Networking Strategies for Introverts

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True or False?

Networking means approaching people you don’t know
FALSE!

- Networking simply means *relationship building*.

- Meeting new people is a significant part of networking, but learning from people you already know is also a fundamental part.

Source: Cornell University, College of Arts and Sciences Career Services
True or False?

〇 "I should start networking when I’m ready to look for a job!"
FALSE!

- Networking is **NOT** about meeting people to ask for a job.

- It’s an **ongoing process** of **relationship building** that may result in a variety of opportunities opening up for you, including possible job prospects throughout your lifetime.

Source: Cornell University, College of Arts and Sciences Career Services
a loose definition...

A process of cultivating and maintaining relationships in which a mutual exchange of information, advice, and support facilitates the growth, success, and happiness of ALL involved.
If Networking is NOT asking for a job, then how does it help job seekers???
How people think you find jobs
How people actually find jobs
Barriers to Networking
Don’t know where to start?
Planting seeds of favorable impressions
Lead to growing networks
Networking—Large or Small

- Make it work for you
- Think about what is comfortable for you
- Lots of people vs. select few
Shift Perspective

- Remember: Networking is all about making real, authentic, human connections.
- Be genuine. Get curious.
- Everyone has a story to tell.
- Ask questions and **actively listen**.

Source: How to Network When You Hate Networking: Mastering This is Essential for Career Success, U.S. News & World Report (August 2013)
Learn to love…well, at least maybe like networking

1. Focus on learning and concentrate on the positives
   - “Promotion” vs. “Prevention” mindset study
2. Identify Common Interests
3. Think Broadly About What You Can Give
4. Find a Higher Purpose

Approaching People

- Ask for introductions from your identified network
- Attend events with a friend who is more outgoing and ask them to help you
- Attend events and observe others
- Create a plan – elevator speech, anticipate questions, have questions ready – get them to talk about themselves

*Remember, networking is like a muscle you have to develop, not an inherit quality, strength or trait.
Converse with Confidence

- Enter the conversation
  - Rule of “3”

- Keep it going…

- End it appropriately

*Signs you’re not good at small talk*
Important things when making a first impression...
1. Smile
2. Eye contact
3. Handshake
Own Your Personal Intro
30-60 sec. tops

1. Who are you?
   • Name/Major/Passion

2. What are your skills/ experiences/ accomplishments?
   • What makes you stand out?

3. Why are you here?
   • Goal
Practice!

- Pair up with someone you don’t know
- Remember the “3 things”
Don’t Forget To Follow Up

- Networking IS NOT about meeting as many people as you can; it’s about making meaningful connections with the people you meet.
LinkedIn & Networking

LinkedIn for Students
Thank you! Questions?

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