

Networking Strategies

Unit: World of Work Skills

Problem Area: Define the Value of Professional Networking

Lesson: Networking Strategies

■ **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

- 1** Define the term *networking*.
- 2** Explain how *networking* is beneficial.
- 3** Develop *networking strategies*.

■ **Resources.** The following resources may be useful in teaching this lesson:

“Facebook and Professional Networking,” *Ask.com*. Accessed Aug. 15, 2010.
<<http://jobsearch.about.com/od/networking/a/facebook.htm>>.

“The 10 Golden Rules of Networking,” *MELDI*. Accessed Aug. 15, 2010.
<http://meldi.snre.umich.edu/10_golden_rules_networking>.

“Test Your Networking IQ,” *MELDI*. Accessed Aug. 15, 2010.
<http://meldi.snre.umich.edu/test_your_networking_iq>.



■ Equipment, Tools, Supplies, and Facilities

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

■ Key Terms. The following terms are presented in this lesson (shown in bold italics):

- ▶ networking
- ▶ proactive
- ▶ referring
- ▶ resource

■ Interest Approach. Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

Ask students the following: “If your car broke down or you were stranded at a basketball game with no ride, from whom would you get a ride home? How would you contact that person to let him or her know you needed a ride?” Let students think about this for a moment. Take a few answers. Use the question to launch into the lesson—connecting with the concept of networking and being connected with other people in times of need (whether giving or receiving help). In this particular case, the person giving the ride is a part of the student’s network. The ability to contact the person is necessary for making the network helpful.

CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Define the term *networking*.

Anticipated Problem: What is networking?

- I. The central meaning of the term *networking* is the concept of connecting with and having access to others. This concept is most commonly applied to technology and people. Hence, there are various definitions of networking depending on the

application (i.e., a network of computers or a network of friends). Below are definitions of *networking* used as a noun, quoted from various sources.

- A. From *Dictionary.com*[™]: Networking—noun, origins dating back to 1935–1940.
 - 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.*”
 - 2. “The design, establishment, or utilization of a computer network.”
- B. From *Merriam-Webster Dictionary*[™]: Networking—noun, origins dating back to 1967.
 - 1. “The exchange of information or services among individuals, groups, or institutions; *specifically*: the cultivation of productive relationships for employment or business.”
 - 2. “The establishment or use of a computer network.”
- C. From *BusinessDictionary.com*[™]: “Creating a group of acquaintances and associates and keeping it active through regular communication for mutual benefit. Networking is based on the question ‘How can I help?’ and not ‘What can I get?’”
- D. **Networking** is staying connected with a collection of people for the purpose of helping one another. It can be thought of in terms of immediate and extended.
 - 1. Our immediate network includes people whom we know or have personally met and whom we can contact by phone, mail, or email—for example, family, friends, coworkers, and fellow students.
 - a. Immediate Network Example #1: Bob knows a computer programmer named Larry. Bob needs help with setting up an online payment system for his Web-based business. Bob calls Larry for help. (Note: This helping relationship can be either “free” help or paid help. Either way, it is still networking.)
 - b. Immediate Network Example #2: Shelly works at Company A and knows a human resource employee, Linda. Shelly has a question about insurance benefits. Shelly calls Linda for help understanding the insurance benefits.
 - 2. Our extended network includes people who are known by people in our immediate network. Our immediate network acts as a bridge to meeting new people and extending our network. Our extended network has limitless possible connections of people knowing other people.
 - a. Extended Network Example #1: Bob also needs help with the graphics on his business Web site, but Larry doesn’t do graphics. Larry knows a graphics designer, Mark. Larry refers Bob to Mark for help with graphics. **Referring** is directing an acquaintance who needs something to a person or place with the ability to help meet that need.
 - b. Extended Network Example #2: Shelly has a death in the family and needs counseling. Linda in the HR office is not a counselor but is able to refer Shelly to an employee assistance program that offers bereavement counseling.

Teaching Strategy: Use VM–A, VM–B, VM–C, and VM–D to demonstrate concepts and terms from this objective. Connect the concepts of immediate network to the questions in the Interest Approach.

Objective 2: Explain how networking is beneficial.

