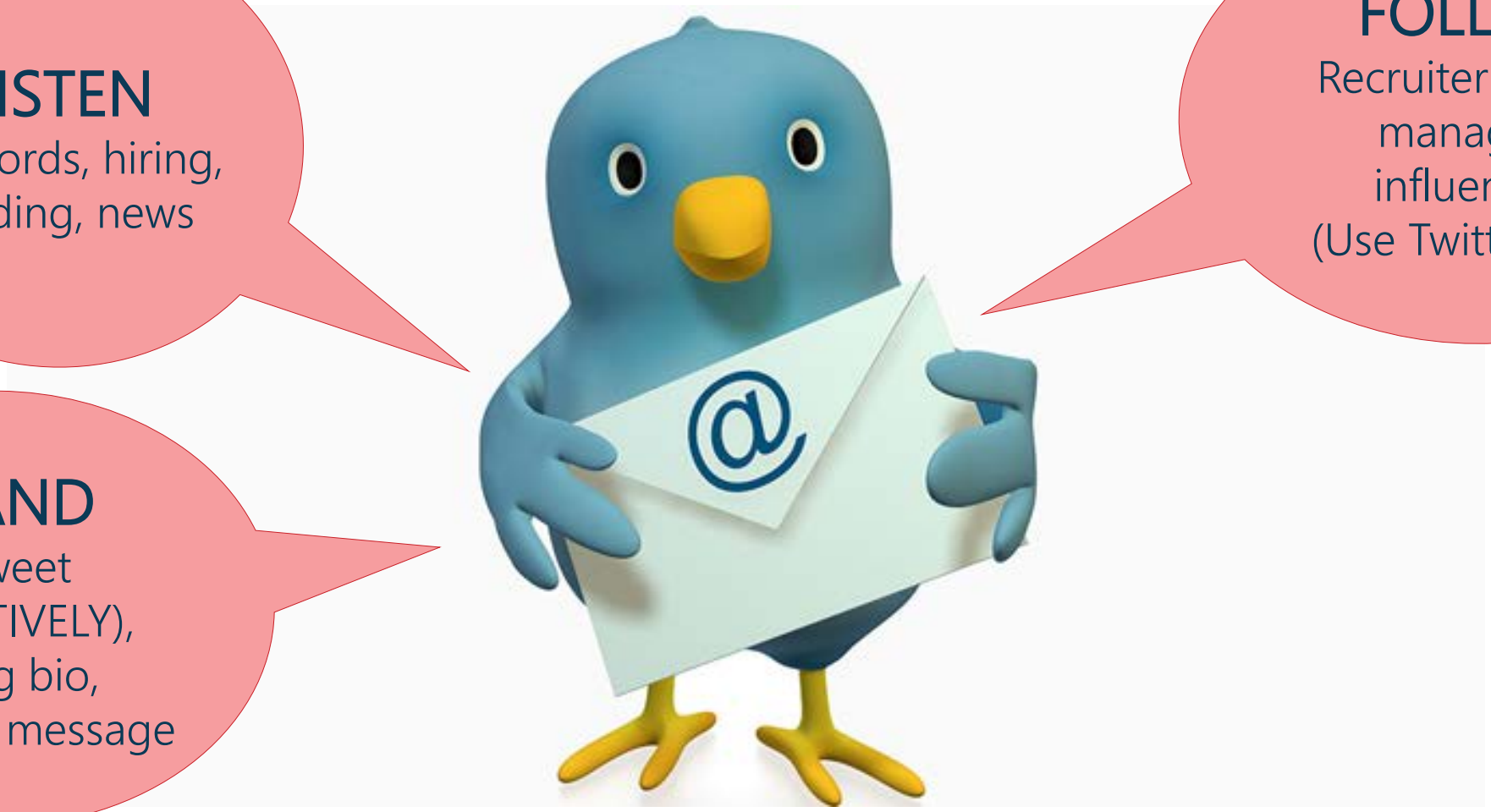

BRAND
Retweet (SELECTIVELY),
Strong bio,
Welcome message

Twitter

Dial: 888.455.4948
Passcode: 2128145

LISTEN
Keywords, hiring, funding, news

FOLLOW
Recruiters, hiring managers, influencers
(Use Twitter Lists)

BRAND
Retweet (SELECTIVELY),
Strong bio,
Welcome message

VALUE
Share relevant info, answer questions, connect people, shout outs

Chat Question

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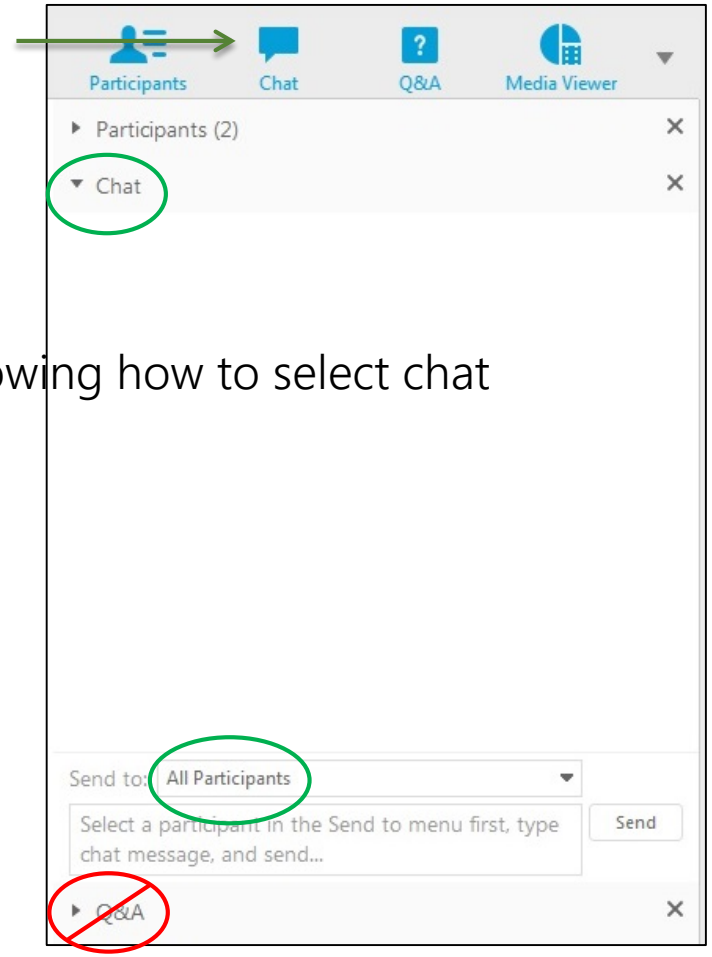
What hashtags do you recommend for learning about specific fields or jobs?

Resource: careerenlightenment.com/50-hottest-twitter-hashtags-for-job-seekers

COMPUTER



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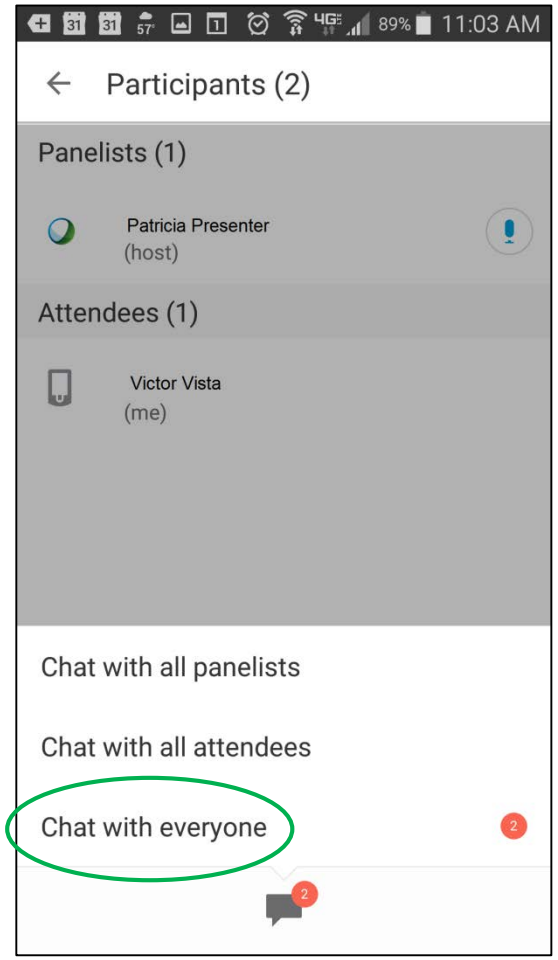

Screenshot showing how to select chat

Twitter

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Facebook

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- Status Updates
- Customize URL
- Add/Delete Photos
- Professional Details

Facebook

Dial: 888.455.4948
Passcode: 2128145

- Status Updates
- Customize URL
- Add/Delete Photos
- Professional Details

- Like Company Pages
- Events/Groups
- Privacy Settings

Facebook

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Stay connected with what's happening at other organizations and in your field.

