Module: *Networking Module*

1) LEARNING OBJECTIVES

After completing this module you should be able to:

➢ Understand the importance of networking in business;

➢ Make connections with others who can support you;

➢ Use different social media to make new/appropriate links;

➢ Engage on social media with companies that you might be interested in working with.

2) MODULE OUTLINE + Content

➢ <u>Icebreaking Time!</u>

People Bingo icebreaker

- Complete the exercise as a group:

  Cf. Annex 1

Explanation: Hand out the Human Bingo Grid to everyone in the group. On the hand-out there are 20 boxes. There is one heading in each of the box. Participants should talk to each other and are required to look for the person who meets criteria of the heading for each box. For example, with the handing "Left Handed," participant must find a left handed person in the room and write his/her name in the box. Each box (heading) should be matched with a different person. For some of the boxes with an asterisk in it, the participant must actually do as the asterisk says. For example, with an asterisk written "Roll their tongue," the participant should roll their tongue. The first person who first fill up the information of all boxes and head back to the front is the winner. The winner should read out the headings and check if the answers are correct. With large groups, it is advised to set prizes for the second or even third person who finish the box in order to keep the exercise going a little longer.

Feel free to adapt the grid to cover more specific subjects that have been taught in your class. (Many examples can be found online)

This ice-breaker is a quick way let people get familiar with each other. You will probably have spoken to everyone else in the room by the time you finish it. The idea of the game is to put a different person's name in each of the box in the grid below. You must put a different person's name in each box. For the boxes marked with an *****, the person must perform the action as the instruction requires. Therefore, make sure that if someone says he/she can roll his/her tongue, everyone else should see him/her doing it.

- Encourage the participants to provide feedback on how they felt about the exercise. For example, did they find out more about each other than they would have otherwise? Was it easy? Or hard? Etc...

- Discuss with the group why it is important to get to know people and make new contacts – especially the fact that someone they meet at an event might know someone who can help them with a job! Who knows, perhaps one of your colleagues here today has links to a company who can offer you your dream job!

- Learning objectives – Networking practice. Participants will be engaged to exchange information with the others in order to simulate a networking environment.

➢ 'The Small World Phenomenon' or 'Six Degrees of Separation'

The Small World Phenomenon or Six Degrees of Separation is the theory that everyone in the world is connected by an average of 6 other people. The theory became popular in the 1960's after studies by academics such as Michael Gurevich at MIT and Manfred Kochen from Austria.

There are many papers available online about these early experiments attempting to prove the theory as well as more recent studies. The theory is interesting for us as it shows the power of the networks we already have. We want you to start thinking about the people you already know (friends and family) who can help you in your job search by introducing you to the right people who can help. After all, "it is not what you know, but who you know.''

An experiment!

– Work in pairs or small groups with people you've not met before today

- Spend 10 minutes getting to know each more and see if you can find at least one common friend between you and the other person's network

Another Game Kevin Bacon game

The game "Six Degrees of Kevin Bacon" was invented as a play on the concept: the goal is to link any actor to Kevin Bacon through no more than six connections, where two actors are connected if they have appeared in a movie or commercial together. It was created by three students at Albright College in Pennsylvania, who came up with the concept while watching *Footloose*.

➢ Networking for the Networking Adverse

Watch the video and have a short discussion about what you learned from it…

- How can we use friends and contacts we have to make new connections?

- Who else can support us on our way to finding a job?

- How can social media support this (i.e. linking with friends in other countries, being introduced to others through LinkedIn and so on)

Brainstorm ideas which are generated from this and the previous exercise. Afterward, write up the main points on a flipchart or whiteboard.

Suggested exercise:

Use the method proposed by Lisa Green in the video to identify a person within your own network that may assist you to accomplish a task (any selected task)

➢ Build Your Own Contacts Tree

Make a Contacts Tree

- Think about the type of job you are looking for and write this on the bottom of a sheet of paper

- Identify the people you know already who could help you look for work in this area – Who do you know directly that works in this or a similar area? It could be a friend or relative, someone you met on a work placement/internship, a university lecturer or similar. Draw branches up from the root (your desired job) and write these names on the first branches.

- Now think about your broader network (see video by Lisa Green Chau) – Are there other people (friends of friends) who your direct contacts could put you in touch with? *For example, I want to in HR but don't know anyone else in the sector. However, my uncle works for a large, multi-national manufacturing firm and they must have a HR department. Perhaps he could introduce me to the manager there?* Add these contacts to the tree.

- Now try to connect with some of these people on your social media platforms!

- Learning objectives – Networking. Reconnecting with possible contacts and referees. Create networks with people and organisations.

➢ <u>LinkedIn – Finding extended networks</u>

LinkedIn is a great social media platform for finding those extended contacts which we don't even know about – Explore the "People you might know" and "How you're connected" features to find new professional contacts who might be able to help you.