Anticipated Problem: How is networking beneficial?

- II. There are many benefits to using one’s network, whether it is receiving help from people in the network or giving help to people in the network. Following are four examples of how networking is beneficial to people.
 - A. Benefit #1: Gaining access to resources. A **resource** is something one needs—a supply, a good, a service, or assistance.
 1. Setting up an online payment system requires a payment gateway service. The payment gateway service is an example of a resource needed to set up an online payment system to collect payments on a Web site business.
 2. While helping Bob set up his business Web site, Larry connected Bob to Authorize.net, a payment gateway resource that Bob had not known about.
 - B. Benefit #2: Gaining access to knowledge and talent. Knowledge and talent are specialized information and abilities held by others.
 1. Larry knows all the elements that go into setting up an online payment system for a Web business. For example, he knew that a payment gateway service was needed.
 2. Larry has the talent to set up the system so that it works. For example, he configured the Web site settings to align with Authorize.net so that the business Web site was able to communicate properly with the payment gateway.
 - C. Benefit #3: Finding jobs. Networking is used for job searching.
 1. While talking to Linda from the HR office, Shelly asked if there were any jobs in Company A in the area of marketing. Shelly was interested in changing from her sales position to a marketing position.
 2. Linda did not see any listings for marketing jobs in Company A but referred Shelly to the Director of Marketing, Alice. Shelly networked with Alice to put her name in the hat for any future jobs that may open up in the marketing department.
 - D. Benefit #4: Enriching social and professional lives. Networking is used to enrich our social and professional lives. Social and professional networking Web sites offer access to the details of the lives of our friends and colleagues.
 1. Example: Facebook™—Find old friends and see photos of their families, follow what they are doing on a daily basis, understand their hobbies, etc. Bob and Larry, after working together on the Web site, discovered that they both used Facebook and became friends so they could share family photos.

2. Example: LinkedIn™—Meet other professionals, post and search for jobs, contact hiring managers and personnel. Shelly met with Alice from the marketing department, and they established a connection using LinkedIn™ so that Shelly would be able to see different job opportunities in marketing as they were available in both her own and other organizations in the industry.

Teaching Strategy: Use VM–E, VM–F, VM–G, and VM–H to demonstrate concepts and terms presented in this objective.

Objective 3: Develop networking strategies.

Anticipated Problem: How are networking strategies developed?

- III. Strategies for networking range from basic activities, such as organizing one’s contact information so it is easily usable, to participating in online networking Web sites, to contacting people in one’s network routinely. Following are examples of networking strategies.
 - A. Organizing the network
 1. Creating and storing a list of people in the network
 - a. Rolodex
 - b. Cell phone, computer, or personal data assistant
 - c. Software, such as Microsoft Outlook™, using the “Contacts” feature
 2. Maintaining contact information
 - a. Updating phone numbers
 - b. Updating fax numbers
 - c. Updating email and mailing addresses
 - B. Utilizing online networking
 1. Researching online social and professional networks
 - a. Facebook™
 - b. MySpace™
 - c. LinkedIn™
 2. Joining and utilizing online networks
 - C. Proactively interacting with one’s network. **Proactive** is taking an active role by initiating contact with other people in the network instead of waiting for them to initiate contact.
 1. Planning routine communications with people in the network
 - a. Routinely calling or emailing one’s contact list
 - b. Sending holiday, birthday, or thank-you cards
 - c. Asking people how they are doing and what they are up to
 2. Participating in one’s online network service
 - a. Uploading information into the system

- b. Interacting by using whatever formats are available
 - c. Participating in webinars or chat rooms
- D. Expanding the network
1. Joining associations, clubs, or groups
 2. Attending professional and networking presentations
 3. Reading professional journals, articles, newspapers, and books
 4. Making an effort to meet new people, start up conversations, learn about what people are doing, and exchange cards and contact information. (Note: For safety purposes, it is wise not to give out address information unless it is to a trusted contact. Only office address and professional contact information should be given out except to personal friends.)

Teaching Strategy: Use VM-I, VM-J, VM-K, and VM-L to demonstrate concepts and terms presented in this objective. Have students visit the Web sites listed in the Resources section of this lesson to explore concepts in more depth. Assign LS-A.

