Reactivating Your Network

Nikki Barnett, LMSW
Senior Career Consultant for Alumni

Alumni Career Services
Thursday, November 7
5:00-6:30pm
✓ Individual Career Consultations
Personality Assessments (MBTI & Interest Inventory)
Resume & Cover Letter Critiques
Career Changers & Professional Enhancement
ZebraCAN: Career Advising Network Matching Program
✓ Workshop & Webinar Series
✓ ZebraNet: SBU job search engine and more...
The Career Center is here for you and has many resources available to help you in making lifelong career decisions. Services include: individual career counseling, opportunities to connect you with other alumni, live webinars, and many others.

1. INDIVIDUAL CAREER COACHING & COUNSELING

Individual consultations (in person, Skype or by phone) are available to help you: define a career path, research career options, conduct mock interviews, begin a job search or target employers in a specific industry. Click here to download an Intake Form: send form to Nikki Barnett 24 hours before appointment.

To make an appointment call: 631-632-6810.

2. CAREER INVENTORIES

Self-assessment is critical to successfully managing your career. Career inventories can be a great starting point as you begin to consider options that best match your unique skills, personality, interests, and values. The Strong Interest Inventory and Myers-Briggs Type Indicator are offered.

3. RESUME & COVER LETTER WRITING CRITIQUES

Bring in a draft of your resume and/or cover letter and experience an individualized approach to building or enhancing these documents.

4. CAREER CHANGE & ENHANCEMENT

Ongoing professional development is an important part of everyone’s career. We offer online resources and webinars to help you devise an action plan to manage and enhance your career growth.
Define professional networking
Enhance and expand your network
Develop your strategy and maintain order
Determine your core message
Networking

...we’ve all heard of it, but do we know what it is?

When you hear the word, what comes to mind?
The process of **meeting people**, having **conversations**, **exchanging information**, and **nurturing relationships**.

- Networking requires a **positive mindset**
- Happens anytime, anywhere...
- Why do it? You **GIVE** and **GET**...
  - Knowledge
  - Opportunities
  - Connections for the future
Quantity vs. Quality
Who’s in your network?
Mind Mapping

to-do lists understand teaching
business planning organize colors think focus
problem solving meeting planning
presentation delivery

Be better at whatever you do.
EXAMPLE MIND-MAP DEMONSTRATING ROUTES TO IDENTIFYING POTENTIAL NETWORKING CONTACTS

- The map identifies networks leading to contacts who could give advice and information on business careers (marketing, HR, finance etc.)
- The map only shows starting points for this fictitious person’s networking activities – each contact could lead to further contacts
- The starting points and categories of contact used are just suggestions – you must use your own ideas in developing your mind maps
Who’s in your current network...?

• Friends, family, neighbors...
• LinkedIn
• Religious affiliation
• Alumni Association
• Professional Association
• ZebraCAN: Career Advising Network Matching Program
Enhance and expand
YOUR network
Your Profile

- Select and upload a professional picture
- Be purposeful with your title and align your industry
- Be conscious of keywords related to your industry
- Create a summary
Groups

- Be curious and investigative
- Be selective
- Engage by reading posts and responding
- Conduct info. interviews with select members
38,396 students & alumni found

- Stephen F. (3rd)
  - Chief Strategy Officer at Tolari
  - San Francisco Bay Area

- Andrew S. (3rd)
  - Chaos Wrangler
  - Greater New York City Area

- Adam S. (3rd)
  - Founder/CEO at Buyer’s Best Friend, ex-Google, ex-Inktomi
  - San Francisco Bay Area

- Michael W. (3rd)
  - Innovation Executive at Ingersoll Rand
  - Charlotte, North Carolina Area
Professional Associations

- Local vs. national
- Professional development
- Journals, articles, blogs, etc.
- Networking events
- Annual conference
✓ Have 3 relevant things to talk about
✓ Nametag
✓ Firm handshake
✓ Breaking in
  • Look for singles or 3+
  • Start a conversation yourself
  • Ask, “May I join?”
  • Welcome others in to the conversation
PRACTICE

Challenge Yourself:
Introduce yourself to 3 people in the room you don’t know...
The Star System

Strategies
Targets
Allied Forces
Role Models
Supporters
How do you want “others” to view you?
What’s your core message?

Develop your core message:

✓ Informational conversations with network
✓ Resume and cover letter writing
✓ Formal job interviews
The Power of a Brand

- BMW
- Starbucks
- GAP
- Target
- Hallmark
Craft an identity that sets you apart on the basis of:

- Your unique **skills**
- Your **personality/passion**
- Needs in the **marketplace**
✓ Remember networking is a mindset!
✓ In person introductions should be different:
  • Professional events
  • Social events
  • Standing in line

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TOP 5 NETWORKING TIPS

- Communicate with clarity and warmth
- Focus on being a good listener
- Ask questions and be curious
- Do not dismiss the network you already have
- Challenge yourself by moving outside of your comfort zone...
• Defined professional networking
• Determined mindset and defined strategy
• Learned how to expand your network
• Clarified the importance of personal branding
Questions?

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