LinkedIn

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Passcode: 2128145

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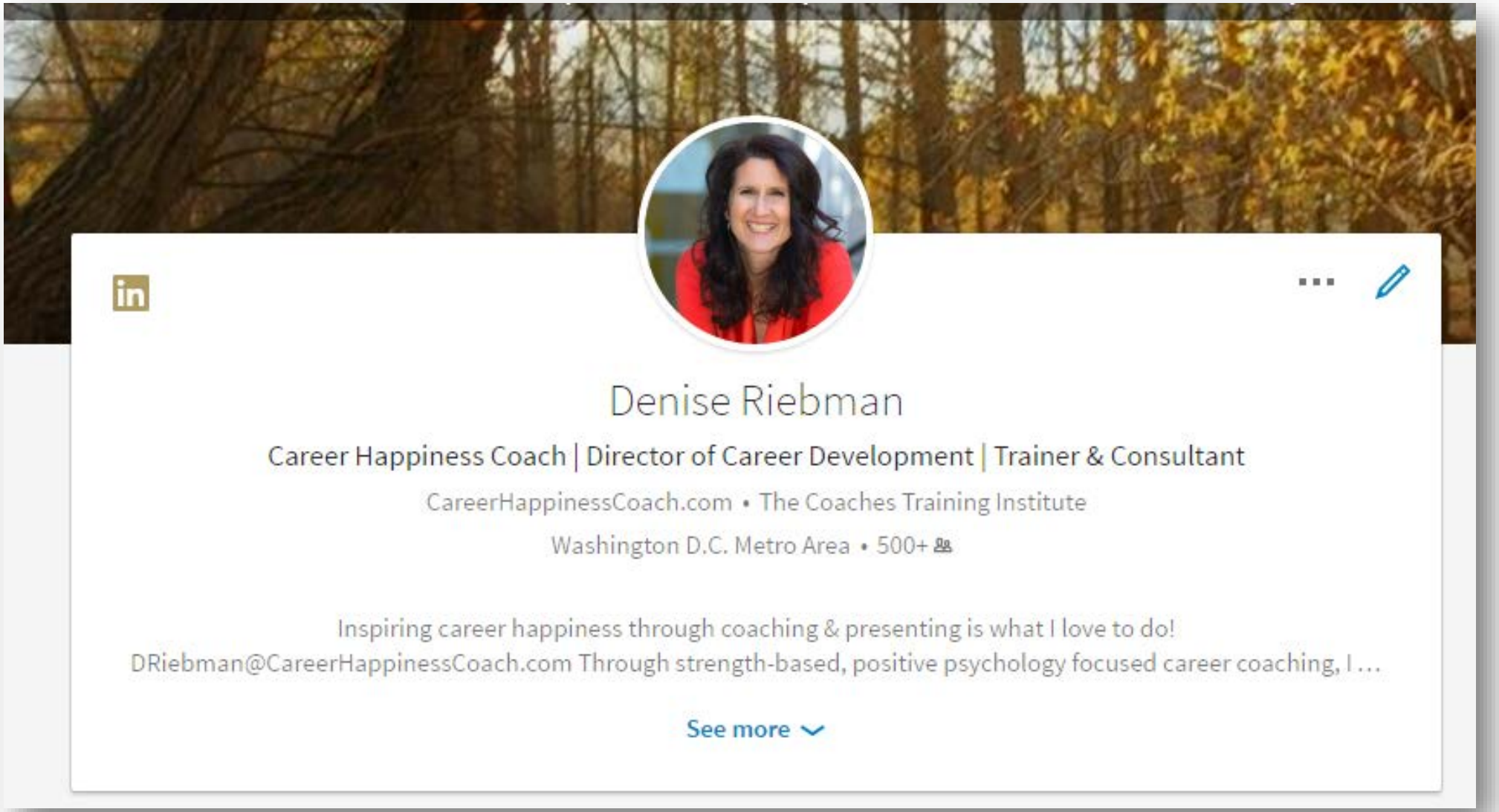

LinkedIn

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www.linkedin.com/in/deniseriebman78945

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/deniseriebman

Best regards,
Denise Riebman
Linkedin.com/in/deniseriebman
202-555-6363

Building your Connections

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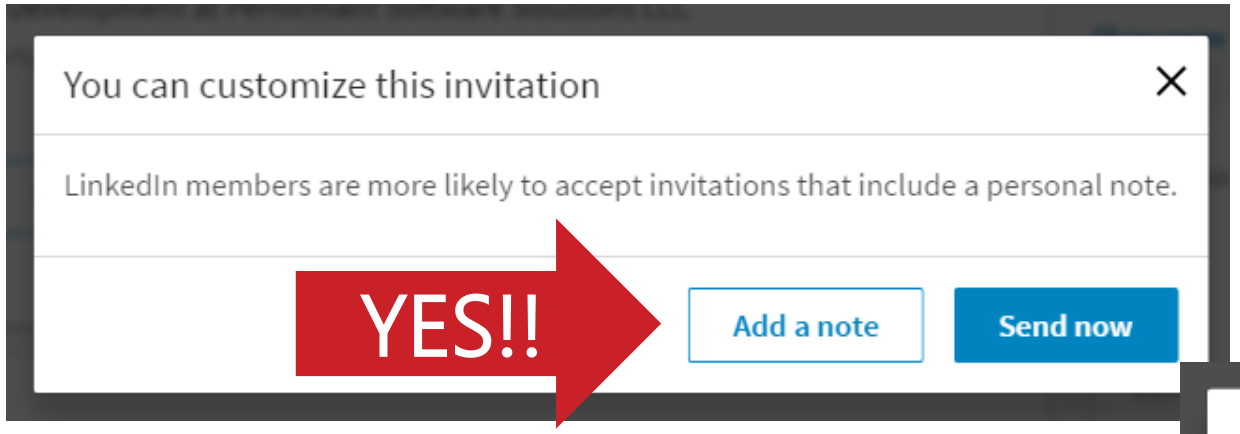
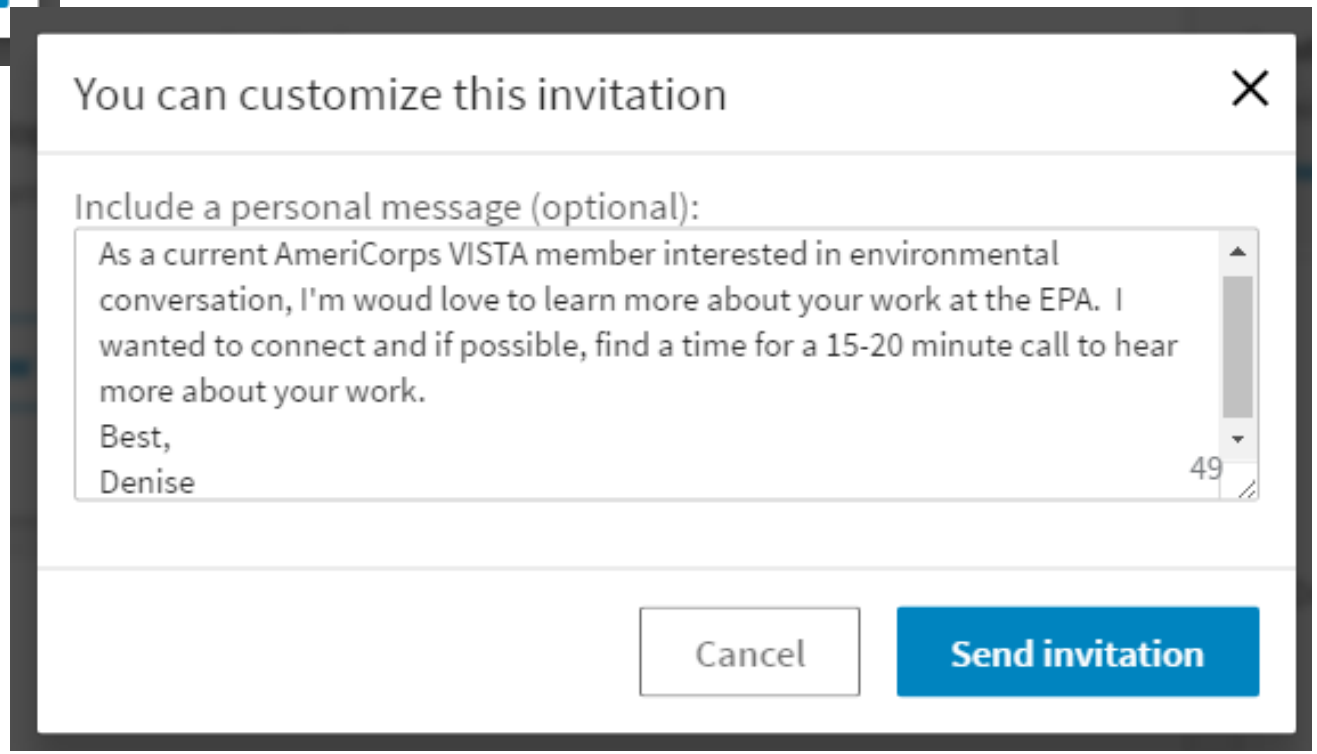
Passcode: 2128145