- **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. Questions at the ends of chapters in the text book may also be used in the Review/Summary.
- **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson.
- **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

■ **Answers to Sample Test:**

Part One: Matching

1. d
2. c
3. a
4. b

Part Two: True/False

1. T
2. T
3. F
4. T

5. T
6. F

Part Three: Short Answer

1. Answers will vary but can include Facebook, MySpace, LinkedIn, or any other legitimate online networking site.
2. Answers will vary but should resemble two of the following: organizing contact list; updating network contact information; researching and joining online networking sites; joining organizations or clubs; meeting new people and exchanging contact information; contacting one's network for holidays, birthdays, thank-you cards; attending presentations and professional events.

Networking Strategies

► Part One: Matching

Instructions: Match the term with the correct definition.

- a. resource
- b. networking
- c. proactive
- d. referring

- _____ 1. Directing an acquaintance who needs something to a person or place with the ability to help meet that need
- _____ 2. Taking an active role by initiating contact with other people in the network instead of waiting for them to initiate contact
- _____ 3. Something one needs—a supply, a good, a service, or assistance
- _____ 4. Staying connected with a collection of people for the purpose of helping one another

► Part Two: True/False

Instructions: Write *T* for true or *F* for false.

- _____ 1. Your extended network includes people your immediate network knows.
- _____ 2. Online networking sites are used for both professional and personal reasons.
- _____ 3. Accessing knowledge and talent is not a benefit of networking.
- _____ 4. Meeting new people and exchanging contact information is a networking activity.
- _____ 5. The term *networking* is often used to refer to connecting computers as well as connecting people.



_____ 6. Networking strategies do not include organizing your contact information; they include only going to events and meeting new people.

► **Part Three: Short Answer**

Instructions: Answer the following.

1. Give one example of an online networking Web site.
2. List two networking strategies.

DEFINITIONS OF THE TERM NETWORKING

◆ *Dictionary.com*™ :

- noun, origins dating back to 1935–1940.
- 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.*”
- 2. “The design, establishment, or utilization of a computer network.”

◆ *Merriam-Webster Dictionary*™ :

- noun, origins dating back to 1967.
- 1. “The exchange of information or services among individuals, groups, or institutions; *specifically*: the cultivation of productive relationships for employment or business.”
- 2. “The establishment or use of a computer network.”

◆ *BusinessDictionary.com*™ :

- “Creating a group of acquaintances and associates and keeping it active through regular communication for mutual benefit. Networking is based on the question ‘How can I help?’ and not ‘What can I get?’”

