

Activity time – Networking

Gather in groups of
4-5 to share:

1. Name
2. Your pre-MBA job (industry/function)
3. Likes / Dislikes / fun fact
4. Key skills to be successful
5. Your post-MBA goals: industry / function

Strive to learn something new

Networking

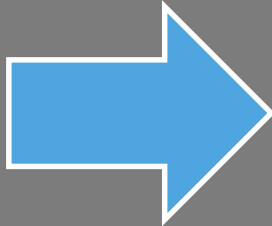
Career Lab 2015

Agenda

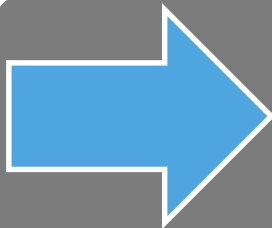


- Announcements
- Networking overview
- Networking correspondence
- Personal pitch & activity
- What's coming up
- Q&A

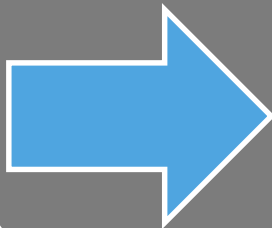
Roadmap for networking success



Prepare



Connect



Follow-Up

What do you think of when you hear the word “networking”



Basic definitions

Dictionary.com:

“A supportive system of sharing information and services among individuals and groups having a common interest.”

CareerBeam:

1. Networking has occurred if you have obtained:
2. The name of a person you can contact...
3. The name of a company you had not thought of previously...
4. Specific information about the industry, company, career, etc.

Networking is...

- All around you
- Intentional
- Like-minded people
- Genuine
- Appreciative
- Continuous
- “Friend-raising”



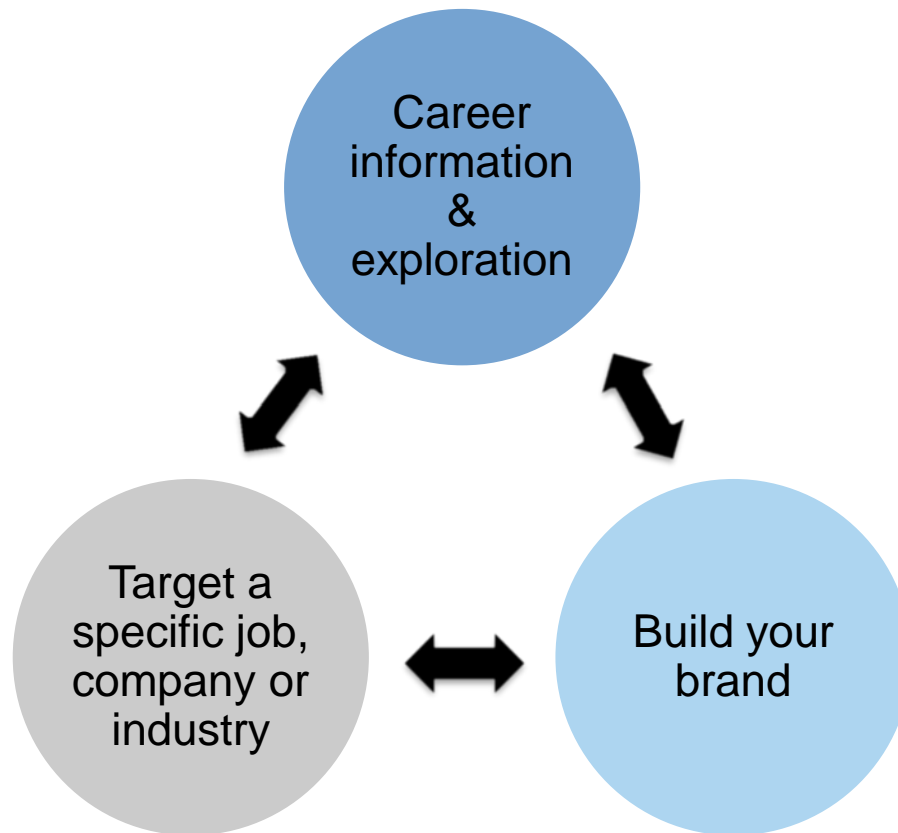
Why network?

*“Organizations don’t hire people.
People hire people.”*

*“It’s not what you know, it’s who
you know”*

Anonymous

Types of networking



Career information & exploration



Secondary
Research

Primary
Research
(networking!)

- Google
 - Publications
 - Blogs
 - Industry websites
 - Webinars
- Classmates
 - Alumni
 - Class presentations
 - Mentors – informal and formal

Build your fan club



Build a network
that can work for
you.
(Your fan club!)

Your clear brand
helps your fan club
help you.



Networking emails

- ***Introduces*** you to reader
- ***Flawless*** grammar and spelling
- ***Brief*** emails of introduction
- ***Clear purpose***
 - Not asking for a job or contacts
 - Ask for advice, thoughts on the MBA job search, insights about your industry



What if you don't have a personal contact?