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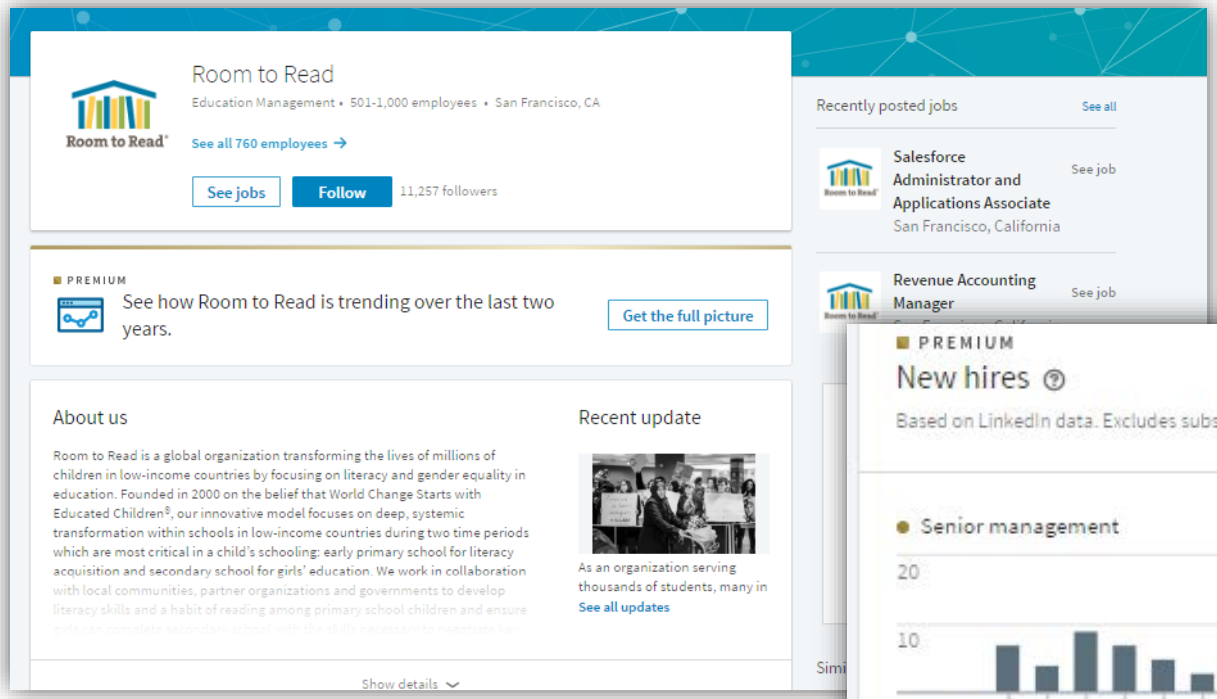

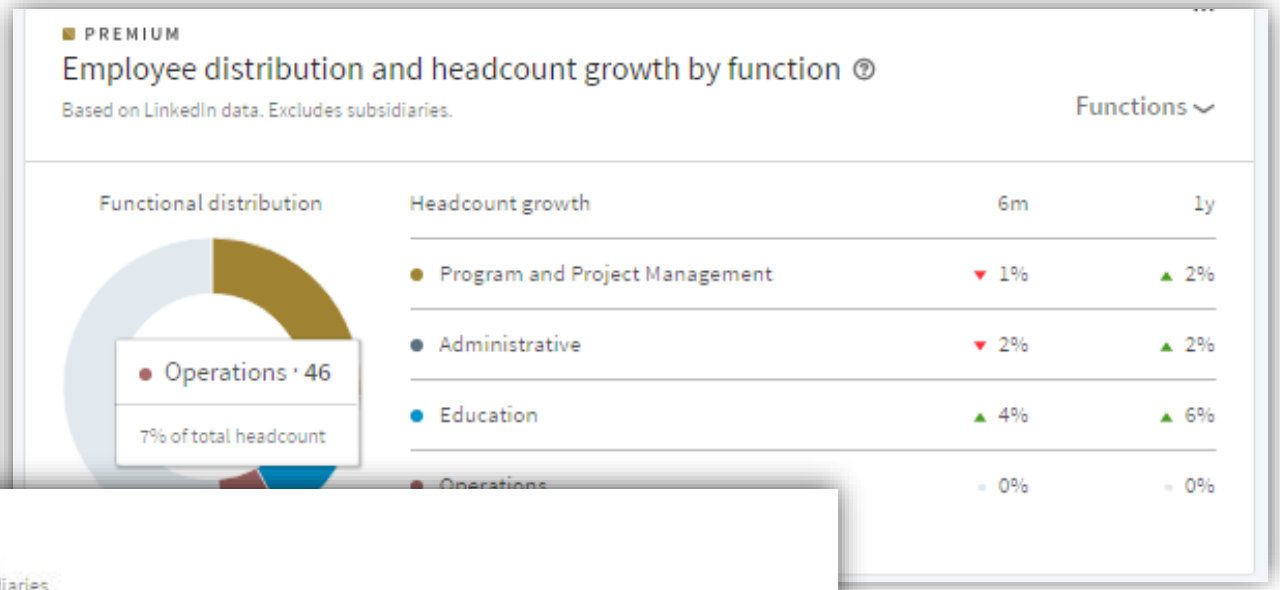

LinkedIn

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Social Media Footprint

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Chat Question

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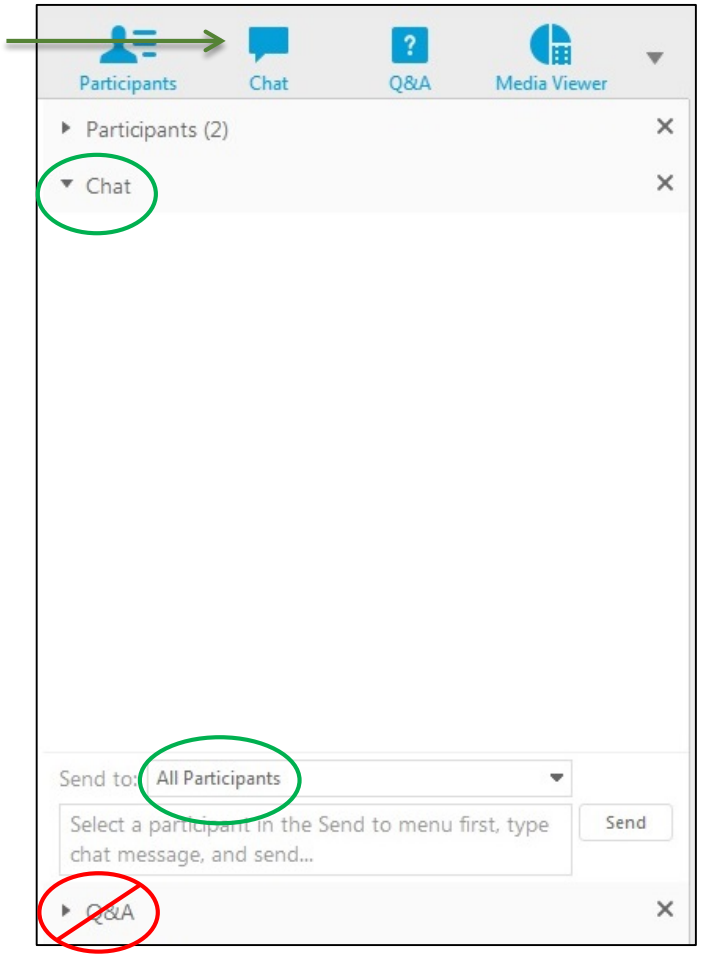
Which LinkedIn groups would you recommend?

COMPUTER



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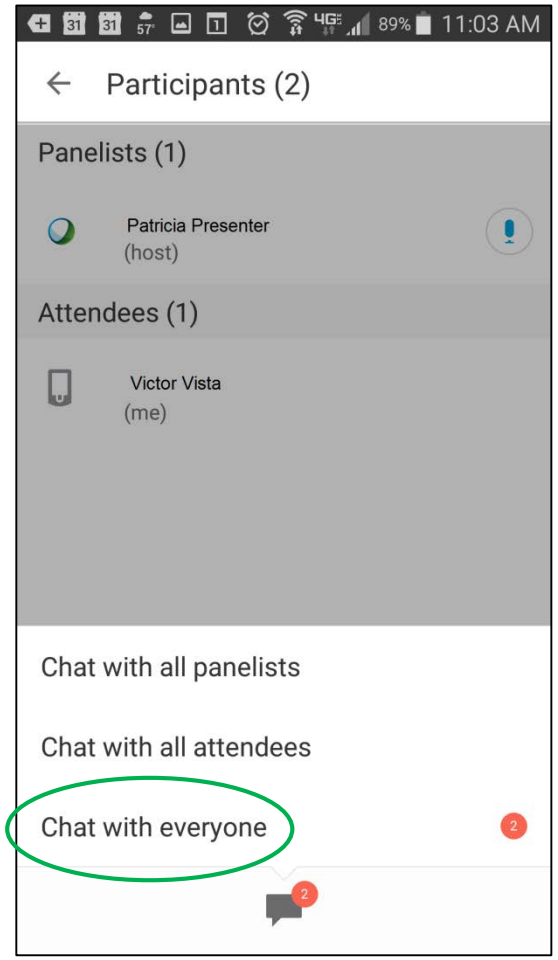

Take it offline!

