AU
ALUMNI
THE NETWORKING JOURNEY
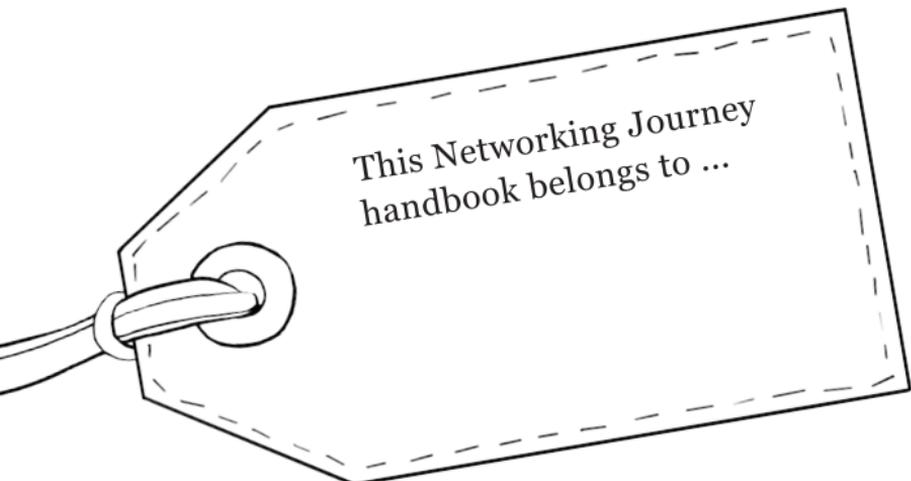
This Networking Journey
handbook belongs to ...

THE NETWORKING JOURNEY
PRE-FLIGHT INFO

PRE-FLIGHT INFO

Welcome to *The Networking Journey*, a small handbook loaded with big ideas for helping you: *the up-and-coming leader*, *the young professional*, *the newcomer*, better build your network. No matter where you are on the spectrum, this handbook will help take the pain out of networking by giving you practical advice on everything from putting on a networking thinking cap to organizing networking meetings.

Written together with networking guru (and Aarhus University alum) Charlotte Junge, The Networking Journey will give you the confidence and tools needed to meet the people who possess the knowledge and contacts that stand between you and your goals.

Getting a solid education is one thing, but *who you know* (and *who knows you*) is often the difference between finishing first and second. So take a few moments, read a few pages and begin what might be the most important journey of your career —*The Networking Journey*!

WHO'S THIS BOOK FOR?

Generally speaking, the ideas, examples and mindset proposed in this book benefit virtually everyone. Since we envision this book becoming a trusty wingman/wingwoman from the outset of studying at AU, naturally we tried to fill it with stuff that everyone can relate to, especially students. With that in mind though, we invite everyone: alumni, employees and students to plunge headfirst into the pool of possibilities that this book presents. *Splash!*

HOW TO USE THIS BOOK

Small enough to carry with you anywhere, color coded for quick reference and hard

covered for years of use, we've created this handbook to be your networking companion from day one of your life as an AU student until well into your career. As your companion, you can earmark the pages, add to the checklists, highlight the examples or even write your own examples in the 'My Notes' sections.

IDEAS FOR WHEN TO USE THIS HANDBOOK

Great, you've given me a book to boost my network—but when exactly should I open this trusty companion? Don't fret, here're a few scenarios you'll likely encounter at some point during your studies at AU and budding career:

- Looking for a job (student job, first job, etc.)

- Seeking an internship

- Learning more about a company, industry, profession

- Finding an organization for a project

- Deciding on how to tackle a subject/exam

- Soliciting ideas for which education to pursue

- Finding a mentor

- Creating a study group

- Joining unions

- Finding that significant other (not the idea of this book, but networking works in mysterious ways…)

Bon voyage,
The AU Alumni team

MEET YOUR CREW

AU ALUMNI

What's an alum?

An alum (pl. alumni) is someone who's graduated from a school, college or university. At AU, our definition also includes former employees and exchange students — who combined make up an alumni network of roughly 100,000 alumni.

Why alumni?

Alumni are important ambassadors for the university, which is one of the reasons we strive to *keep them connected* — wherever they are! With all the miles they've put behind them, their experiences can improve the study environment and help the university position itself as a world-class educational institution — something that we'll all want to be a part of.

What we do

The team behind AU Alumni works hard to offer a wide range of activities and services that help make knowledge and experience *easily accessible* and *mutually beneficial* to you and other students, alumni, faculty and staff at AU. A few of the things we keep busy with include:

- **Gerda**
  AU's online community named after the very first alum from AU. Here you'll find upcoming events, news, an overview of all our offers and not to mention, thousands of alumni profiles.

- **Networking Events**
  Inspiring speakers and networking opportunities.

- **Mentor Programs**
  Shortcut to finding a guiding hand.

- **Ambassador Program**
  Easy way to find experts from companies, educations and countries all over the world.

For students and employees too

Even if you haven't reached graduation day yet, or if you're an AU employee, we still encourage you to join and connect with the alumni network and tap into the knowledge, experience, guidance and contacts.

Discover more at www.gerda.au.dk

CO-AUTHOR, CHARLOTTE JUNGE

Charlotte Junge is a networking expert and author of two books about networking. Her books offer specific networking methods used to systemize networking plus useful and practical advice on how to network. Charlotte's also an AU alum with a diploma in international business.

