Networking

Presented by: Jennifer Merchant, MSW
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Fullerton College | Counseling Center
Tonight’s Objectives

1. Importance of Networking
2. Identifying Your Strengths
3. Networking Techniques
Who We Are

Jennifer Merchant, MSW
Career and Life Planning Specialist with nearly 10 years of workforce experience
Experience working at the California Workforce Department. Specializing in working with college students, military veterans, older workers.

Flor Aguilera Huerta, MS
Fullerton College Counseling Center Counselor Faculty, Department Coordinator
20+ years working in the California Community College system
Importance of Networking

National Association of Colleges and Employers (NACE) writes that networking is “among the most effective career development and job-searching techniques.”

Lindsey Hinkley, Director of Career Services at Lake Forest College
Importance of Networking

Among the most effective career development and career search techniques

1. Knowledge of crafting your resume appropriately and having an edge in the interview
2. Helps you obtain your first job as well as subsequent jobs
3. Creates a community of support amongst you and your peers
4. Creates a connection with community leaders, management, administration, faculty, and other professionals
Identify Your Strengths

Get in touch with where you are today and how you are feeling at this moment.
Guided Meditation to become grounded in the present moment
Breathing Mediation

UCLA Mindful Awareness Research Center
http://marc.ucla.edu/mpeg/01_Breathing_Meditation.mp3
Check In with Yourself

How am I feeling today?
Get in touch with yourself and identify your feeling

- I’m tired
- I’m stressed
- I’m sick
- I’m happy
- I’m excited
- I’m nervous

What are my triggers?
Identify how you will react to certain situations or environments

- I get nervous when I am in crowds
- I am intimidated by people wearing suits
- I hate small talk
- I don’t have anything to add to the conversation
Check in with Yourself

What are my biases?
Identify what may be inhibiting you from venturing outside your comfort zone

- I only want to network with women
- I only want to talk to people I know

How am I perceiving the situation?
Understand that your thoughts may not be reality

- I am not intelligent enough to network with this person
- This person does not want to network with me
Networking Techniques

Learn how to work the room and get the most out of the Latina Leadership Conference this week.
Networking Techniques

Importance of your presence at the conference

- Create connections
- Gather contacts
- Share information
- Work on yourself
- Identify your objectives for conference
# Networking Techniques

## Basics
- Strive for a clear voice
- Maintain good pitch
- Pause after speaking to allow for responses

## Introductions
- Approach with a friendly smile
- Maintain eye contact
- Offer a firm handshake
- Start the conversation with an ice breaker or small talk
Networking Techniques

Content

- Identify yourself
- Identify your career and/or academic goals
- Develop questions to gather information

Exit

- Ask if you can contact them to continue the conversation
- Ask for their contact information
- Offer your contact information
- Thank her/him for their time
- Wish them well
Networking Activity

Speed-networking
Speed-networking

Pair up with someone you do not know

1. Introduce yourself
2. Share one objective you want to accomplish this weekend
3. Share how you plan to accomplish your objective

Switch with partner repeat 1-3

1. Exchange contact information
2. Exit the conversation
Reflection

- How do you feel?
- What did you do well?
- Where do you need improvement?
Thank you!