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Smart Event-Going

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- Choose wisely
- Go with others
- Arrive early/leave early
- Arrive late/stay late
- Be the first one in line
- Be the last one in line
- Have teaser conversations

Traffic Light Strategy

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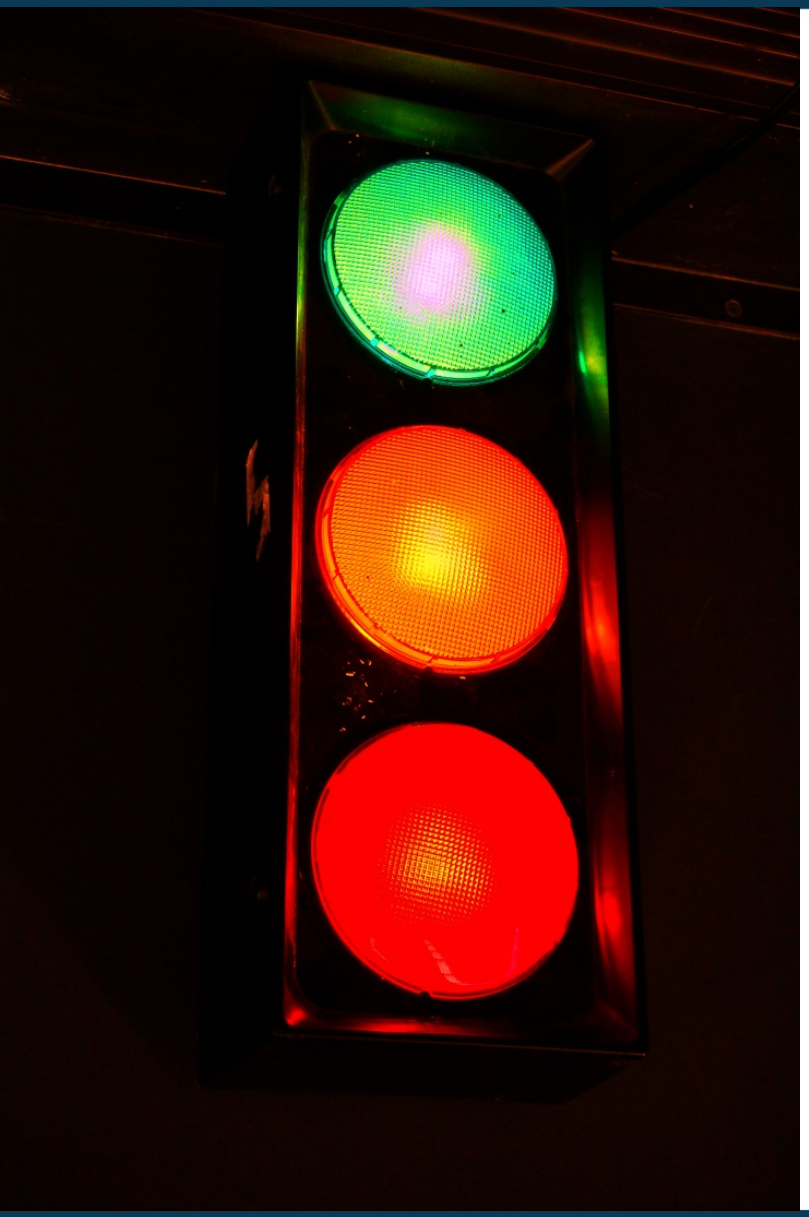

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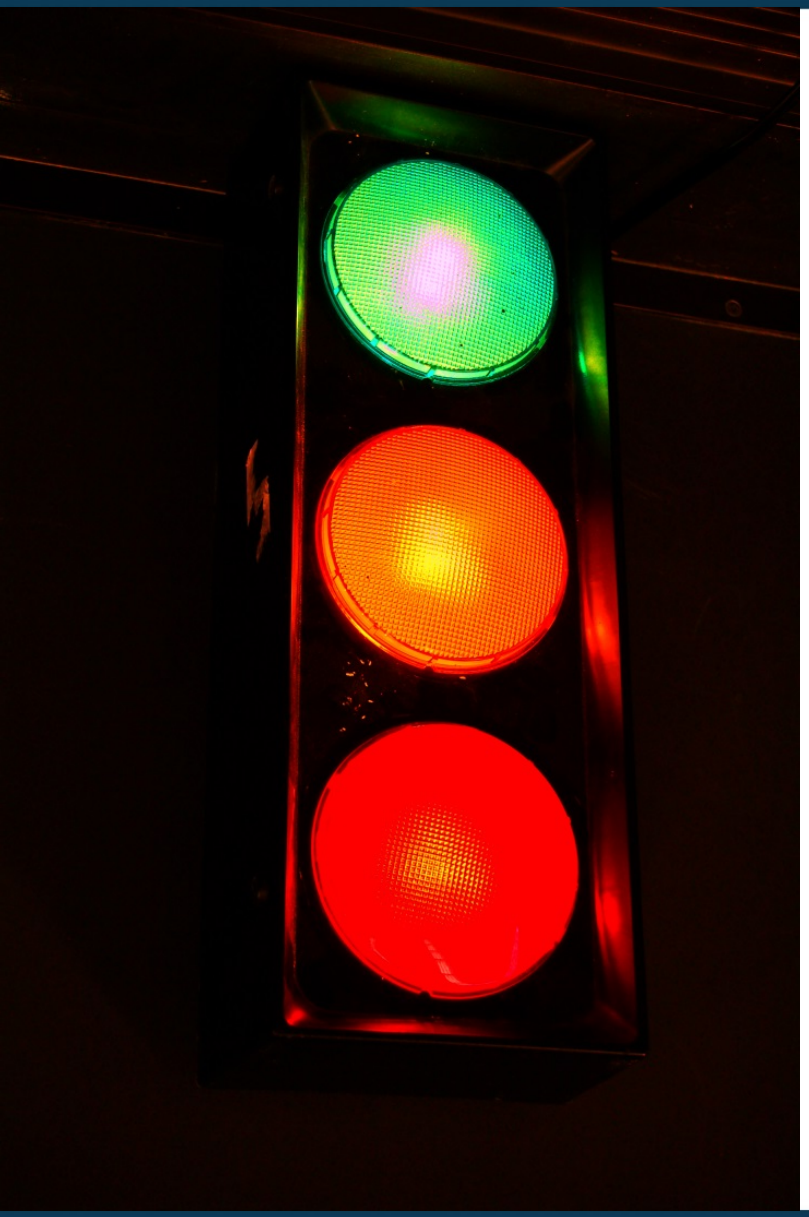

- You get a green light during the first 20 seconds. "Your listener is liking you, as long as your statement is relevant to the conversation and hopefully in service of the other person."

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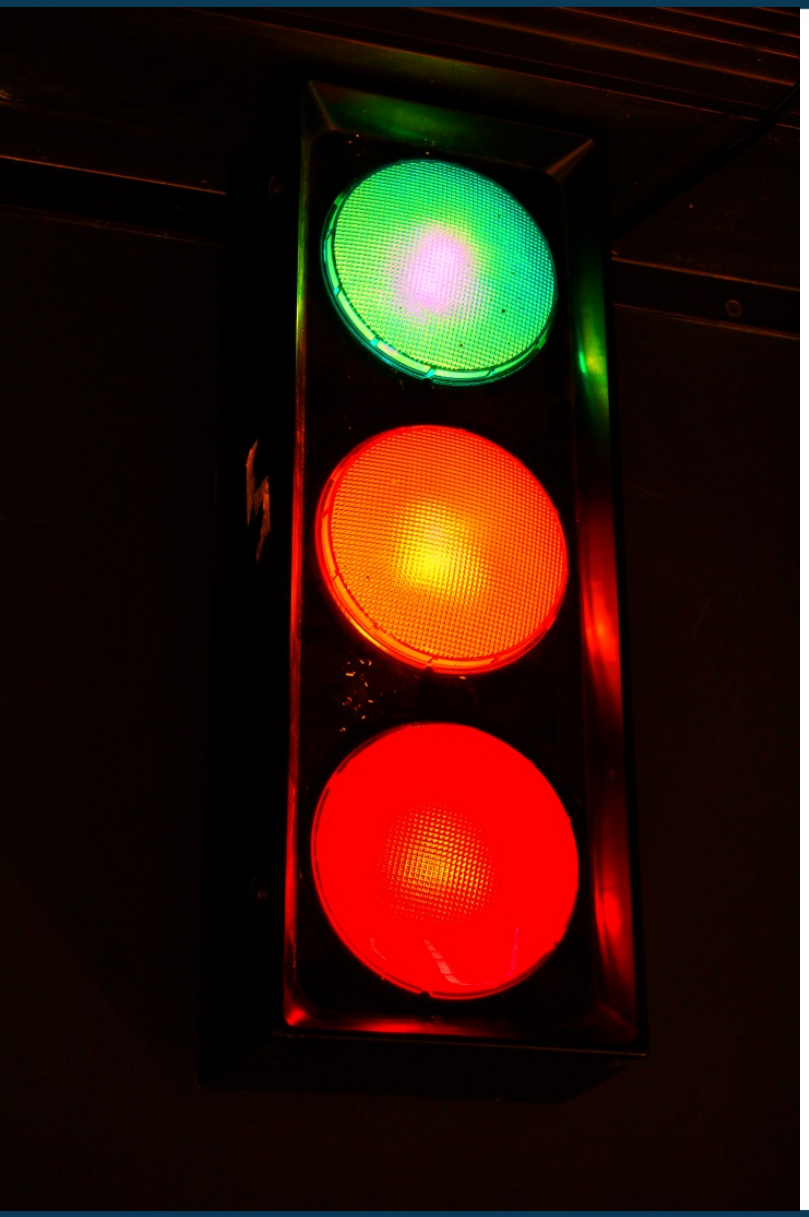

- You get a green light during the first 20 seconds. "Your listener is liking you, as long as your statement is relevant to the conversation and hopefully in service of the other person."
- Yellow light for the next 20 seconds. "Now the risk is increasing that the other person is beginning to lose interest or think you're long-winded."