Read more about Charlotte at
www.junge.nu/uk
or
www.networkingbyjunge.com
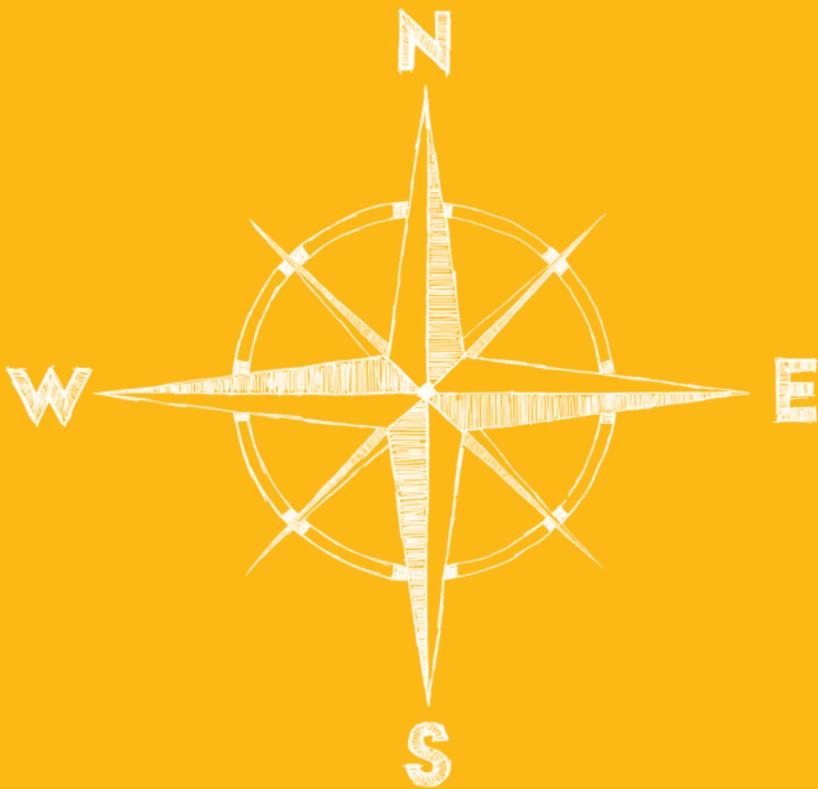
CHAPTER 1
LET THE JOURNEY BEGIN

LET THE JOURNEY BEGIN

Networking at AU — and after — is an adventure like no other. And once you get started, you'll discover that it can take you to *interesting places*, provide you with *valuable knowledge* and give you the *opportunity to help others*. However, it does require a special mindset.

THE NETWORKING MINDSET

When putting on your networking thinking cap, there's a few basic, but essential, ideas to consider:

- **Give and take**
  Trust that others can help you and that you can help others.

- **Be relevant**
  Understand that who you contact and why should be guided by relevance
  (ask: how can one of us benefit?).

- **Build and connect**
  Focus on growing your network and view yourself as an opener of doors who encourages the sharing of knowledge, experiences and contacts.

GIVE AND TAKE

Give › A true networker appreciates the value and joy of giving — even without asking for anything in return. The pay-off is that you'll also be able to find contacts within your — and their — network eager to give.

Afraid that sharing your knowledge may weaken your position? While in some situations you may need to address this issue, most often you'll find that the benefits of sharing knowledge and contacts far outweigh the risks.

> *The benefits of sharing knowledge and contacts far outweigh the risks.*

Take › When there's give, there's take, so put your network 'to work' and don't be afraid to ask for help, information, knowledge and contacts.

BE RELEVANT

Nobody likes spam, so bothering your network with irrelevant questions and information can be avoided by asking a simple question: *how is this request or information relevant to the recipient?* This does two things: first, it helps you figure out why you're contacting them and second, it shows that you've given some thought to how they could help or benefit.

BUILD AND CONNECT

Building and developing personal and career relations are often based on very different backgrounds. The key is to have a variety of relations that will eventually lead to more opportunities to *give* and *take*. It's fair to assume that there're unknown talents and connections amongst our network so aim to be open-minded and inclusive when building and connecting relations.

IN PRACTICE

JOHN GOES FISHING

Here's an example of how to be relevant:

John is looking for a third semester internship and has his eye on company X. John's first thought is to fire off an e-mail to everyone in his contact list, ask for help and hope that someone takes the bait. But when he thinks about being relevant, he discovers that not everyone on that list can help and that maybe he should *narrow the audience.* So he chooses to bait the hook to suit the fish and sends a tailored e-mail only to those contacts with direct and indirect connections to company X.

WEAK LINKS WORK BEST

Did you know that new knowledge and insights are often found outside our networks? Studies have shown that our networking circles are often based on *mutual interests*, *educations*, *locations*, etc. So, in order to gain new knowledge and encounter different opinions and experiences, you have to extend your network into new network circles:
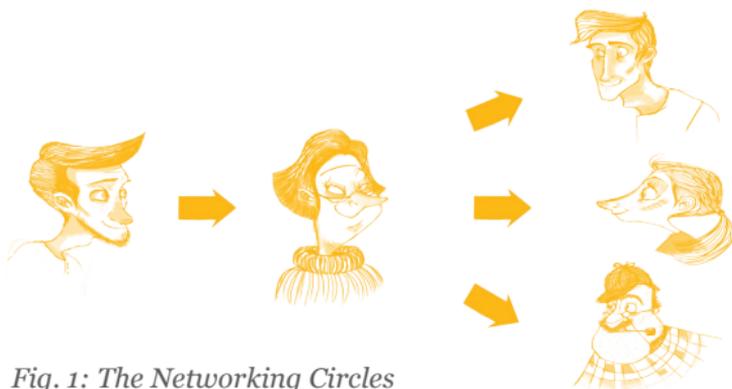

Fig. 1: The Networking Circles

The point here is to be generous in sharing your contacts and expanding your network circles. And remember that connecting people is about *opening doors*, not necessarily recom-

mending each other. Just keep in mind that while sometimes these doors will lead to new opportunities, sometimes they may not.

