Career Bootcamp Series

LinkedIn: Networking 2.0

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TESL Ontario Webinar

Hello!

I am Katina Deichsel,

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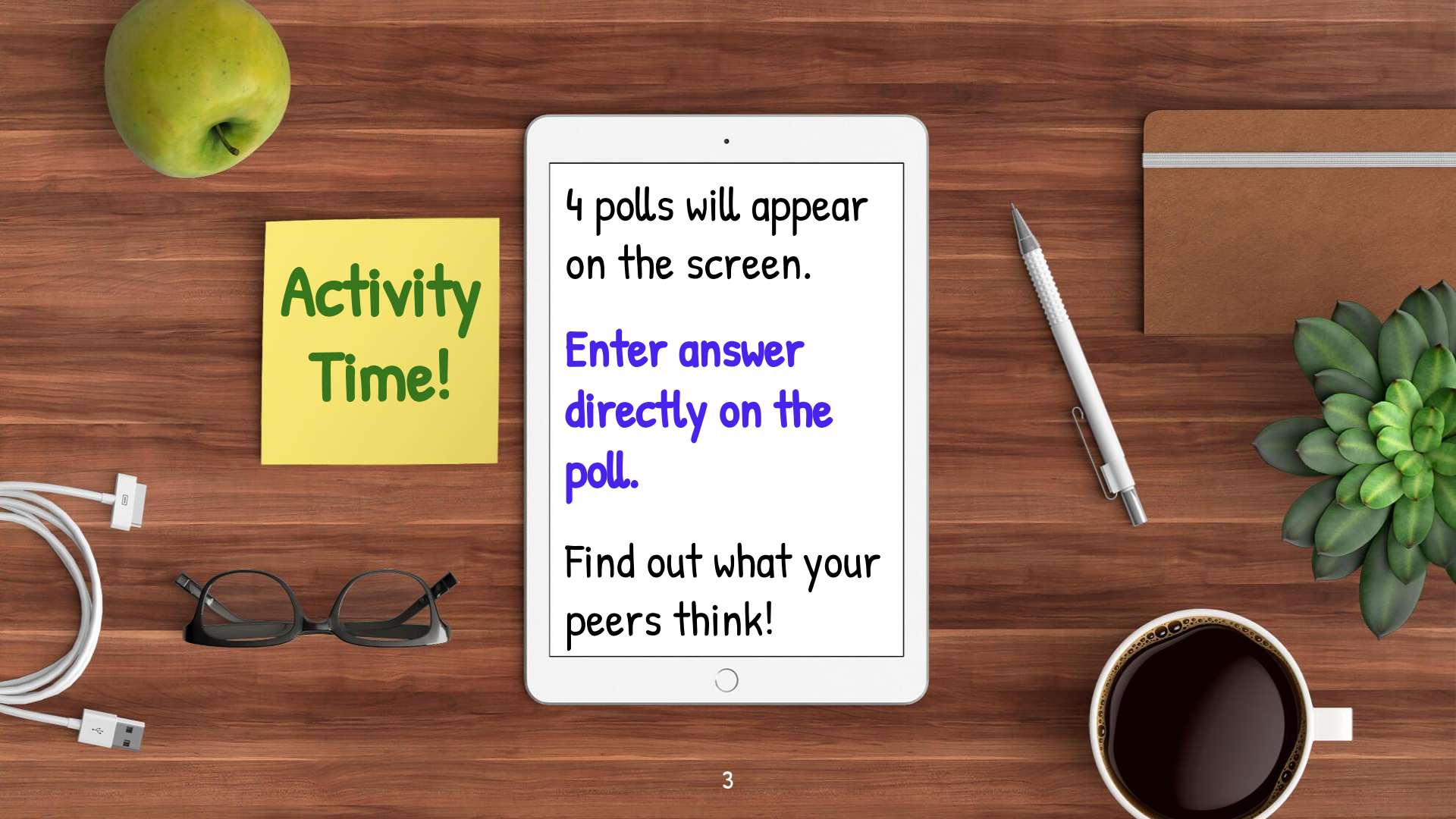