Traffic Light Strategy

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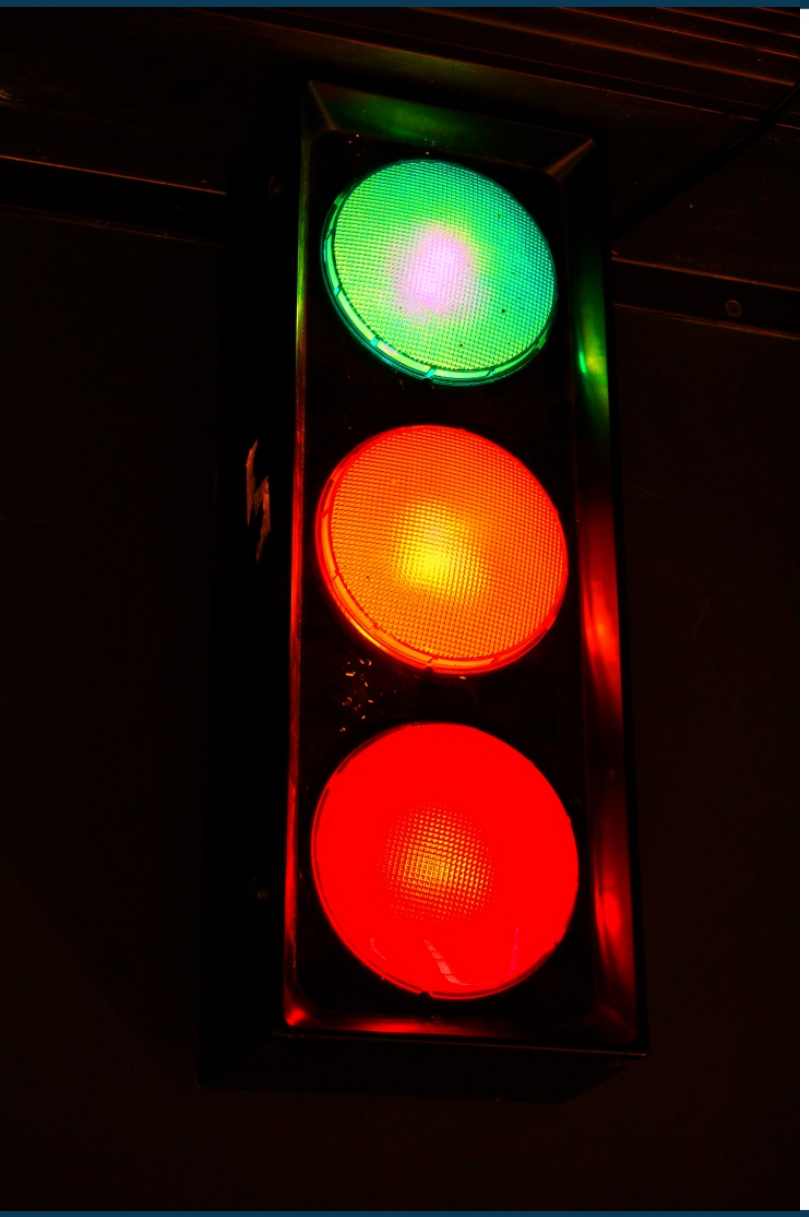

- You get a green light during the first 20 seconds. "Your listener is liking you, as long as your statement is relevant to the conversation and hopefully in service of the other person."
- Yellow light for the next 20 seconds. "Now the risk is increasing that the other person is beginning to lose interest or think you're long-winded."
- At the 40-second mark, your light is red. "Yes, there's an occasional time you want to run that red light and keep talking, but the vast majority of the time, you'd better stop or you're in danger."

Connection Process

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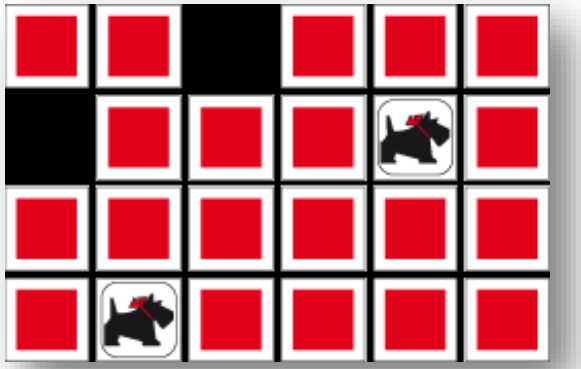

- Match

- Shift

- Pass Back

Connection Process

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Match	*You: What did you think of the speaker?* Them: Fascinating! My work in Acme Think Tank is directly related to this potential education legislation. *You: During my VISTA service, I worked closely with urban charter schools so I'm also interested in this topic. What is the focus of your work?"*
Shift	Them: I'm researching new teacher training programs in rural areas of the US. *You: That must be interesting. Have you worked at all with charter schools?* Them: Actually, my previous policy area was studying best practices of charter schools."
Pass Back	*You: I've love to hear more as I'm thinking about going back to graduate school for education policy. It'd be great to hear more about some of the key findings you discovered.*

Chat Question

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What other face-to-face events have you found to be effective in building your network?

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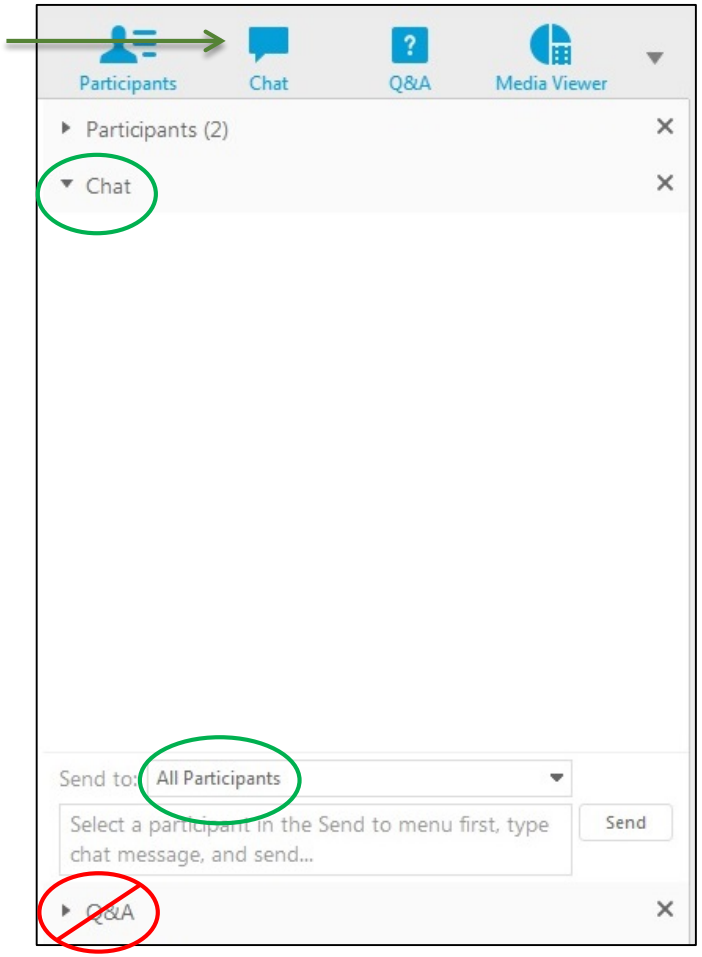

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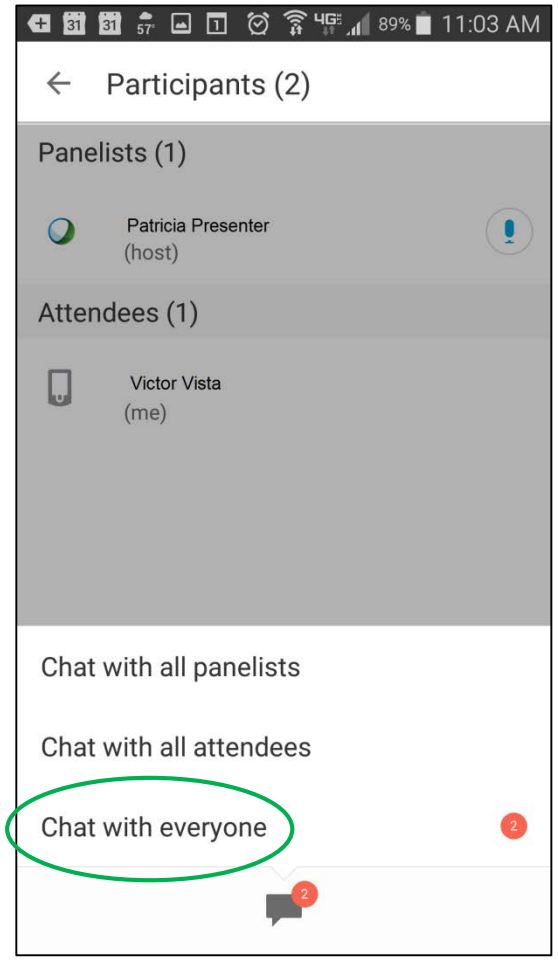