Nostalgia



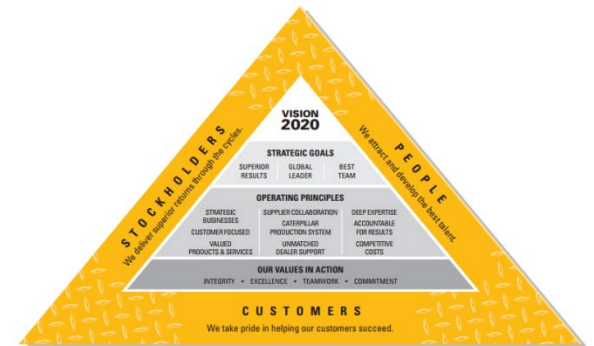
My parsimonious grandfather helped me open my first savings account with PNC bank 25 years ago and I'm still a loyal customer.

Zealot



I have more than 200 Nike shoes including 25 Air Force Ones, 6 original Air Jordans, and a pair of the new Lebrons.

Strategy / Event



Caterpillar's solid Q3 results demonstrate the vast scale of an organization with a global footprint and the importance of a well-defined international strategy.

Email: Subject Line & Salutation

- This should be a blend between general and specific.
- Not too general so it appears aimless, but not too specific that you are fishing for jobs.

“UNC MBA Seeks advice on tech industry”

- Begin with “Dear [insert name]:
- Never Hi, or Hey
- Always be more formal

Example email to an alumnus

Subject: UNC MBA student seeks your guidance →

Alumni ❤️ students; Leverage UNC

Dear Daren:

I hope that you're having a good day. I'm a MBA student at UNC Kenan-Flagler and I'm exploring potential career paths. Similar to you, I have a passion for sports and I'm an ardent Tar Heel

Make an early connection

I have done extensive research to learn more about Nike's strategic expansion in emerging markets and focus on core athletes. To complement this digital research, I would appreciate hearing your views on Nike's global businesses.

Demonstrate you've done research

I understand that you are busy, so I thought it would be helpful if I proposed a few blocks of time that might align with your schedule. Would you be available for a 15-20 minute phone call during either of these blocks of time?

- Tuesday, 9/1, 4 – 7PM Pacific Time
- Wednesday, 9/2, 7 – 10AM Pacific Time

- Bullets make this stand-out
- Use *his* time zone
- Use pre, during, and post-work times

Thank you in advance for your consideration. Would you be willing to speak with me?

Ending with a question invokes action

Regards,

Ramses Tar Heel

- Keep it brief! <150 words

Suggestions for a non-connection email

Subject: Student conducting tech industry research seeks guidance

- Use student card
- Broad, but not too broad

Hello Mr. Thomas:

I hope that you're doing well. I'm currently a student at the University of North Carolina – Kenan-Flagler Business School. I viewed your outstanding [youtube](#) video related to the future of trading technology.

Flattery works well

I'm currently conducting research on the tech industry and I would love an opportunity to speak with you. I have just a few follow-up questions from your video.

I can imagine that you're quite busy, so I hope that you would be willing to speak with me for 15-20 minutes during one of these times:

- Monday, [insert date], 2 – 5PM Mountain Time
- Tuesday, [insert date], 3 – 6PM Mountain Time
- Another date and time convenient for you

Thank you in advance for your consideration.

Would you be willing to speak with me?

Always end with “?”

Other tips:

- Wait 6 days; follow-up nicely
- Ask 3 times
- Consider phoning if number available
- Be persistent

Best regards,

You set up a call, now what?



Basic structure for network call

- Length: 20 – 25 minutes
- “How is your day going?”
- Build rapport for 2-3 minutes
- Transition into their UNC experience (if alumni)
- Insert research examples
- Ask company specific content
- Anyone else you recommend I connect with?

Thank you notes



- Reminder of your conversation
- Reiterate your key selling points
- Reinforce your interest
- Note/remind of next step (if applicable)
- State intent to stay in touch
- Can be handwritten or email

When to write thank you notes?

- A) Right away B) Within 24 hours C) A few days later



Not ideal, but better
than never

After

- Conversations at networking events
- Interviews
- Phone calls
- When in doubt, send a thank you

A proper email thank you

Dear Phil:

Remind them you've done research

It was a pleasure to speak with you today. You significantly supplemented the online research I have collected about Google. Specifically, I appreciated your insights on Google's:

- Dynamic mobile platform responsive search results
- Autonomous vehicle navigation systems and potential to deliver search results in transit
- Success factors for product managers, including excellent cross-functional skills and the ability to understand insights from large sets of data

Be very specific with your learnings

I look forward to a continued networking relationship over the next few weeks.