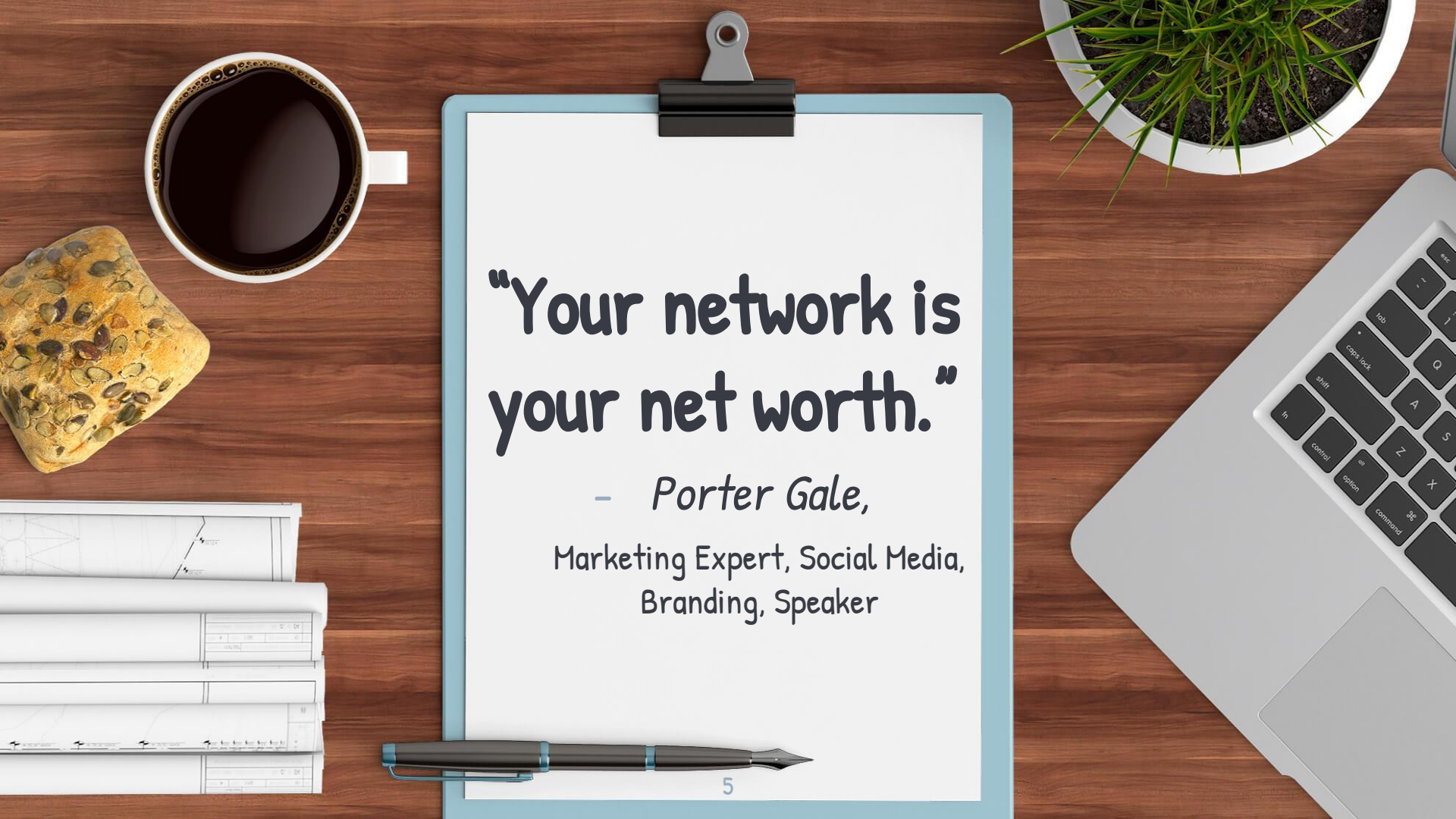
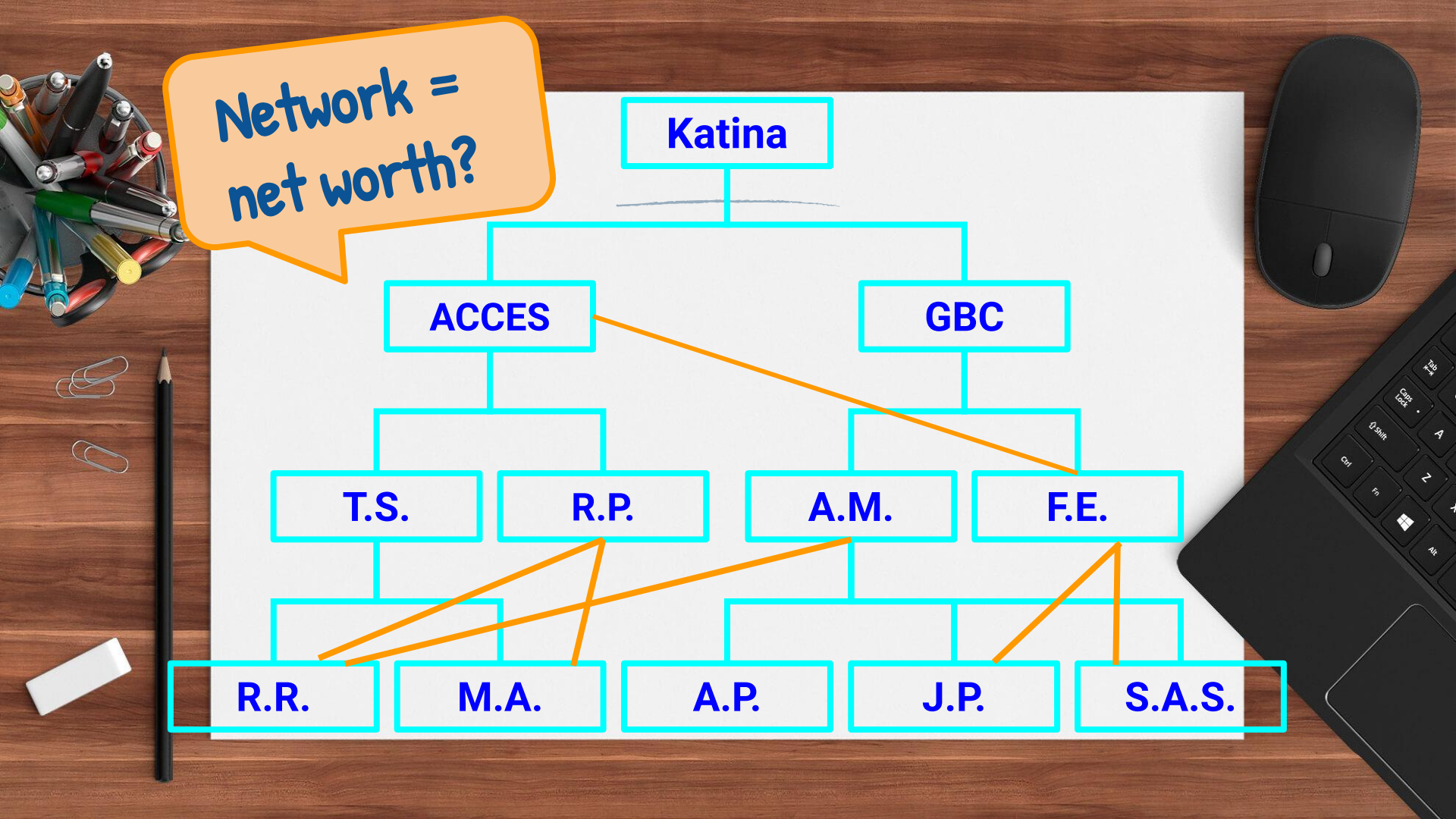
LinkedIn Profile
Katina Deichsel Consulting - website