Conversation Starters

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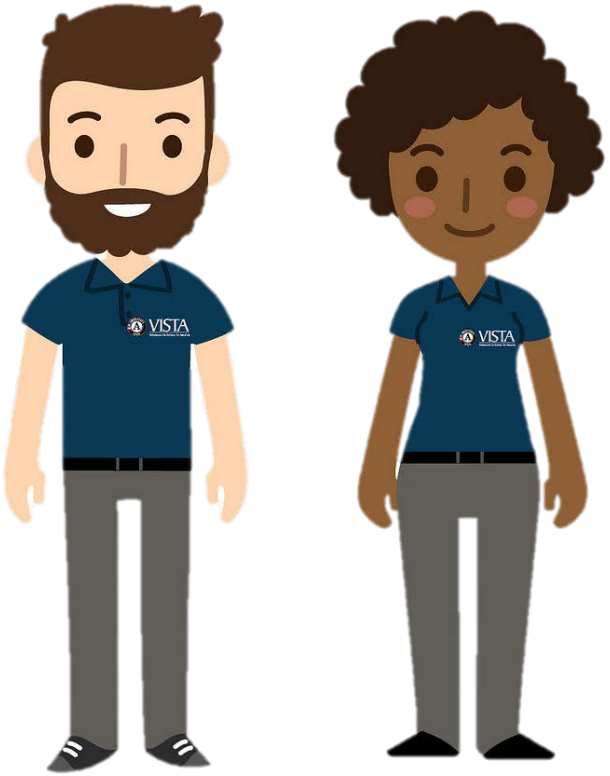

Conversation Starters

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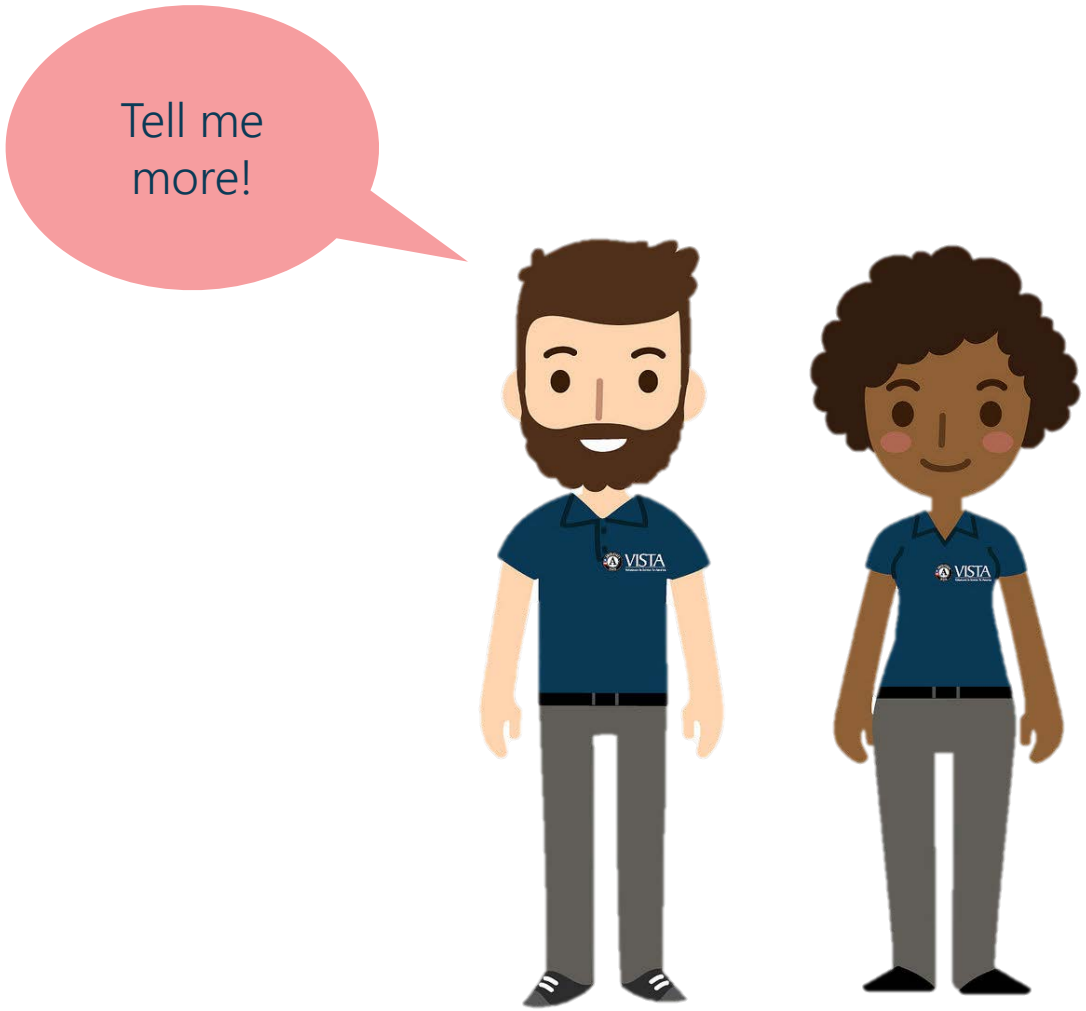

Conversation Starters

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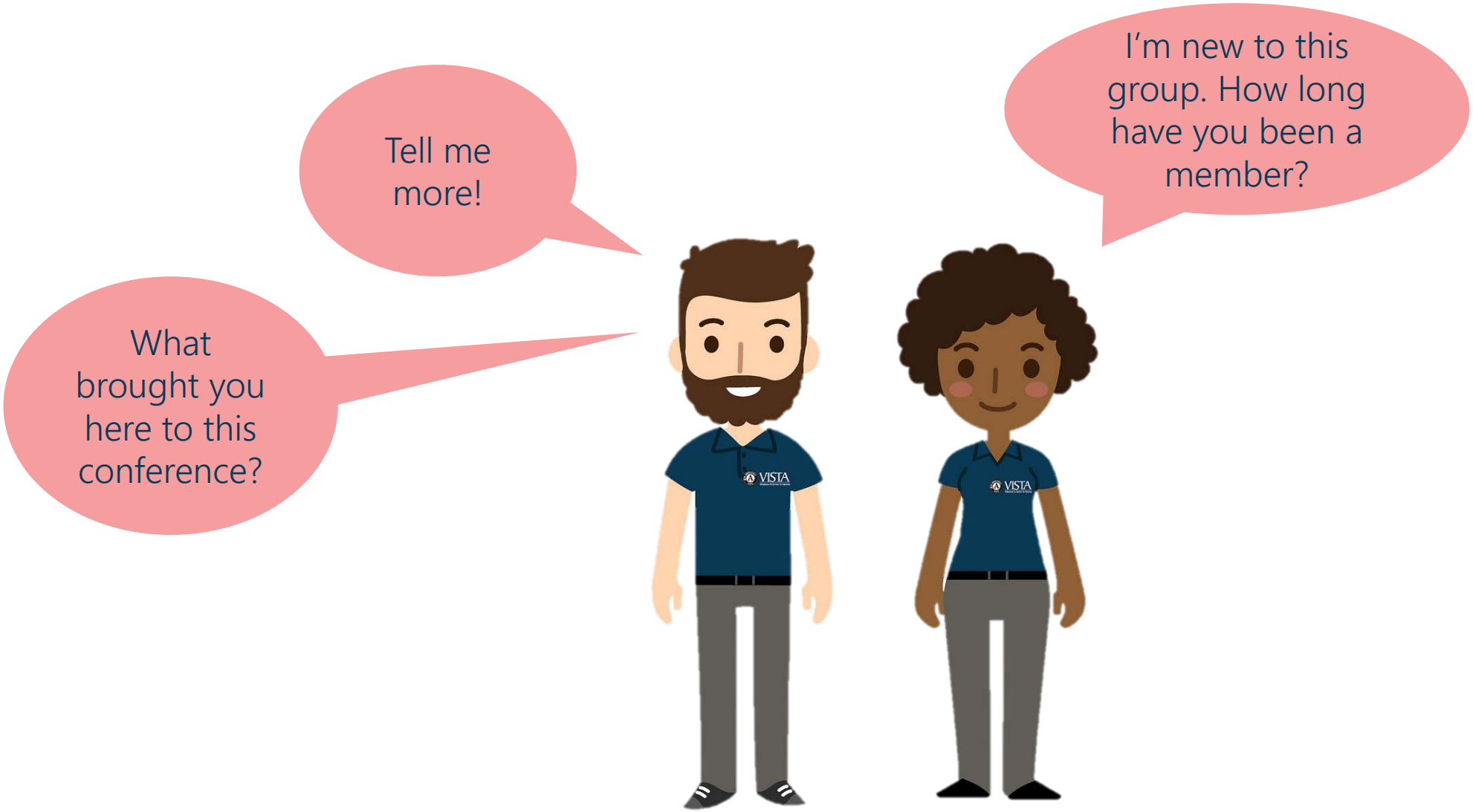