Connecting people is about opening doors, not necessarily recommending each other.

💡 TIP: A PSYCHOLOGICAL COMPLIMENT

We all like to feel recognized. In fact, it may just be the deepest human need of all. So if you're looking for a way to quench a person's thirst for recognition, here's a tip: *ask them for something*. It's really that simple. Asking someone for information, knowledge, advice and the like is the same as sending that person a psychological compliment — and don't we all like compliments?
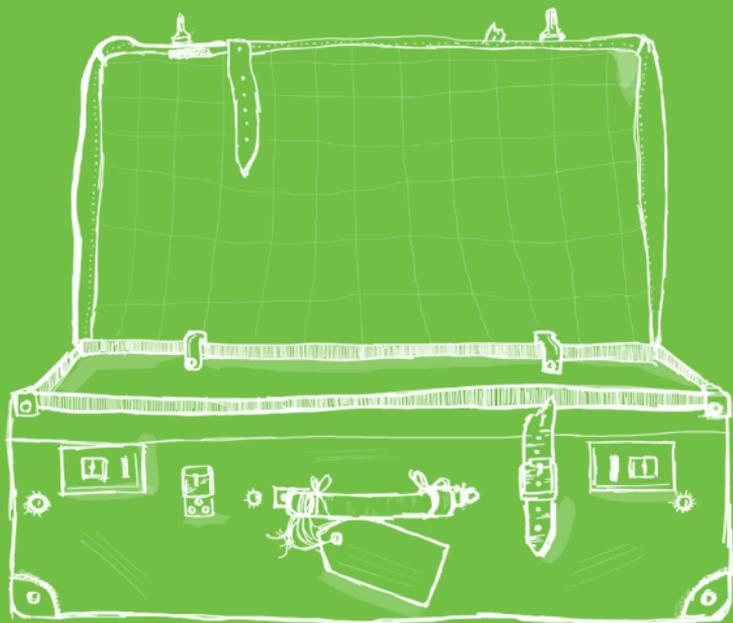
MY NOTES

CHAPTER 2
PREPARING FOR TAKEOFF

PREPARING FOR TAKEOFF

Preparing for takeoff includes two things:

- **Planning your journey**

- **Packing your suitcase**

PLAN YOUR JOURNEY — THE NETWORKING METHOD

Here's a networking method you can use during and after your studies at AU.
Hint: It works no matter what your networking destination may be!
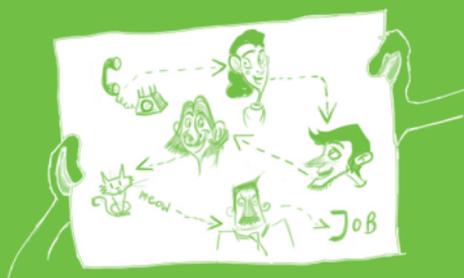
● **Network overview** ←―←―← ● **Strategy** ←―←―←―←―
Who can help me
with what?

Who do they know?

How can I handle it?

Fig. 2: The Networking Method

How you can best use this model will vary depending on your situation — there's no specific order to the elements in the model, but usually it'll be a good idea for you to begin with your goal.

- **Specific targets**
  What do I need in order to achieve my goals?

- **Goal**
  What is my goal?

Source: JUNGE, www.networkingbyjunge.com
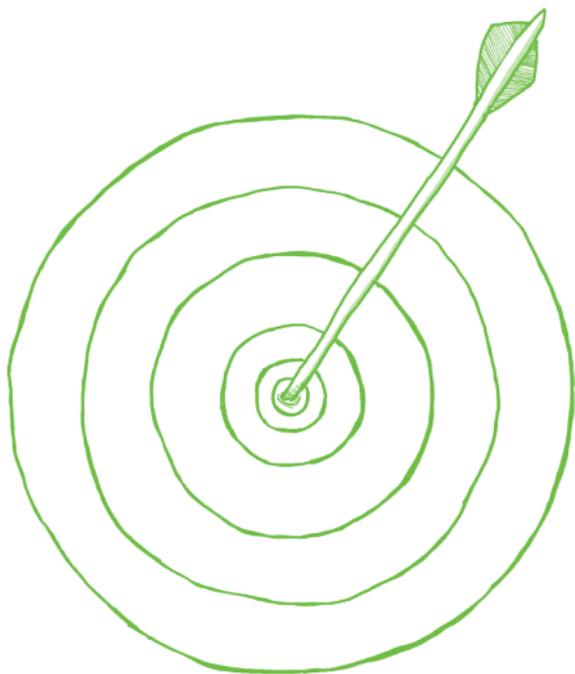
DEFINE YOUR GOAL

Defining your goal is about *finding out what you're looking for*. This could be for instance a mentor, a study group, an internship, a job, information or help regarding a specific subject/thesis — or maybe something completely different.
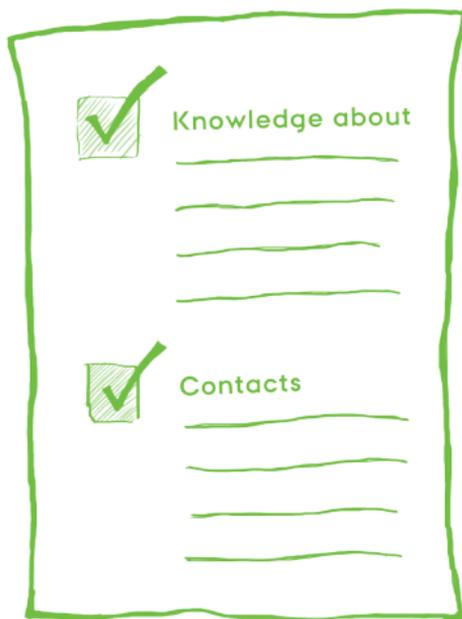
DEFINE SPECIFIC TARGETS

Here it's important that you *define specific targets* by thinking about what knowledge, information and contacts you need in order to reach your goals.