◆ DEFINITION FOR THIS LESSON

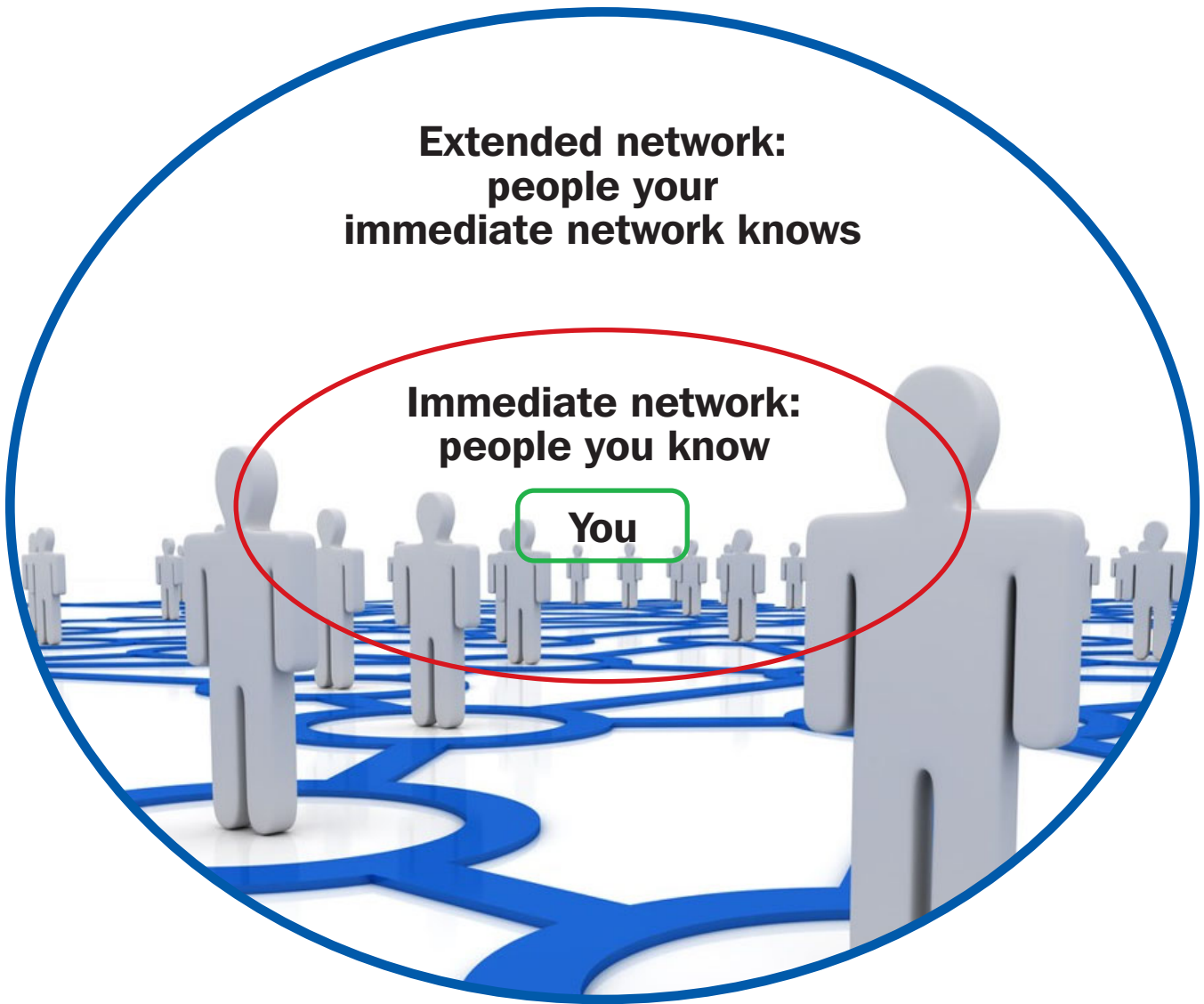
- *Networking* is staying connected with a collection of people for the purpose of helping one another.