Conversation Starters

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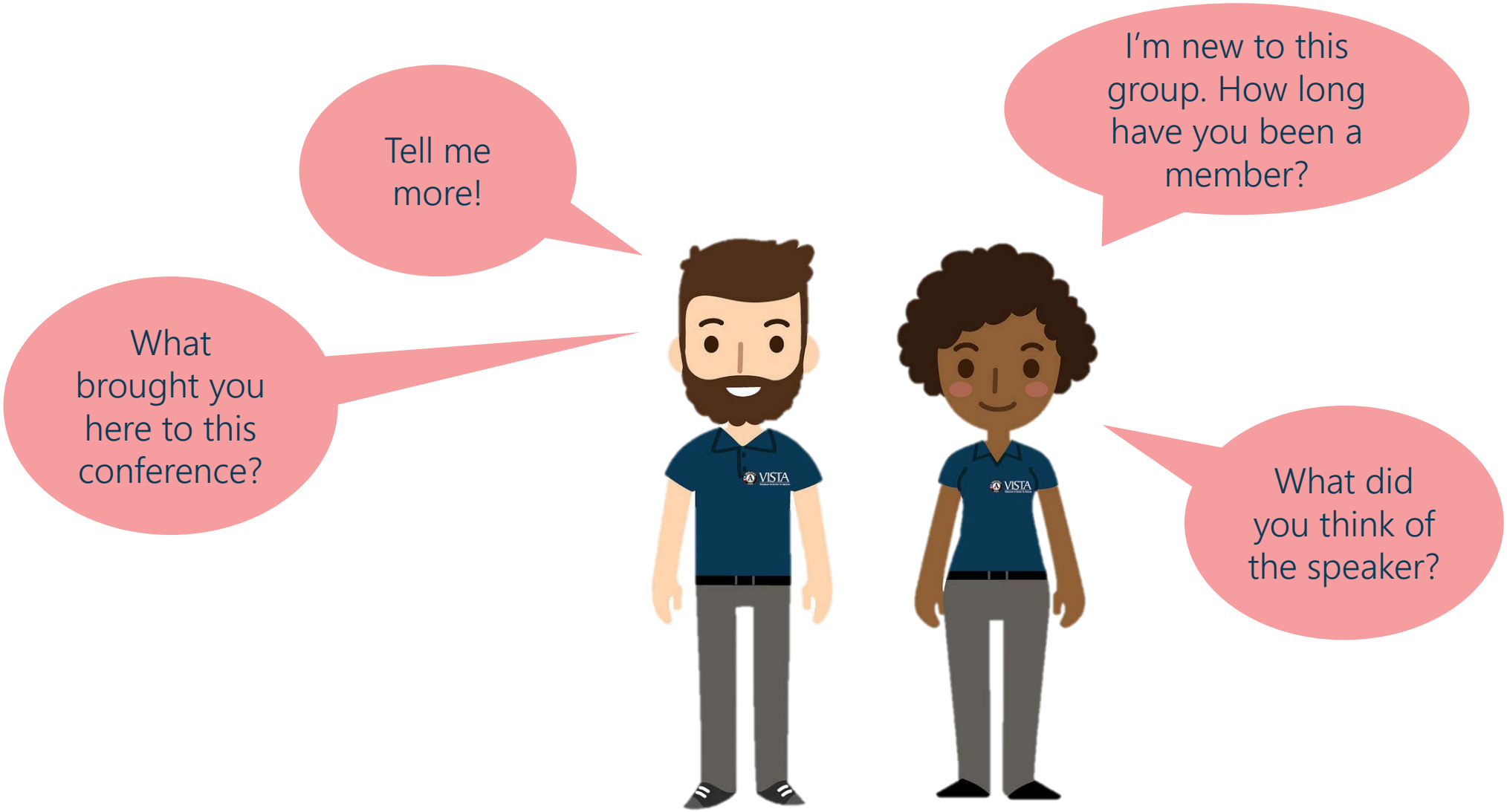

Conversation Starters

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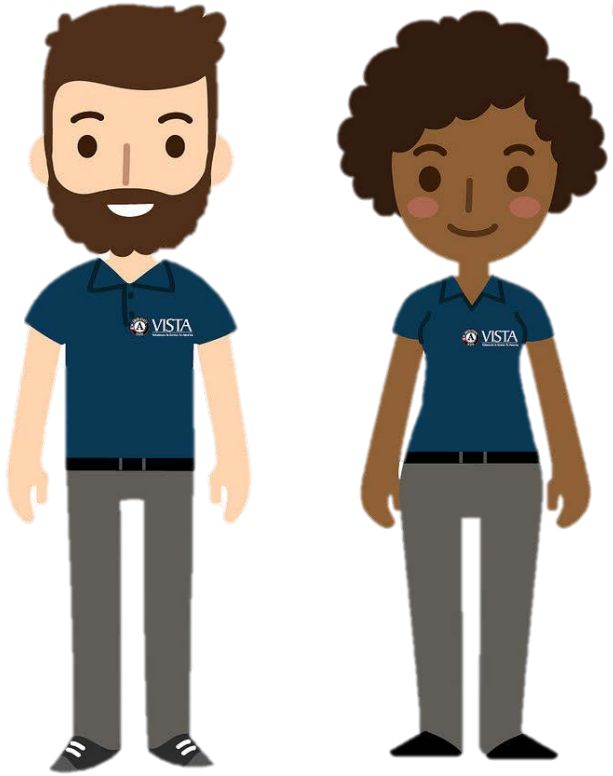
Tell me more!

I'm new to this group. How long have you been a member?

What brought you here to this conference?



What did you think of the speaker?

I see you work for ___. What's your role there?

Conversation Starters

Dial: 888.455.4948
Passcode: 2128145

Tell me more!

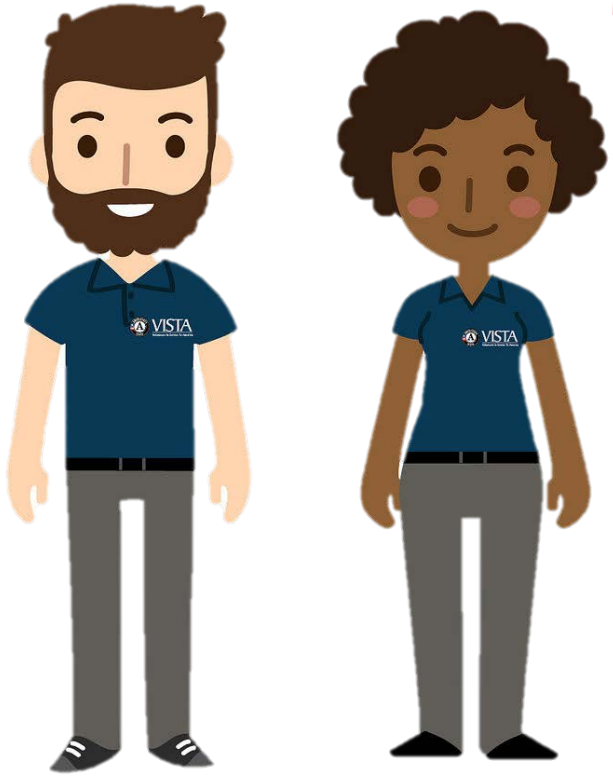
What brought you here to this conference?

I see you work for ___. What's your role there?

I'm new to this group. How long have you been a member?

Hi...I'm Candice!

What did you think of the speaker?



Chat Question

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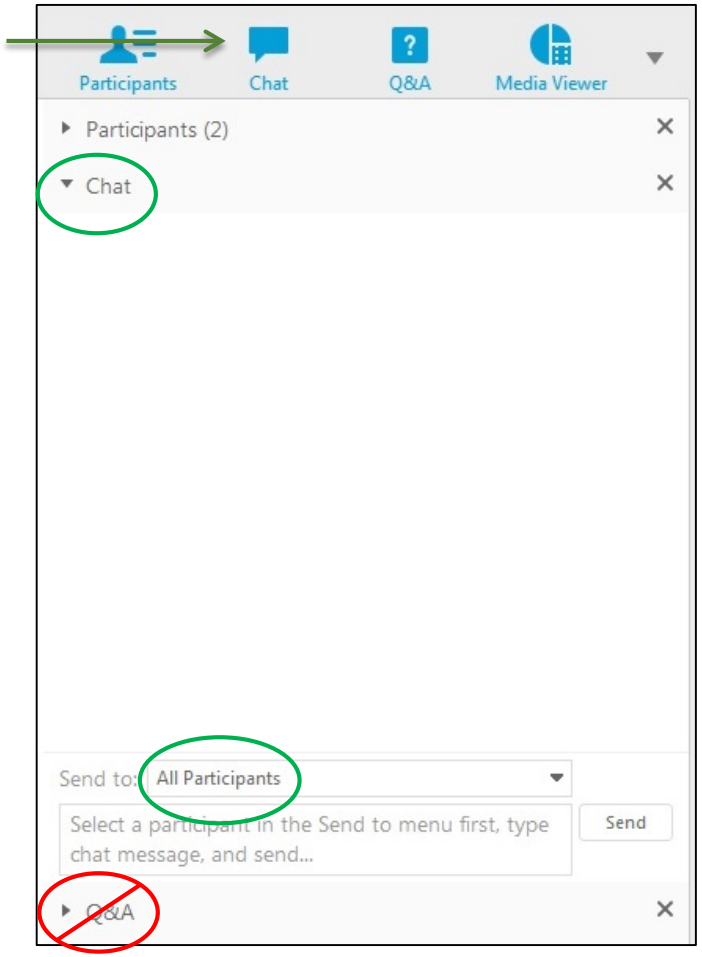
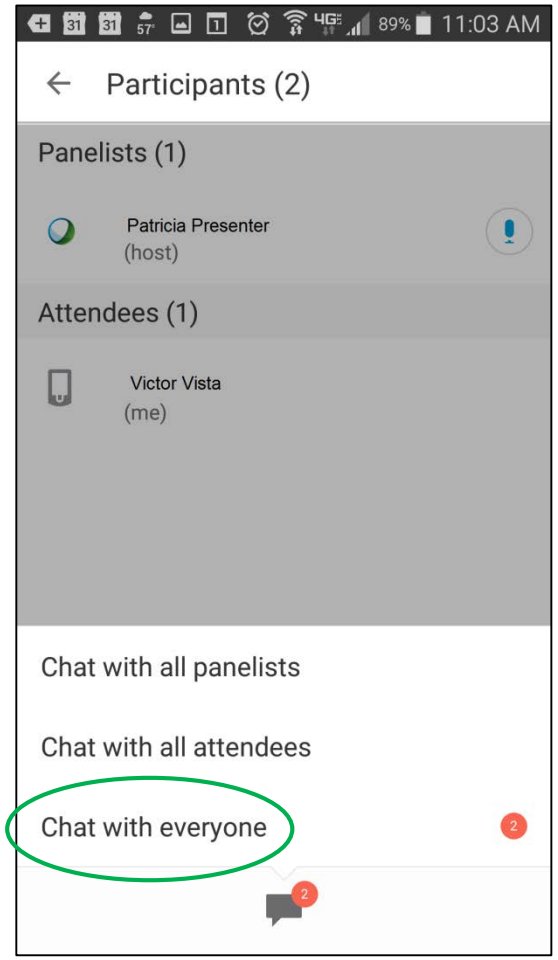
What other questions have you found to be good for starting & maintaining a networking conversation?