You can always use these two specific targets:

1. Knowledge about

- The development within the area

- Interesting news within the area

- Relevant companies and people
  to contact

2. Contacts

- **Direct**
  Who's in/knows about the area?

- **Indirect**
  Who knows somebody within the area?

- **General**
  Who's got a large network?

Here's a way to structure your goal and specific targets:

Whats your goal?

What are your specific targets?

1. Knowledge about   **2**. Contacts

Fig. 3: The Specific Networking Targets

Try to think of the specific targets as *a bridge between you and your goal*. The specific targets are the essence of the networking method, especially since this is where your network can help. So when you clearly define and communicate your specific targets, you'll come one step closer to acquiring the knowledge, information and new contacts you need.

The specific targets are the essence of the networking method.

💡 TIP: DIP INTO THE ALUMNI POOL

If you don't have relevant contacts in your personal network, consider browsing the alumni network to find someone who could help open some doors to internships, student jobs, projects, etc. Alumni know your world, have walked in your shoes and are eager to help.

IN PRACTICE

BILLY IRRELEVANT

Simply broadcasting your goals to your network is an ill-advised approach. For example:

> *"Hi everyone, I'm looking for an internship in the consultancy business and have attached my resume. I hope you'll think of me and forward my resume to your contacts.*
>
> *Sincerely,*
> *Billy Irrelevant"*

What should your network do with this knowledge? They can't and probably won't apply for you. Instead, try to think of your network in terms of who has specific knowledge about the business, who can introduce you to people who have knowledge about the business or even better, relevant contacts within or working with the business you could contact.
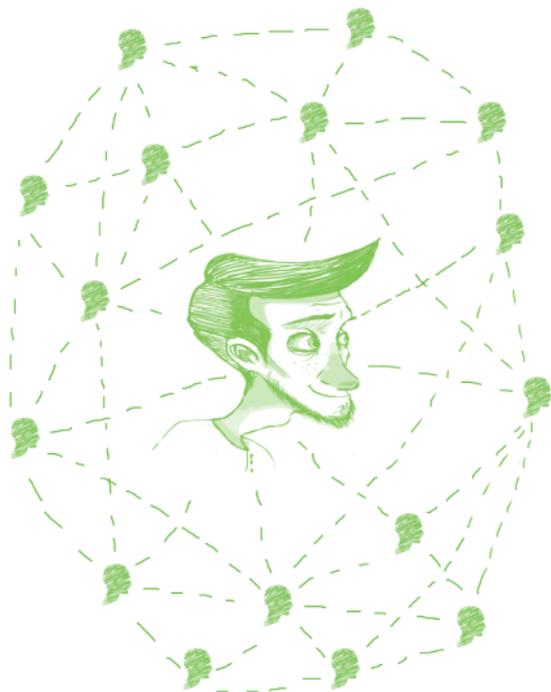
MAP YOUR NETWORK

Mapping your network suggests getting a bird's nest view of your contacts. You can accomplish this by using a variety of tools, for example mind mapping, creating groups of contacts on *Facebook*, *LinkedIn*, *Gmail*, *Twitter*, or anywhere you've got your contacts gathered.

Quality vs. quantity

Mapping your network is an ongoing process. On average, it's estimated that we have as many as 500 contacts. This number will most likely only increase in the future thanks in part to information technology. However, you should be more concerned with the quality of your network than the quantity.

Think second level

Sometimes you may discover that none of your contacts possess the knowledge you're looking for or work in the areas you're interested in. This is where you have to think broadly and consider that they may have contacts with the knowledge and contacts you need.

Online vs. offline networks

Strong relationships are often created through personal, face-to-face contacts and then nurtured and cultivated through a mixture of online and offline contact. However, this doesn't mean that you can't establish contact

via virtual channels. The point is merely that you should strive to have both a strong physical and virtual network.

Strive for a strong physical and virtual network.

The friend-lemma

Sure, your network can include friends, but be wary that not everyone in your network is someone you'd share a social drink with. Therefore, it's recommended to treat your network as professional contacts, not as friends. Just remember to 'be relevant' and understand that who you contact and why should be guided by relevance.

To purge or not to purge

Some claim that we should 'clean up' our network from time to time. Here's a piece of advice: that's not a good idea. Unless you've got a reliable crystal ball, you don't know when you might need your contacts, so therefore, try to avoid 'burning your bridges'.

IN PRACTICE

THOMAS MAPS HIS WAY INTO THE OIL INDUSTRY

Thomas was a new graduate who wanted to work in the oil industry. When asked to map his network, he came back with only a handful of names. So he was encouraged to think broader and try to find:

1. Contacts who worked in the oil industry

2. Contacts who knew people in the oil industry

3. Contacts who were related to or knew people related to the oil industry

It worked. This simple yet effective exercise yielded more names and brought him closer to his goal. Let's examine the map: Through a previous classmate's father (2nd level), he got in touch with a contact in the Norwegian oil industry (3rd level). Via this contact, he got more contacts to Norwegian oil companies (4th level). And finally through a dialogue with the companies, he got offered a job where he still works today.
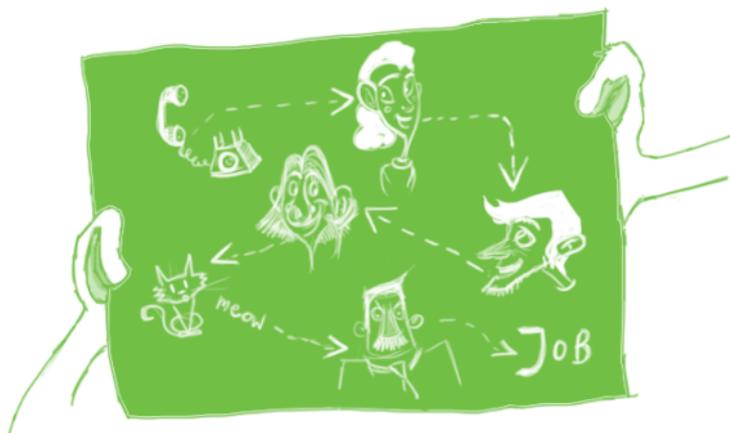
DEVELOP A STRATEGY

