leadership lab.

HERZEN UNIVERSITY

Meeting 2 "Networking"

October 8, 2011

"Tell me what company you keep and I'll tell you what you are"

Social Networking

It is about developing lasting relationships for <u>mutual</u> gain and creating long – lasting favorable <u>impression</u> with people so they may think of you when an <u>opportunity</u> arises

Social Networking

It is about building relationships with people of influence.
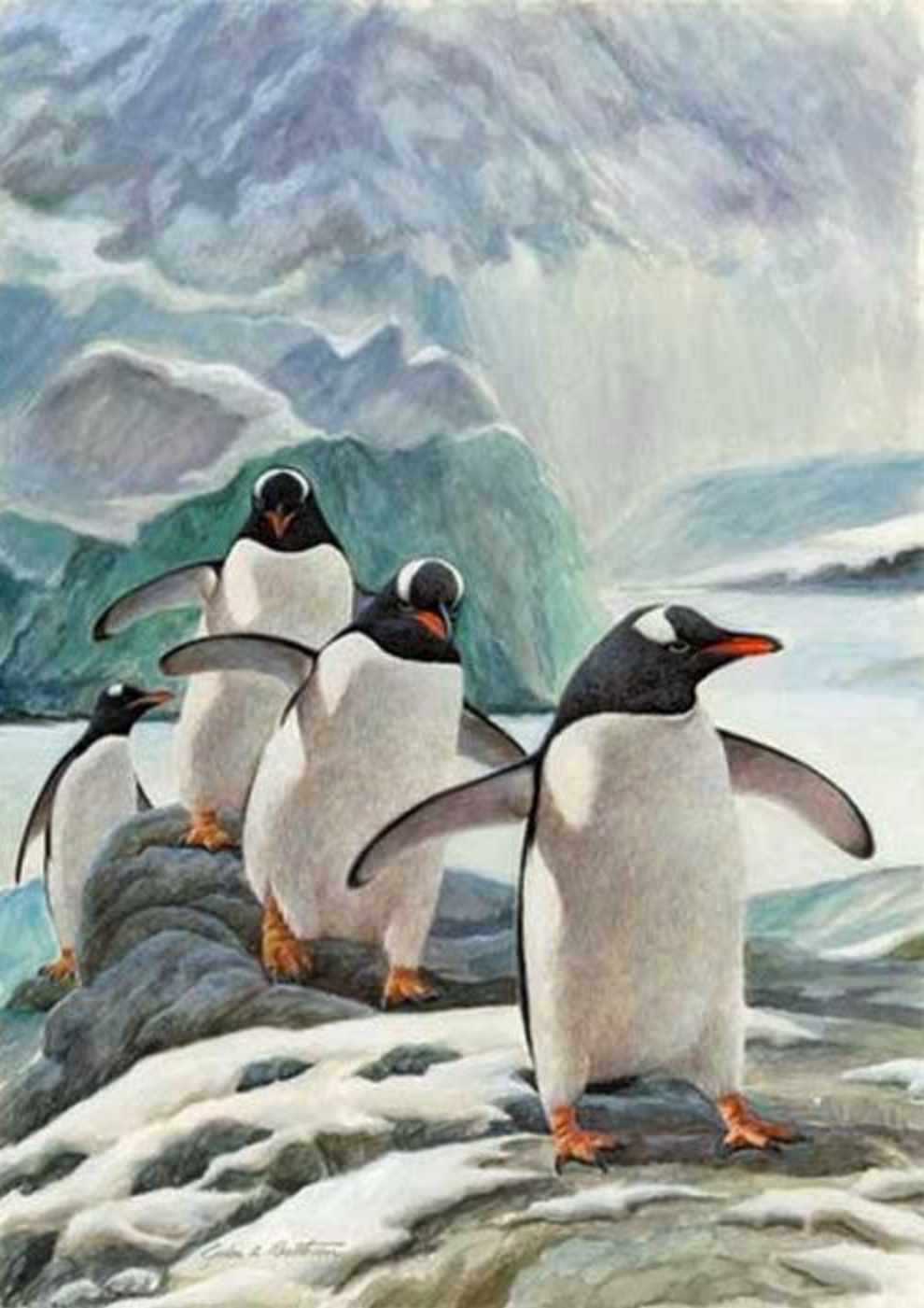
It enables you to stand out of a crowd.

SOCIAL NETWORKING UNDERSTANDING HAS DIFFERENCES ACROSS CULTURES

Russia and traditional cultures:

It's who you know and how that could carry you to success. Having that is to feel yourself inclusive in some VIP environment.

In western societies:

It is mostly cooperation.

It is not who you know but WHO KNOWS you.

So, remove "What is it for me?"

And, start to see opportunities

Why are people networking?

It's important because

Human Resources Departments are overloaded with resumes. This is a way to set yourself apart

To hear about new job opportunities via word-of-mouth

A way to relate to people

May find a mentor

It helps you to be "in the know" in your area or industry

Can get leading position in your own world

It may help to:

Learn about industry

Establish personal and business contacts

Expand client data base

Link each others' networks

Market yourself and create your personal brand

Boost your reputation

Generate new ideas

Define your career perspectives

Some rules and tips

1. Firstly Google companies and industries of your interest
2. Be able to articulate who you are and to introduce yourself effectively
3. The bigger your network and the more diverse – the greater opportunities
4. Be yourself
5. Never take more than you give and always follow up with people via e-mails
6. Thank people
7. The sooner you start the better your networks will be
8. Networking is ongoing process

SEE YOU, GUYS NEXT MEETING

DATES AND TIME WILL BE CONFIRMED

Follow up via: tropinova@mail.ru

and our group in Vkontakte: http://vkontakte.ru/club30408972