COMPUTER



MOBILE



Smart People Thinking

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- Be authentic
- Find commonalities
- Identify Super Connectors
- Add value
- Think long term
- Board of Advisors

Smart Meeting Managing

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- Short and sweet emails
- Short and sweet meetings
- Don’t ask what you can learn
- Do ask about them
- Have a hook
- End with an “Ask”
- Follow up….Follow up again

Thank you!

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Sustaining Your Network

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- Invite to events
- Connect with others
- Send links to articles
- Congrats for LinkedIn updates
- Send holiday notes
- Handwritten mail
- Notify about major events
- Contact for follow up meetings

Chat Question

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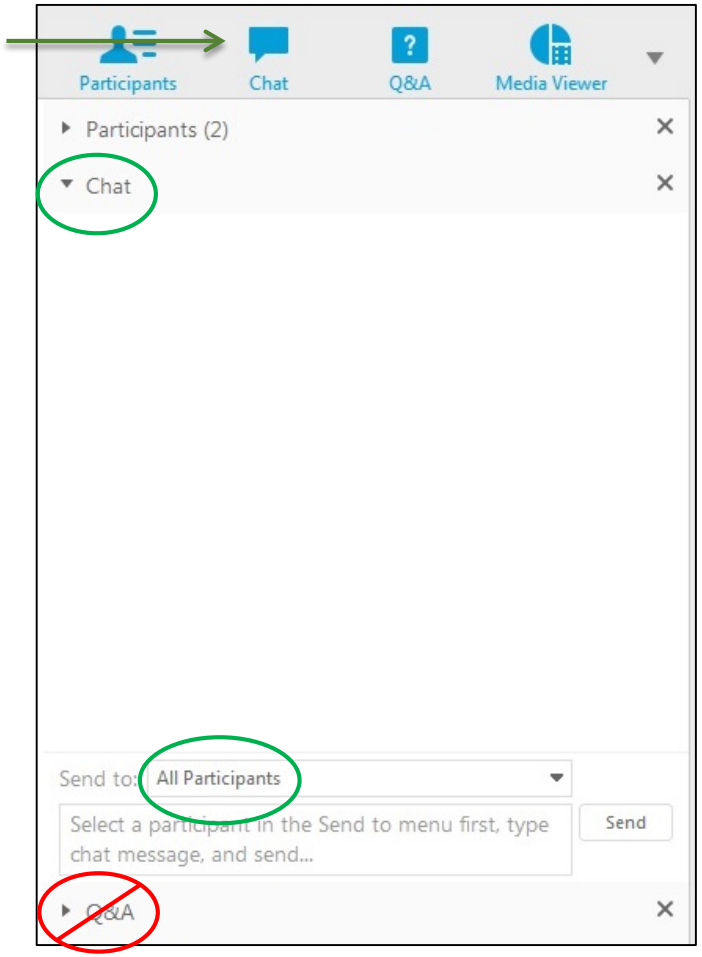
What else have you done to sustain your network?

COMPUTER



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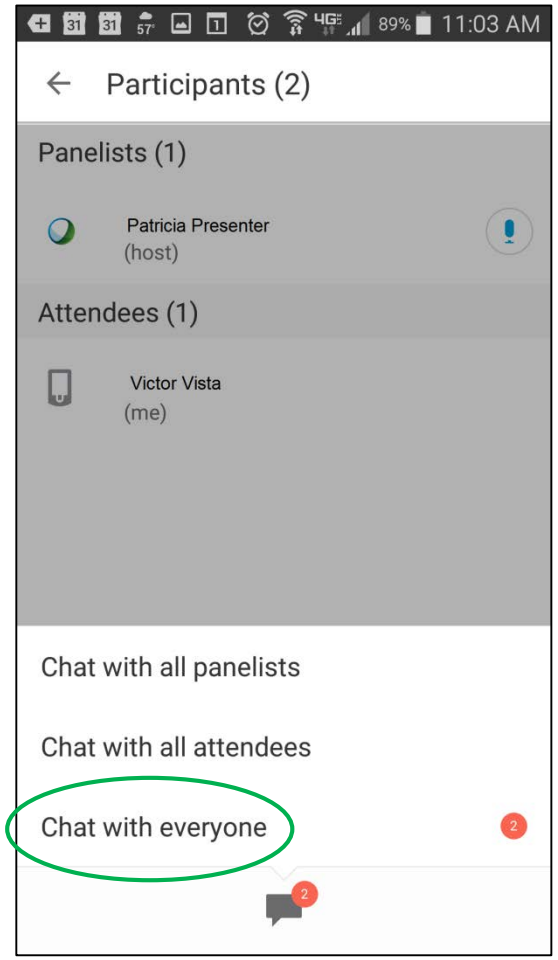

ASSESS

Networking ABC's

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ASSESS

BE AWARE

Networking ABC's

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ASSESS

BE AWARE

CONVERSE

Networking ABC's

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ASSESS

BE AWARE

CONVERSE

DO

Networking ABC's

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ASSESS

BE AWARE

CONVERSE

DO

EDUCATE

Networking ABC's

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ASSESS

BE AWARE

CONVERSE

DO

EDUCATE

FOLLOW

Magic!

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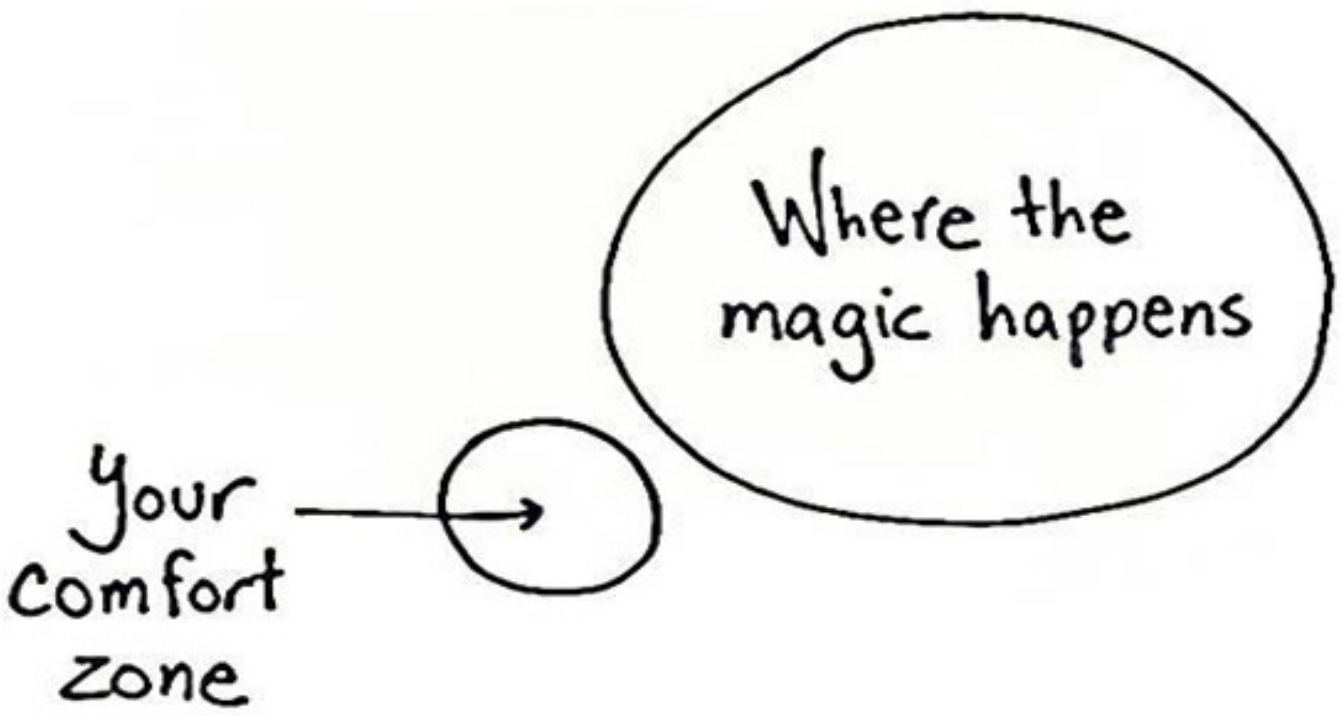

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Ships in harbor are safe, but that's not what ships are built for.

-John Shedd

Evaluation

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- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions?

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- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”

Thank You for Your Participation!

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Our next webinar:

Five Steps to Assessing Community Needs

January 30, 2018
2:00pm Eastern

Further questions?
Contact us:
VISTATrainingSupport@cns.gov