To develop a strategy, you need to figure out who can provide or lead you to the knowledge and contacts you need. This is where you 'build bridges' between your goals and your network. This is also where you need to put on your networking thinking cap and play by the *rules of relevance.*

Once you've defined your goal and specific targets, mapped your network and developed a strategy for going forward, it's time to start *activating* your network.

Exposure and expansion

Exposure is to communicate clearly to your network the knowledge and contacts you're seeking. Being straightforward and to the point makes it easier for your network to provide you with input, advice and contacts.

Expansion is when you use your own network (1st level) to contact relevant people in their network (2nd level), who can then provide you with contacts in their network (3rd level), and so on... **[see example with Thomas on p. 41]**

Exposing and *expanding* your network go hand in hand. Develop a strategy that includes exposing your specific targets to your own network and broadening your search by expanding your network into outer levels.

Exposing and expanding your network go hand in hand.

You're almost ready for takeoff, but before you do, you'll need to pack your suitcase.

PACKING YOUR SUITCASE

When networking, there're two main aspects to consider: the culture you're networking in and how to communicate when networking in various situations and channels.

CULTURAL CONUNDRUMS

You'll find cultural differences between *nationalities*, *countries*, *regions*, *areas of business* and even between different *business units* in a company.

There'll always be specific cultural differences and customs you should be aware of. Naturally it's impossible to cover all the differences here, but you can use your network to research and identify specific cultural differences and customs you should take into consideration before networking in a new country, area, etc.

> **💡 TIP: LET ALUMNI GUIDE YOU**
>
> If you haven't got any direct personal contacts who can help you gain this insight, remember that you can find and contact people of almost any nationality, working in various areas of business and organizations all over the world through the alumni network at AU.

Use your network to research and identify specific cultural differences and customs.

Networking with Americans vs. Networking with Chinese

It's almost a cliché to say that most *Americans* are often perceived as outgoing and direct in their networking. For example they ask each other directly for input, advice, contacts etc. On the other hand, most *Chinese* are indirect networkers. For instance they often share an issue and then ask others if *they* know someone who can help.

In China, you'll likely be invited to lunches and dinners leading you towards the knowledge and contacts you're looking for. Whereas in the United States, you can often take a more direct approach with those you need to get in touch with.

Networking with Danes

Most people, including *Danes*, are happy to share knowledge and contacts if they're asked politely. However, at the same time, most Danes don't like to ask for help. In Denmark, the obvious cultural barriers regarding networking are *asking for help* and *networking directly*. There seem to be two significant reasons for this:

- Danes are brought up believing that they have to succeed on their own, that having knowledge makes them valuable and that asking for help is a sign of weakness.

- Danes consider themselves to be very busy and very private. This means that they're cautious about taking too much of each other's time or interfering in something they shouldn't.

IN PRACTICE

PAUL TRIES TO CRACK THE SOCIAL CODE IN DENMARK

Paul, a Canadian studying law in Denmark, didn't understand why Danes were so difficult to meet with after school/work. So he asked some of his Danish acquaintances if they'd like to meet at their home for dinner. It surprised him that most tried to avoid this since he thought that Danes were so open-minded.

What Paul failed to recognize was that like all cultures, there're certain social norms in Denmark that for outsiders may not seem apparent. The advice to Paul was to join a sports club, attend evening seminars and seek out other activities where he could meet Danes in their spare time. Then, if they became friends, he could suggest coffee at a café and as the relationship evolved, be invited to their home.

Work smarter, not harder

The fact that we're increasingly working more project oriented and working with other companies, countries and cultures has created an extensive need for us to have the right team and use our network. After all, *no man is an island*! Today, a growing number of people are focused on working smarter, not harder, which is why it's become a sign of strength to ask people around us for help and share experiences and knowledge.

These aren't just changes that affect the Danish way of networking—this has changed the way the entire world thinks about networking. It's the modern, international way of thinking—and thinking like this makes you an international citizen who can network anywhere in the world.

> *It's become a sign of strength to ask people around us for help and share experiences and knowledge.*

Fig. 4: Work smarter, not harder

COMMUNICATION

No matter which channels, languages and cultures you're networking in, use these three tips and your message will hit the mark:

- **Be honest**
  Clearly state what you're aiming for
  (think: goal)

- **Be specific**
  Indicate exactly what you need from the person (think: specific targets)

- **Be polite**
  Ask for the contact's time and help
  (and don't take it for granted)

Here's a model to illustrate what you should be aware of when communicating:

● **Initial contact**

Refer to the person who created the contact

Be honest

Be specific

Be polite

● **Meeting / Chatting / Writing**

Ask questions

Communicate shortly

Remember to say 'Thank you'

Include/Give back/Open your network

Avoid writing anything you wouldn't

say in person

● **Follow-up**

Include new contacts

Share your knowledge

Network when relevant

Fig. 5: The Networking Communication

Communication tips

A lot of our communication today has moved into virtual channels and there's an ongoing debate about how to use them effectively. The best advice is to communicate like you would in person. And remember, *your online identity is a part of your personal brand.*

Here are some things to consider when networking via virtual channels:

- Avoid writing anything you wouldn't say in person.
- Show respect by using appropriate language.
- Share your knowledge and contacts.
- Ask politely for what you need.