Thank you,

We are just getting started
– this is a relationship

John

LinkedIn invitations



Invite **Michael** to connect on LinkedIn

Michael's email address:



Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

-Elisabeth

Don't:

- Use the auto message
- Connect with people you don't know
- Fail to note your source of connection

Do:

- Connect with people with whom you've had a significant interaction
- Compose a personal message
- Reference the source of your connection

Michael's email address:



Include a personal note: (optional)

It was a pleasure meeting you at the MBA CSEA conference last week. I'd like to stay in touch. |

-Elisabeth

Use opportunities to perform

Practice

After writing your pitch, practice with multiple difference audiences

Refine

Observe how audiences respond and adapt to your message



Perform

Use multiple opportunities to perform your pitch

Customize

Create different pitches for alternative career plans and various venues

Personal pitch structure

Greet & intro

(5 – 10 seconds)

- “Hi, I’m [name]”
- Smile and speak slowly
- Identify your class year and career focus area

Your background & relevant skills

(10 seconds)

- One sentence summary of your prior work experience
- Highlight relevant skills

Where you’re going

(10 seconds)

- Outline your career goals
- Share your interest in the industry/organization/role

Always be ready for a possible interruption / question

Begin with a smile and handshake



- The best non-verbal gesture
- Gives you a moment to refine your pitch
- Helps you appear confident



- Strong, but not overpowering
- Quick; 2 pumps
- Dry (always, always dry!)

Example personal pitch

“Hi, I’m Mary. I’m excited to be here at the National Black MBA Conference. I’m currently studying corporate finance as a first-year MBA at UNC Kenan-Flagler Business School in Chapel Hill.

My background includes four years at Target Corporation where I had an opportunity to manage vendor contracts. This allowed me to gain expertise in relationship management that will translate positively into a career in private wealth management.”



Activity time

In groups of four – practice personal pitch



Greet & intro

(5 – 10 seconds)

- “Hi, I’m [name]
- Smile and speak slowly
- Identify your class year and career focus area

Your background & relevant skills

(10 seconds)

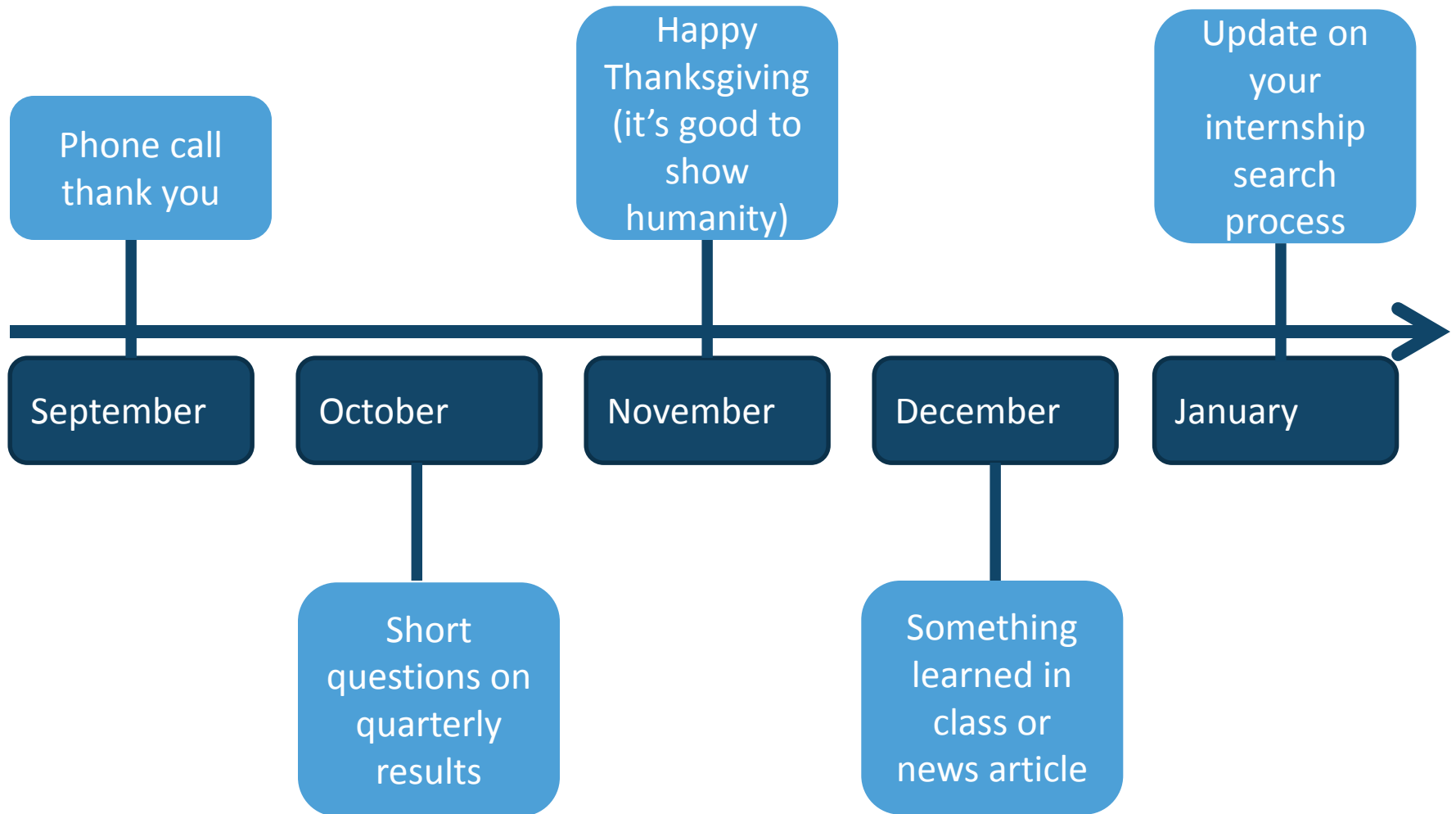
- One sentence summary of your prior work experience
- Highlight relevant skills