Useful connections can also be found by participating in Groups that match your interest area – Always participate in discussions and contribute thoughts/ideas before making connection requests. This shows your genuine interest as well as your knowledge.

It is always better (especially when sending a connection request to someone you've never met) to tailor your connection invitation text – Don't use the standard text given by LinkedIn. Instead, make it personal!

➢ <u>Connecting with Companies Online</u>

Identify prospective employers to like/follow/link on Facebook/Twitter/Linkedin.

Social media offers a unique chance to get to know the employers you would like to work for. Whether they are multi-national corporations (like Disney or Coca-Cola) or small, local businesses, most companies now have a social media presence and this gives you the opportunity to not only find out more about them, but also let them know that you are actively looking for work!

Think about 5 employers who you would be interested in working for and find out which social media platforms they are engaged in. Get connected with them on these platforms (remembering to follow the advise in other platforms first to make sure your profile looks as good as possible before you do so!).

- Learning objectives – Create networks with people and organisations. Open up communication with employers .

Note to facilitators: Linkedin is not always the main network for business connection. Facilitators should adapt the chosen network to each specific country and inform trainees about the most popular platforms in their own country and in the one that they might wish to work for.

➢ <u>Engaging with Companies Online</u>

Engage with the companies you have identified

- Once you have linked with some companies in the above activity ENGAGE with them!

- Send a comment on one of their posts, ask a question or start a discussion – show them that you're an expert in your field and are interested in their company

and how they work. BUT, the aim of this is purely to show interest in the company on wider topics. <u>DO NOT directly ask about jobs/vacancies as more formal means should be used to apply for opportunities.</u> The idea of engaging with companies is to let them see that you have interests and knowledge in their sector.

- Getting to know the organisation by engaging with them will make you more knowledgeable about the business. If an opportunity does open up, you will have an advantage over the other applicants!

Learning objectives – Create networks with people and organisations. Open up communication with employers through engaging in conversations.

➤ <u>Promote Yourself – Blogging</u>

Create a personal blog/website to exhibit extra skills and experiences. Share with potential employers

Alongside your social media profiles, starting a blog can be a great way of showcasing your knowledge to prospective employers. According to The Guardian, blogs are "a good way of building a reputation online, showcasing your talents and perhaps even attracting an employer's attention. Using the example of journalism, in a recent Q&A session, the journalist Eleanor Turney explained how a blog is like a shop window, displaying to editors what you can do".

Mashable tells us why blogging can help our careers….

(see http://mashable.com/2013/06/01/blog-job/#ciNNFbP0baqw for full article).

Learning objectives – Enhance your personal brand online and give employers a further opportunity to learn more about you.

For more details see Annex 2 (lesson plan)

3) CHAPTER ASSIGNMENTS – ASSESSMENTS – ACTIVITIES - QUIZES

<u>Multiple choice questions</u>

	According to the theory, by how many degrees is each		
1	person in the world separated?	1	100
		2	4
		3	6
		4	50

2	Why is networking important?	1	Networking isn't important
		2	I never know who I might meet and how they could help me
		3	I can practice my handshake
		4	It's a good day out

3	Who can help me to find a job?	1	Only a formal recruitment agency/job centre
		2	Only my university careers service
		3	Anyone!
		4	No one!

4	A friend or friend of a friend with a well-connected network is invaluable because:	1	Their network extends beyond yours
		2	It increases your status
		3	Other people will give you jobs
		4	They know the best bars

5	Which social media platform can help you to find your extended professional networks?	1	Twitter
		2	Flikr
		3	YouTube
		4	LinkedIn

6	Why can it be useful to follow companies online?	1	I can get good offers on products!
		2	I can find out about their latest product releases
		3	I can find out where they're based
		4	I can research them and find out more about their business and working culture

7	What is the best way of engaging with an employer online?	1	Sending him photos from last week night out
		2	Demanding he give me a job
		3	Sharing a comment/idea on one of their posts to show knowledge and interest in the subject
		4	Sending a link to my CV

8	Being present online is important because	1	It makes me look smart
		2	It makes me look important
		3	It puts me at the forefront of people's minds when they are looking for someone
		4	I can share my holiday photos

9	How can starting a blog help you find a job?	1	It showcases my talents and helps me build a good, professional reputation
		2	It shows employers that I like to have fun!
		3	I can publish bad reviews about companies that turn down my job application
		4	I can post my holiday photos

10	Which of these online tools can be used to set up a blog?	1	Facebook
		2	Tumblr
		3	Skype
		4	Outlook

Answers to the questions

Right answer (Only one right answer)	Explanaition to the right answer (reference to the slide in the TM)
3	According to studies by Gurevich, Kochen and others, everyone in the world if seperated by 6 degrees (see slide 4)
2	Make the most of any meetings you have, you never know who might be able to help you. Even chatting to someone on the plane could lead to a useful contact! (slide 5)
3	We can make the most of all the contacts we have (personally and professionally) to find out about job opportunities and meet the right people (slide 5)
1	According to Lisa Green Chau's TED talk our extended networks are invaluable because they provide extra resources to reach people (slide 5)
4	All social media can help us make new contacts but LinkedIn is specially designed to help us find wider connections (slide 7)
4	Whilst the other things might be true as well, the most important point is that you can find out more about company and impress with your knowledge when they offer you an interview! (slide 8)
3	Potential employers really don't need to see photos from your nights ou (slide 9)t and being too obvious about what you want will only put them off! The best approach is to make contact by sharing well-considered thoughts on a post and taking part in discussions. This will make you stand out as someone who is interested and informed.