Your online identity is a part of your personal brand.

The networking meeting

While it may vary from culture to culture, when reaching out to close friends, family and other first-level contacts in Denmark, it's important to let them know if you'd like to network with them. One way of doing this is to invite them to a 'networking meeting'— which is basically a meeting slightly more formal than a coffee chat, but not quite a business meeting.

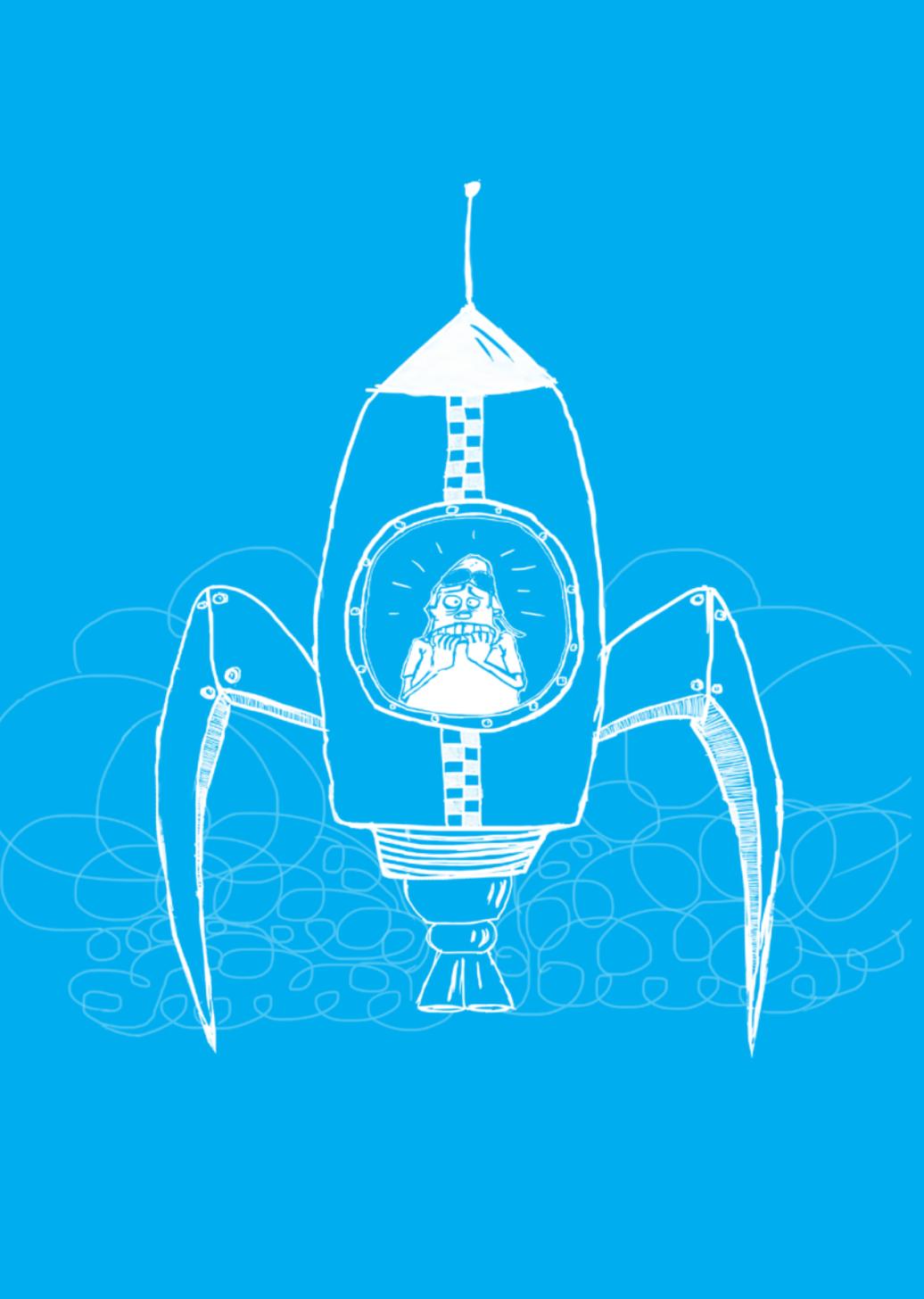| Coffee chat	Networking meeting	Business meeting
Chat	Meeting/Skype /Social media	Meeting/ negotiations
Informal	Semi-structured by timeframe and agenda	Structured
No lead	You're leading the process	Responsibility agreed
Friends	Networking contacts	Business partners

Fig. 6: The Networking Meeting

MY NOTES

CHAPTER 3
TAKEOFF

TAKEOFF

You're now ready for it. So please be seated, buckle up and enjoy these useful tips and ideas for choosing the most effective *networking channels.*

NETWORKING CHANNELS: BREAKING THE MOLD

Far too many people only network with others just like themselves, and consequently fail to acquire new knowledge and ideas. This also means that they rarely face difficult questions or experience different perspectives that challenge their worldview, and are essential to developing both personally and professionally. Sometimes you simply have to *break the mold*.

Stretching your comfort zone

It's important that you resolve to stretch your comfort zone once in a while by *joining new networking circles*. Another comfort-zone-stretching exercise is to simply expand your curiosity for new people, cultures and the like. Your goal should be to weave a fabric of contacts that represent differences in *age*, *gender*, *education*, *political leanings*, *culture*, *positions*, etc. To do this though, you'll need to use a mixture of physical and virtual networking channels.

