

Growing Your Network

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Purpose of Networking

- ▶ Get your message out
- ▶ Gather information about potential organizations
- ▶ Meet organizational insiders
- ▶ Discover hidden job opportunities
- ▶ Create jobs where none exist
- ▶ Cultivate job offers
- ▶ Career management
- ▶ Get advice and ideas

Position Yourself - What are you looking for?



- ▶ Set the stage...
- ▶ Expertise
- ▶ Unique Strengths
- ▶ Goal

Activity: Position Yourself

- I am -- Profession

"I'm a Veterinary Medicine student...."

- I do/can -- Expertise

"...with expertise in preventative veterinary medicine..."

- I offer -- Strengths

"I'm known for my ability to connect quickly and authentically..."

- I've done -- Background, accomplishments

"Most recently, I was able to..."

Where do I start?

- ▶ Total Network
 - ▶ Active
 - ▶ Dormant
 - ▶ Passive

Activity: Who do you know?

- ▶ Think about all of your contacts
- ▶ List a minimum of five contacts in each category
- ▶ Rate the contact
 - ▶ A - for Active
 - ▶ D - for Dormant
 - ▶ P - for Passive

How we network....

- ▶ Conversation online
- ▶ 1 on 1 Meetings
- ▶ Group Events
- ▶ Work



Guide the meeting



- ▶ Position
- ▶ Ask Questions
- ▶ Refer
- ▶ Trade Information

Test drive....



- ▶ Meet someone new
- ▶ Start your meeting by delivering your Positioning Statement
- ▶ Ask three networking questions
- ▶ Ask for Referrals
- ▶ Trade Information
- ▶ Close your Meeting

Next Steps....

- ▶ Develop a system for staying connected
- ▶ Continue to grow your network in person and online
- ▶ Stay connected to networking contacts
- ▶ Join organizations
- ▶ Volunteer

Where to find me...

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