IMMEDIATE AND EXTENDED NETWORKS

**Extended network:
people your
immediate network knows**

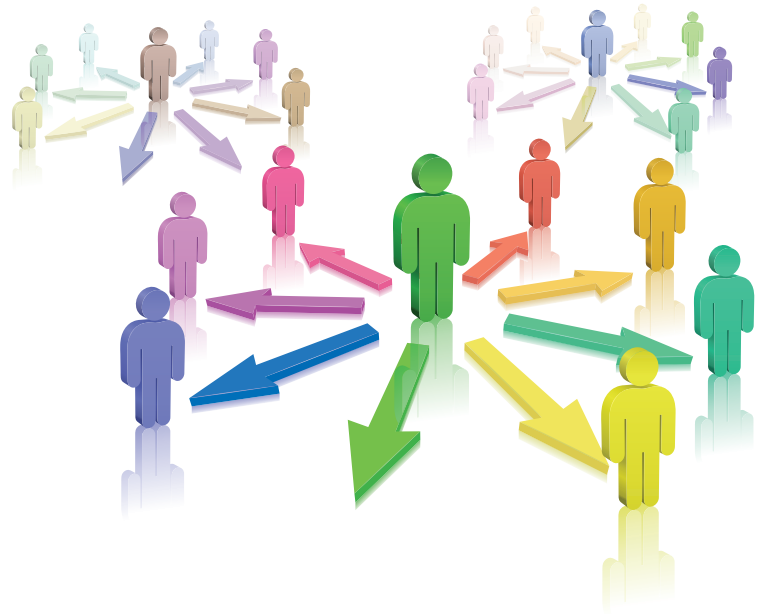
**Immediate network:
people you know**

You



EXAMPLES OF IMMEDIATE NETWORK

- ◆ Our immediate network includes people we know or have personally met.
- ◆ We know how to contact these people by phone, mail, or email.
- ◆ Family, friends, coworkers, and fellow students are among people who make up our immediate network.
- ◆ Example #1:
 - Bob knows a computer programmer named Larry.
 - Bob needs help with setting up an online payment system for his Web-based business.
 - Bob calls Larry for help. (Note: This helping relationship can be either “free” help or paid help. Either way, it is still networking.)
- ◆ Example #2:
 - Shelly works at Company A and knows a human resource employee, Linda.
 - Shelly has a question about insurance benefits.
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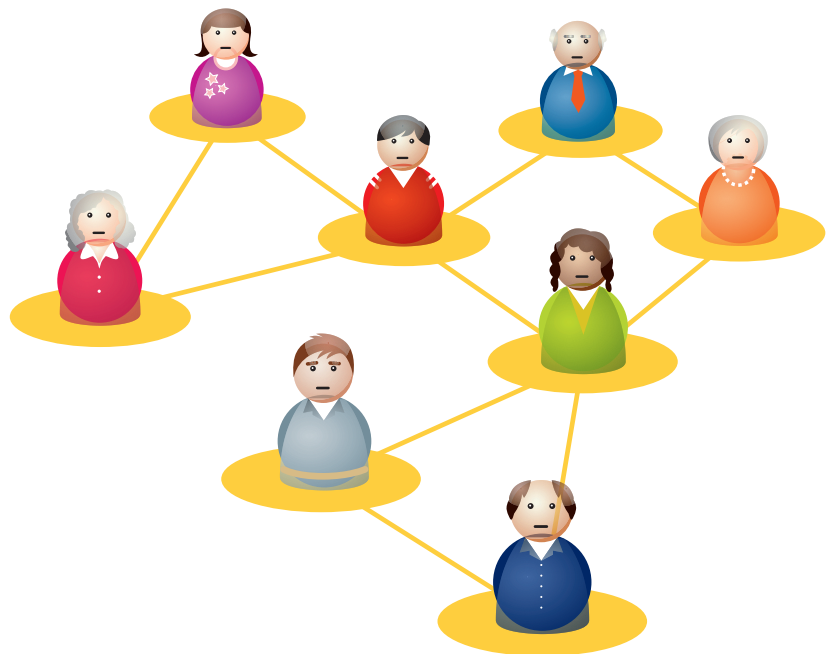


EXAMPLES OF EXTENDED NETWORK

- ◆ Our extended network includes people who are known by people in our immediate network.
- ◆ Our immediate network acts as a bridge to meeting new people and extending our network.
- ◆ Example #1:
 - Bob also needs help with the graphics on his business Web site, but Larry doesn't do graphics.
 - Larry knows a graphics designer, Mark.
 - Larry refers Bob to Mark for help with graphics.

*Referring is directing an acquaintance who needs something to a person or place with the ability to help meet that need.

- ◆ Example #2:
 - Shelly has a death in the family and needs counseling.
 - Linda in the HR office is not a counselor but is able to refer Shelly to an employee assistance program that offers bereavement counseling.