	Personal network	Formal networks	Networking activities
Physical	Face-to-face meetings	Face-to-face meetings	Conferences, seminars etc.
	(Phone calls)	Events	Social arrangements
Virtual	E-mails	Mailing lists	Online groups
	Skype	Newsletters	Webinars
	LinkedIn	FB & LinkedIn groups	LinkedIn
	Facebook		Facebook
	Other social media	GERDA (AU)	Blogs
		Blogs	Communities
		Other channels	

Fig. 7: The Networking Channel Matrix

Personal vs. Formal

- **Personal networks** are the people you already know on a 'personal' basis.

- **Formal networks** are often larger networks that you belong to — for example De Studerendes Råd, Studenterlauget or other student/professional organizations.

As you'd imagine, there's a lot of synergy between these areas. For instance talking to a person in your personal network can lead to info about a formal network. Additionally, contacts from formal networks as well as those you meet during networking activities often end up becoming a part of your personal network.

NETWORKING ACTIVITIES

BEGIN WITH A QUESTION

Take a closer look at the *Networking Channel Matrix* **[p. 61]** and begin by asking yourself: "*Why am I networking?*" or even better, "*What's my goal?*"

The matrix is a handy tool because it helps you find the channels that best match your situation—such as finding an internship, a job, meeting likeminded people, finding a study group, etc.

HOW TO LEVERAGE YOUR PERSONAL NETWORK

Firstly, there's no 'silver bullet' for how you should go about using your personal network. However, meeting your contact face-to-face is recommended because it's personal and provides you with a better feeling of how the person thinks and acts.

Physical vs. Virtual

So why so much focus on face-to-face? Simply put, we tend to explore different areas, we generate new ideas and we create new contacts when we meet in person. Phone calls and e-mails are often more structured, so we end up with answers to our questions but rarely explore other areas. Using these channels can also make it difficult to establish the trust that's essential before we share contacts. In fact, Albert Mehrabian taught us in 1981 that 90% of our communcation is nonverbal, meaning that much of what the other persons hear us say is defined by our *tone of voice* and *body language*.

This isn't to say that all networking meetings have to be in person. A number of online communication tools can help keep the dialogue alive (e.g. Skype). And if the web's not working for you — you can still pick up the phone. The key point is: be aware that *virtual contact will never be the same as in-person contact.*

Organizing networking meetings

Start by contacting people in your own network. Since you know them already, you'll know the best way to reach them. Some for example may prefer a short e-mail explaining your request, while others may prefer a phone call. Some may even prefer to use social media or text messages. Just think about *choosing the channel that best suits your contact* — not the one that best suits you.

Choose the channel that best suits your contact — not the one that best suits you.

My contact's contacts

Bear in mind that when you reach out to your contact's network, you should seek advice on how to best approach the individual. LinkedIn, for instance, has a great tool that allows you to reach second level contacts by asking people in your network to introduce you.

Agreeing on a networking meeting

Short and sweet is an apt description of how to set up a meeting. Try using the following steps:

1. **Introduce yourself** (and if it's a contact you don't know, mention the person who's given you the contact).

2. **Explain shortly** why you're contacting the individual (think goals and specific targets).

3. Politely **ask to meet** and indicate how much time you'll need (an hour is acceptable).

4. **Agree on an exact time and place**.

5. End by **offering to e-mail a confirmation** including a meeting agenda.

IN PRACTICE

HERE'S AN EXAMPLE OF HOW JOSEPHINE ORGANIZED A NETWORK MEETING VIA E-MAIL

Hi Lars,

My name's Josephine Jensen, and I'm a student at Aarhus University. I got your name from Jette Jespersen, who you worked with on project X. Jette has told me that you know a lot about China, in particular the transportation industry. I think your insight would be of great benefit to me since I'm searching for an internship with a Danish or Chinese company in the Chinese transportation industry. Therefore, I'd like to ask for an hour of your time to learn more about the industry and possible options. Would you be able to spare an hour, maybe next Wednesday at a time and place of your convenience?

Thanks in advance,
I look forward to talking with you.

Kind regards,
Josephine Jensen

Preparing for the networking meeting

Before you meet, prepare by thinking about which questions will yield the info you're seeking. This is also an opportunity to ask for additional advice and contacts, so take a few moments and *do your homework beforehand.* Here's a short list to help you prepare:

- **Time schedule**

- **Questions** (about specific targets)

- **Information** about the contact (Google is useful)

- **Company profile** (remember: it's the person you're having the meeting with, not the company)

- **Short presentation** about yourself (not a resume)

- **Your proposal** (if you've agreed to present an idea)

- **Business card** (make one if you don't have one)

- **Any additional material**

Fig. 8: The Networking Meeting Preparation List

💡 **TIP: IT'S ABOUT INTERACTION**

Networking isn't an exam, *it's about human relationships.* The most important thing is to meet face-to-face, be open-minded and enjoy the interaction.

The networking meeting

Here's a guide to help you facilitate a net-working meeting:

1. **Break the ice**: begin with some small talk and mention the person who's created the contact or something you've discovered about the person you're meeting.

2. **Review your agenda**: cover the talking points unless the conversation is already well underway.

3. **Listen**: make notes and ask additional questions about the information you get.

4. **Create a dialogue**: also contribute with your relevant knowledge and experiences.

5. **Ask for new contacts**: work this in preferably during the conversation.

6. **Stick to the agreed timeframe**: ensure that the meeting doesn't drag on.

7. **Conclude**: agree on how to follow up and let the contact know that they're always welcome in your network.

The follow up

If agreed, you should follow up the networking meeting with an e-mail or phone call. At the very least, a quick 'thank you' mail when you've reached your goal is a nice gesture.