Where you’re going

(10 seconds)

- Outline your career goals
- Share your interest in the industry/organization/role

Sustain networking over time



Your turn: for homework

30 minutes



**Due Date: Complete by
September 15**

Draft a networking
outreach email,
thank you email, and
LinkedIn Invitation

Identify a target, alumni or otherwise, who you would like to connect with. Draft a networking outreach email. Building off of your networking email, using the same target contact, draft a thank you note to the person thanking them for meeting with you. Lastly, draft a LinkedIn invitation.

Send documents to your CM and schedule meeting to review and practice your pitch

Your turn: homework

10 minutes

Draft a networking
email

1. Address to your identified contact using the firm you selected from the research workshop.
2. Read it through: is it brief, clear, compelling, include a request, make a connection, polite?

A	B	C	D	E	F
Contact Tracker					
Date	Company	Contact	Email	Phone	Connection Via
8/15/13	UNC Kenan-Flagler Business School	Ramses Tar Heel	hirembas@unc.edu	919-962-3533	CMC Connect



Your turn: homework

5 minutes

Draft a LinkedIn invitation

1. Locate a contact with whom you'd like to connect.
2. Draft a LinkedIn invitation email.
3. Read it through: is it brief, clear, compelling, polite?



Your turn

10 minutes

Draft a thank you
email

Building off of your networking email, using the same target contact, draft a thank you note to the person thanking them for meeting with you.



Company Presentations

Begin Tuesday, September 1st!

Time options are either:

- 12:45-1:45pm, 5:00-6:00pm or 7:00-8:00pm
- Please note there can be exceptions to these times

Locations can vary:

- McColl, Koury, Kenan Center, The Carolina Inn, Gillings

Formats can vary:

- Presentations, Networking, Table Discussions

Refer to CMC Connect for complete details

- RSVP, Time, Location, Dress Code

Must bring your OneCard to check-in at every presentation. CMC will be scanning your OneCard.

Company Presentation Tips

- Be **on time** and stay for the duration
- **On time is 15 min early** as firms have informal networking
- Dress appropriately, backpacks in your locker
- Put devices away (and turn them off)
- Bring business cards and resumes
- Wear your nametag (on the right side!)
- Use your name card/tent (for classrooms)
- Introduce yourself when you ask a question
- Ask questions that relate to everyone
- Don't monopolize any of the company representatives
- Do your research!

Company presentation RSVP guidance

- RSVP and cancellation with 3 business days notice
- This ensures a comfortable environment for students and employers
- Please notify CMC with emergency situations

Presentation Day	Monday	Tuesday	Wednesday	Thursday	Friday
RSVP by 11:59P	Prev Wed	Prev Thurs	Prev Friday	Monday	Tuesday

Key dates to note



September 1st – First Company Presentation

- **September 16 – David Ohrvall Case Interviewing**
- **September 17th – Company Presentation Day**
- **September 18th – MBA Networking Forum**
- **September 23rd to 26th – National Black MBA Conference**
- **October 12th to 16th – Career Week**
- **November 10th – First Resume Drop**
- **January 5th – First interviews for IB**
- **January 13th – First interviews for all**

Stay current with the MBA Events Outlook calendar. Key dates will be included soon. Recruiting events are updated continuously.

Georgia-Pacific Presentation

- Thursday, Sept 3, 7:00 p.m., Koury
- Final RSVP date: Today! (CMC Connect)
- US & International Students
- Types of positions:
 - Corporate Strategy
 - Marketing
 - Business Development
 - Innovation
- Bonus! Marketing Dev Prog (9/4) 1:30 p.m.

Questions?