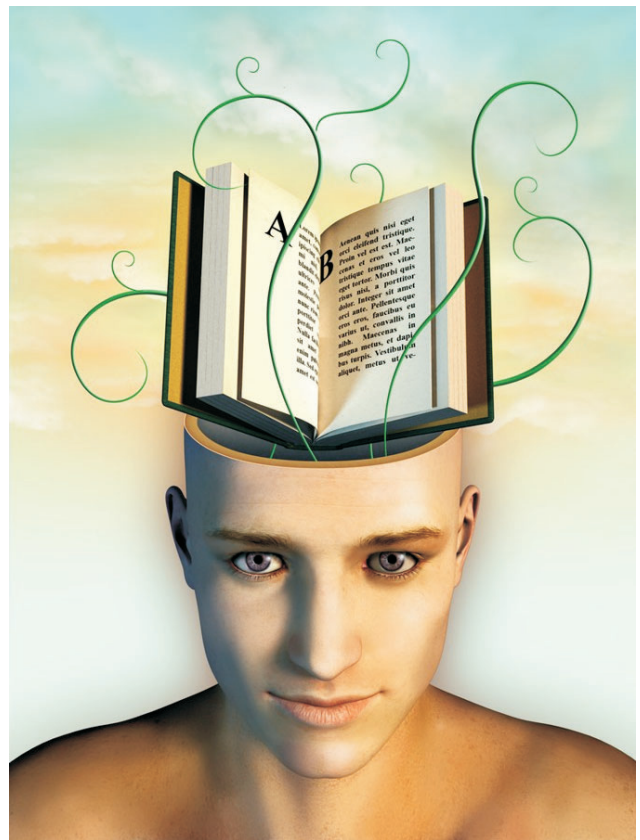
BENEFITS OF NETWORKING #1: GAINING ACCESS TO RESOURCES

- ◆ A resource is something one needs—a supply, a good, a service, or assistance.
- ◆ For example, setting up an online payment system requires a payment gateway service. The payment gateway service is an example of a resource needed to set up an online payment system to collect payments on a Web site business.
- ◆ While helping Bob set up his business Web site, Larry connected Bob to Authorize.net, a payment gateway resource that Bob had not known about.



BENEFITS OF NETWORKING #2: GAINING ACCESS TO KNOWLEDGE AND TALENT

- ◆ Knowledge and talent are specialized information and abilities held by others.
- ◆ Larry knows all the elements that go into setting up an online payment system for a Web business. For example, he knew that a payment gateway service was needed.
- ◆ Larry has the talent to set up the system so that it works. For example, he configured the Web site settings to align with Authorize.net so that the business Web site was able to communicate properly with the payment gateway.



BENEFITS OF NETWORKING #3: FINDING JOBS

- ◆ Networking is used for job searching.
- ◆ For example, while talking to Linda from the HR office, Shelly asked if there were any jobs in Company A in the area of marketing. Shelly was interested in changing from her sales position to a marketing position.
- ◆ Linda did not see any listings for marketing jobs in Company A but referred Shelly to the Director of Marketing, Alice. Shelly networked with Alice to put her name in the hat for any future jobs that may open up in the marketing department.



BENEFITS OF NETWORKING #4: ENRICHING SOCIAL AND PROFESSIONAL LIVES

- ◆ Networking is used to enrich our social and professional lives.
- ◆ Social and professional networking Web sites offer access to the details of the lives of our friends and colleagues.
- ◆ Facebook™—Find old friends and see photos of their families, follow what they are doing on a daily basis, understand their hobbies, etc. Example: Bob and Larry, after working together on the Web site, discovered that they both used Facebook and became friends so they could share family photos.
- ◆ LinkedIn™—Meet other professionals, post and search for jobs, contact hiring managers and personnel. Example: Shelly met with Alice from the marketing department, and they established a connection using LinkedIn™ so that Shelly would be able to see different job opportunities in marketing as they were available in both her own and other organizations in the industry.



DEVELOPING NETWORKING STRATEGIES METHOD #1: ORGANIZE YOUR NETWORK

- ◆ Create and store a list of people in your network.
 - Rolodex
 - Cell phone, computer, or personal data assistant
 - Software, such as Microsoft Outlook™, using the “Contacts” feature

- ◆ Maintain contact information.
 - Update phone numbers.
 - Update fax numbers.
 - Update email and mailing addresses.



DEVELOPING NETWORKING STRATEGIES METHOD #2: UTILIZE ONLINE NETWORKS

- ◆ Research online social and professional networks.
 - Facebook™
 - MySpace™
 - LinkedIn™

- ◆ Join and utilize online networks.



DEVELOPING NETWORKING STRATEGIES METHOD #3: PROACTIVELY INTERACT WITH YOUR NETWORK

- ◆ Proactive is taking an active role by initiating contact with other people in the network instead of waiting for them to initiate contact.
- ◆ Plan routine communications with people in your network.
 - Routinely call or email your contact list.
 - Send holiday, birthday, or thank-you cards.
 - Ask people how they are doing and what they are up to.
- ◆ Participate in your online network service.
 - Upload your information into the system.
 - Interact using whatever formats are available.
 - Participate in webinars or chat rooms.