HOW TO LEVERAGE FORMAL NETWORKS

In formal networks it's important to think about what you can gain and what you can give back. To do that, you should strive to promote your strengths and skillset within the network (no, it's not bragging) and of course, don't be afraid to solicit help from others — that's why they're there in the first place.

Fig. 9: The Networking Balance

Networking's a balancing act that requires you to strike a good balance between *giving* and *taking*. Doing this will not only help you reach your goals, but also establish a reputation as a good networker.

No time to talk

Time is often limited when meeting face-to-face in formal networks. So try to be brief

when asking for advice, knowledge or contacts. If you'd like to continue the conversation, agree to meet during a break or at a later time.

Is it really a network?

Today, most clubs, organizations and societies call themselves a network. But a true network encourages and empowers the participants to actually network and even more importantly, *benefit* from each other. So when you participate in formal networks, be *active* and support networking activities that encourage the members to network both at the meetings and in between.

💡 TIP: BE PART OF THE AU ALUMNI NETWORK

AU Alumni is an example of a formal network where networking always plays an important role both through the online community *Gerda* and *social media* as well as at *official events*.

Network to find networks

If you're not a member of formal networks, then ask your contacts to recommend formal networks—or even better, get them to invite you to a formal networking activity.

From formal to personal

Often you'll find that people join formal networks for a limited period and then move on to other formal networks that better suit their career goals. So remember that you can bring these members into your personal network and in doing so use formal networks to grow your personal network.

10 TRIED AND TESTED TOOLS, TIPS AND TRICKS TO BOOST YOUR NETWORK

Networking guru Charlotte Junge dipped into her bag of networking tools, tips and tricks and voila — out came: **[turn page]**

1 You can network everywhere
Really, everywhere you find people:
in the classroom, at events, conferences,
courses, at social gatherings, sports events,
weddings, parties and so on. Oh, and if you
didn't already know, you can also network
virtually via Gerda, Facebook, LinkedIn,
Twitter, and the list goes on.

2 Content vs. Contacts
Think beyond content when deciding what
networking activities you want to join. Sure,
the topic in focus is clearly important, but
don't forget that sometimes it's equally
important to think about the contacts you'll
meet. So take a peek at the participant list,
and you might be surprised that it's worth
focusing on contacts instead of only content.

3 Optimize your networking time
Attend activities alone to force yourself to
network and create new contacts. And if
you're attending with a friend, classmate or
colleague — split up.

4 Gravitate towards the opposite
Seek out people who're different than you
— people who have another education,

work in another business, live in other areas, etc. Meeting people with different mindsets yields fresh perspectives, input and knowledge that'll help develop you and your network.

5 Striking up a conversation

It's hard, but if you're genuinely interested in the people you meet, then your curiosity will kick in. Begin for example by asking why they're attending the activity or what issues are keeping them awake at night. Use this as an opening to share any advice, knowledge or contacts that may help. Remember, networking is 'give and take', so don't be shy about sharing what you're focused on and ask for their advice, input, knowledge and contacts.

6 Bored? Start a networking tour

If you're at a networking activity and find yourself sitting at a table where the conversation is waning, suggest a networking tour. A networking tour is when each person briefly introduces what they're focused on at the moment — including what advice, information and contacts they're seeking.

7 **Establish contact — network later**
Keep in mind that during networking activities it's all about establishing contacts and then agreeing to follow up with a networking talk or meeting later. Don't spoil a pleasant networking activity for others with an hour-long speech about your job or internship search — the consequence might be that you lose an interesting networking opportunity.

8 **Business card etiquette**
It often works best if you first ask others for their business card — and not just hand them yours. Also, ask if you can connect immediately on Gerda, LinkedIn or other channels (smart phone apps make this almost instantaneous, plus there're useful apps for scanning and importing info from business cards directly into your list of contacts, e.g. ScanBizCards).

9 **How to remove stickers**
If you attend a networking activity, then don't spend all your time on one or two persons. And if you meet a 'sticker' (some-one who ignores the advice in tip #7) then

try this line: "It's been a pleasure to meet you, and since we're both here to network, I suppose we should move on and perhaps touch base later." It's polite, direct and 99.9% effective at removing 'stickers'.

10 Follow up — or don't show up

If you recall, tip #7 suggests establishing contact and networking later. So this is the 'networking later' part, and for that reason, the most important.

Why? Well, if you fail to follow up after networking activities, then you might as well not even show up. This is where you continue the conversation by, for example, suggesting a networking meeting. This is also where you uncover the information, knowledge and contacts that you weren't able to get at the networking activity. If anything, invite your contacts to connect on Gerda, LinkedIn or other networking channels. What you say and how you go about it is up to you; the most important thing is to just do it!

MY NOTES

THE
NETWORKING
JOURNEY

A LIFELONG
JOURNEY

A LIFELONG JOURNEY

Networking is a journey that never ends. Throughout this handbook, we've preached the power of networking and with a bit of luck, most of those ideas have become engrained so that they become habit. But sometimes you may need a quick refresher — and since re-reading the handbook isn't the answer you're looking for — we've distilled the surprisingly simple rules of networking in the list on the following page.

SIMPLE RULES OF NETWORKING

1. Networking is about both give and take.

2. Use The Networking Method (p. 30–31) to systemize your networking when you've got a specific goal.

3. Network both on- and offline.

4. Be relevant — understand that who you contact and why should be guided by relevance.

5. Be polite and communicate with clarity — also when communicating online.

6. Choose the channel that suits your contact, not you.

7. Be aware of cultural aspects.

8. Understand that how you network impacts your personal brand.

9. Treat your contacts as networking contacts, not as friends.

10. Remember that networking never ends and that it requires a continuous effort — also after you've reached your goals.

THE NETWORKING JOURNEY