Engaging intelligently with employers online, can
make you look smart, but more importantly, it let's
them know you're there and can help them when
3   they need someone with your skills (slide 8)

According to The Guardian, a blog is "a good way of building a reputation online,
showcasing your talents and perhaps even attracting an employer's attention.
Using the example of journalism, in a recent Q&A journalist Eleanor Turney
explained how a blog is like a shop window, displaying to editors what you can
1   do" (Slide 9)

2   Tumblr is one of the most popular blogging platforms along with others on slide 10

4. Other material

- https://www.cs.cornell.edu/home/kleinber/swn.d/swn.html
- https://en.wikipedia.org/wiki/Small-world_experiment
- http://ed.ted.com/lessons/networking-for-the-networking-averse-lisa-green-chau
- http://www.usnews.com/opinion/blogs/economic-intelligence/2012/07/13/networking-social-media-and-the-six-degrees-of-seperation
- http://blog.linkedin.com/2014/01/29/seeing-who-you-know-and-how-you-know-them-just-got-easier-with-linkedin/
- http://theundercoverrecruiter.com/engage-social-job/
- http://www.forbes.com/sites/jacquelynsmith/2013/04/16/how-social-media-can-help-or-hurt-your-job-search/
- http://www.theguardian.com/careers/career-as-a-blogger
- http://info.theladders.com/career-advice/blogging-help-hurt-job-search
- http://mashable.com/2013/06/01/blog-job/#ciNNFbP0baqw

Annex 1 – People Bingo

B	I	N	G	O
IS VEGETARIAN	HAS A TWIN BROTHER/SISTER	HAD PIZZA FOR BREAKFAST	FAVOURITE COLOUR IS PURPLE	HAS A TATTOO
IS THE OLDEST CHILD	HAS LINKEDIN ACCOUNT	HAS BLONDE HAIR	HAS A BLOG	IS THE ONLY CHILD
PLAYS GUITAR	TWEETS EVERY DAY	FREE SPACE!	HAS BLUE EYES	IS WEARING TRAINERS
LIKES SUSHI	HAS BEEN ABROAD	CAN MAKE AN OMELETTE	HAS WATCHED STAR WARS	HAS A TATTOO
IS LEFT HANDED	IS WEARING PURPLE	WEARS A WATCH ON THEIR RIGHT ARM	HAS A BAND	FREE SPACE!

Annex 2- Lesson Plan – SALE Networking Module (3 hour session)
Resources needed: projector, extension cable, flipchart paper, colour pens, blue tack; A3 paper

Real Time	Duration	Theme	Description	Resources	Documents to complete
	10 minutes	Introduction	- Introducing the project and facilitator briefly	PPT	Attendance list
	30 minutes	IceBreaking Time	- People Bingo exercise and reflection	People bingo form	
	15 minutes	'The Small World Phenomenon' or 'Six Degrees of Separation'	- Exploring the power of networks and how we are all connected - A Short test – working in pairs/small groups of people you don't know, see if you can find a common acquaintance!	PPT	
	15 minutes	Networking for the Networking Adverse	- Watching the TED talk and discussing the main points. - Reflecting on the previous exercise based on the talk	PPT, TED talk (link in the PPT)	
	30 minutes	Build Your Own Contacts Tree	- Reflecting on the above, mapping out your own network of contacts who may be able to help you in your job search	PPT, paper, coloured pens	
	15 minutes	BREAK			

	15 minutes	Getting connected with Companies Online	- Thinking about the companies they would like to work for and floowing them on social media - Researching the company: there may even be job opportunities posted there	Laptop/PCs/tablets	
	15 minutes	Engaging with Companies Online	- Trying to engage with a post on the companies website – like or share something, write a comment on a post.	Laptop/PCs/tablets	
	25 minutes	Promote Yourself – Blogging	- Exploring some blogging platforms and searching current blogs about topics that is relevant to the work the participants are looking for. - If time permitted, setting up their own blog account or conducting research on a post that they could write.	Laptop/PCs/tablets	
	10 minutes	Conclusions and evaluation	- Giving feedback from the participants on the session	PPT – evaluation exercise	Evaluation forms, assessment questions as required