DEVELOPING NETWORKING STRATEGIES METHOD #4: EXPAND YOUR NETWORK

- ◆ Join associations, clubs, or groups.
- ◆ Attend professional and networking presentations.
- ◆ Read professional journals, articles, newspapers, and books.
- ◆ Make an effort to meet new people, start up conversations, learn about what people are doing, and exchange cards and contact information.

Note: For safety purposes, NEVER give out address information unless it is to a trusted contact. Except to personal friends, give out only your office address and professional contact information, NOT YOUR HOME OR PERSONAL INFORMATION.



Networking 101

Purpose

The purpose of this activity is to research online social networking Web sites and take a self-assessment about current networking activities. Based on research and self-assessment, a list of networking strategies will be developed.

Objectives

1. Research social and professional online networks
2. Complete a networking quiz
3. Develop a list of personal networking strategies

Materials

- ◆ lab sheet
- ◆ computer with Internet access, word-processing software, and printer
- ◆ paper and writing utensil

Procedure

1. Visit www.deitel.com.
2. Click the “Resource Centers” button.
3. Under the heading “Web 2.0,” click the “Social Networking” button.
4. Explore social and professional networking Web sites.
5. Write a one- to two-page summary of the social and professional networking Web sites, and include what they offer as benefits to users.
6. Complete the networking survey (provided).



7. After taking the survey, list five networking strategies you would like to begin using now or in the future, including using any of the Web sites you researched.

Test Your Networking IQ

(Modified from Martha Stoodley's *Informational Interviewing*, 1996)

Answer Yes or No to each question below by placing a checkmark (✓) in the appropriate column. See scoring instructions and interpretation following the survey.

		YES	NO
1	Are you currently keeping track of your networking contacts by using, for example, a personal data device or a computer spreadsheet?		
2	Every week, do you contact at least one person in your network whom you do not normally see each day?		
3	Have you contacted each person in your extended network at least once this year?		
4	In the last six months, have you looked at your network and thought about other types of people you might want to add to the network?		
5	Is there a person in your network to whom you can talk about the requirements of a job that interests you?		
6	Have you researched any new jobs for yourself within the past year?		
7	In the last 18 months, have you had a talk with someone holding the type of job you are working toward getting?		
8	Among your closer contacts, is there anyone who has the type of job you might want in the future?		
9	Have you called someone you do not know within the past year to discuss his or her job and what it's like?		
10	In the last six months, have you sent a note congratulating one of the people in your network for his or her accomplishments?		
11	In the last three months, have you sent a thank-you note to someone who helped you?		
12	In the last six months, have you written to an author whose work stimulated or amused you?		
13	In the last nine months, have you shared an article that interested you with a friend or teacher?		
14	Do you have lunch with people who could be key to a future job?		
15	Do you participate in professional organizations or extracurricular activities?		
16	Within the past year, have you participated in community, education, or religious organizations?		
17	Are you an active member of one or more groups outside your school or job?		

		YES	NO
18	Do you keep up to date with magazines and other media relating to the type of job you want?		
19	If you were put in charge of a meeting on a topic related to your job, would you know who in your network you could contact to pull the meeting together?		
20	Do you attend conferences or other educational meetings related to your current job or another job that interests you?		
21	Do you make a point of meeting new people when you attend conferences or events?		
22	When you meet a new person who talks about his or her job, do you know what to ask to find out if the job is one that would interest you?		
23	In the last month, have you contacted a new acquaintance to stay in touch?		
24	Do you discuss others' career goals with them and help them whenever you can?		

Scoring Instructions

Add the number of Yes responses and the number of No responses. How successful are you at building and maintaining a network? Read below to see what your total Yes score indicates about your current level of networking.

Interpretation

17 to 24 Yes responses: You understand the importance of networking and how it relates to your career goals.

11 to 16 Yes responses: You are a good networker. A little more follow-through will help your future career success.

0 to 10 Yes responses: It's time for you to focus on building and sustaining a network.