Activity Time!
4 polls will appear on the screen.
Enter answer directly on the poll.
Find out what your peers think!

CONNECTIONS


"Your network is your net worth."
– Porter Gale,
Marketing Expert, Social Media, Branding, Speaker


Network = net worth?
Katina
ACCES
GBC
T.S.
R.P.
A.M.
F.E.
R.R.
M.A.
A.P.
J.P.
S.A.S.

Agenda

1. What is networking?
2. Why should we network?
3. Why network through LinkedIn?
4. Who should we network with?
5. How should we network? Templates included
6. What are our key takeaways?
7. Q & A

What is Networking?

Exchange of information, ideas, resources and opportunities among people with common professional or special interest, in a variety of f2f, blended, or virtual settings.

Excellent R.O.I.

- Improve professional recognition
- Open new business opportunities
- Learn new trends and best practices
- Engage with diverse perspectives
- Upskills with quality resources
- Increase professional support
- Improve self-confidence
- Foster long-term relationships
- Increase job maneuverability
- Increase collaboration

The Power of Networking

70% jobs never made public

85% of jobs filled through networking

75% ppl hired in 2020 had a connection to company

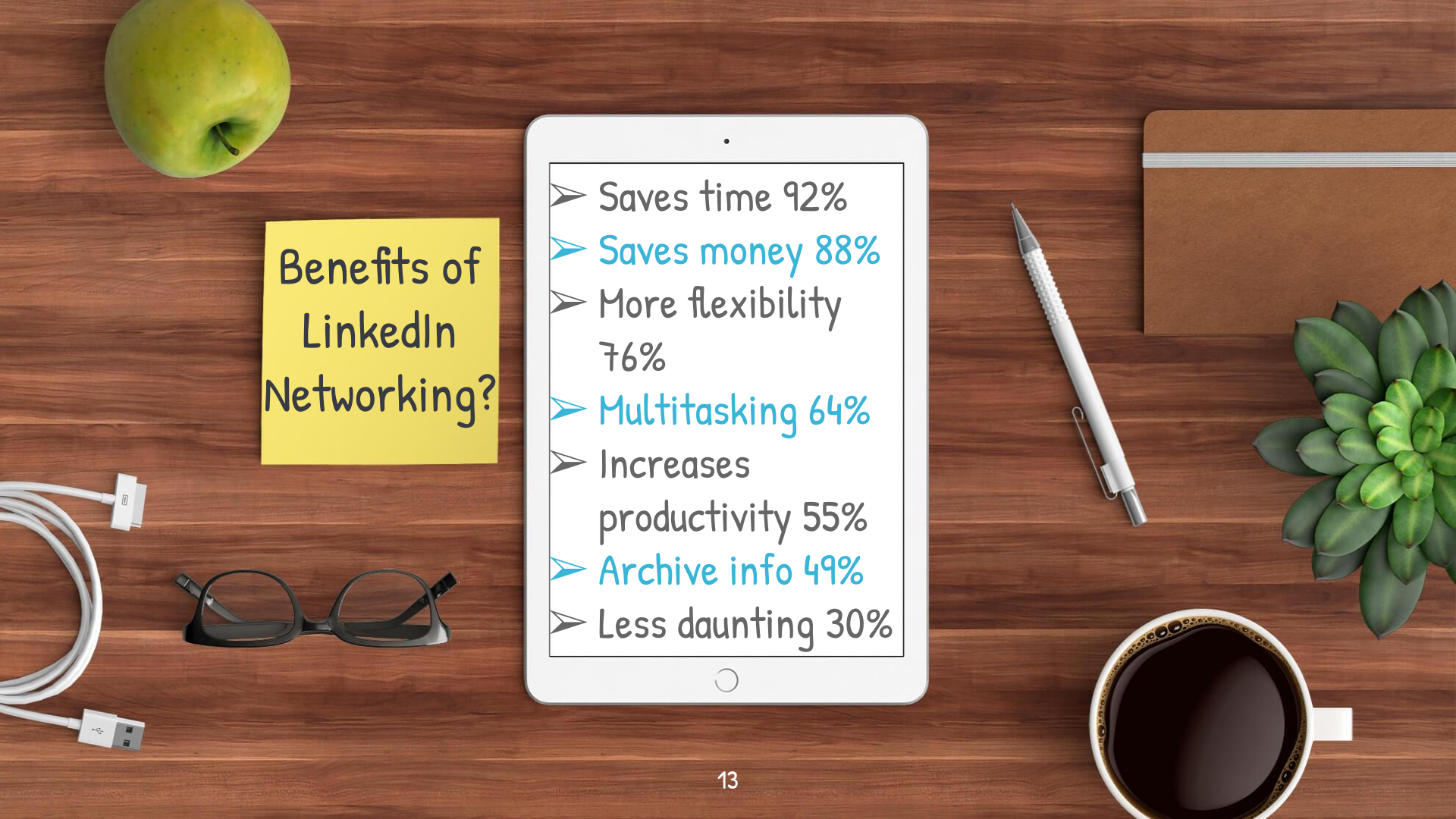
35% users found work through a LinkedIn message

Degrees of Connection?

Deep Dive

Valentina Petkova

Katina Deichsel

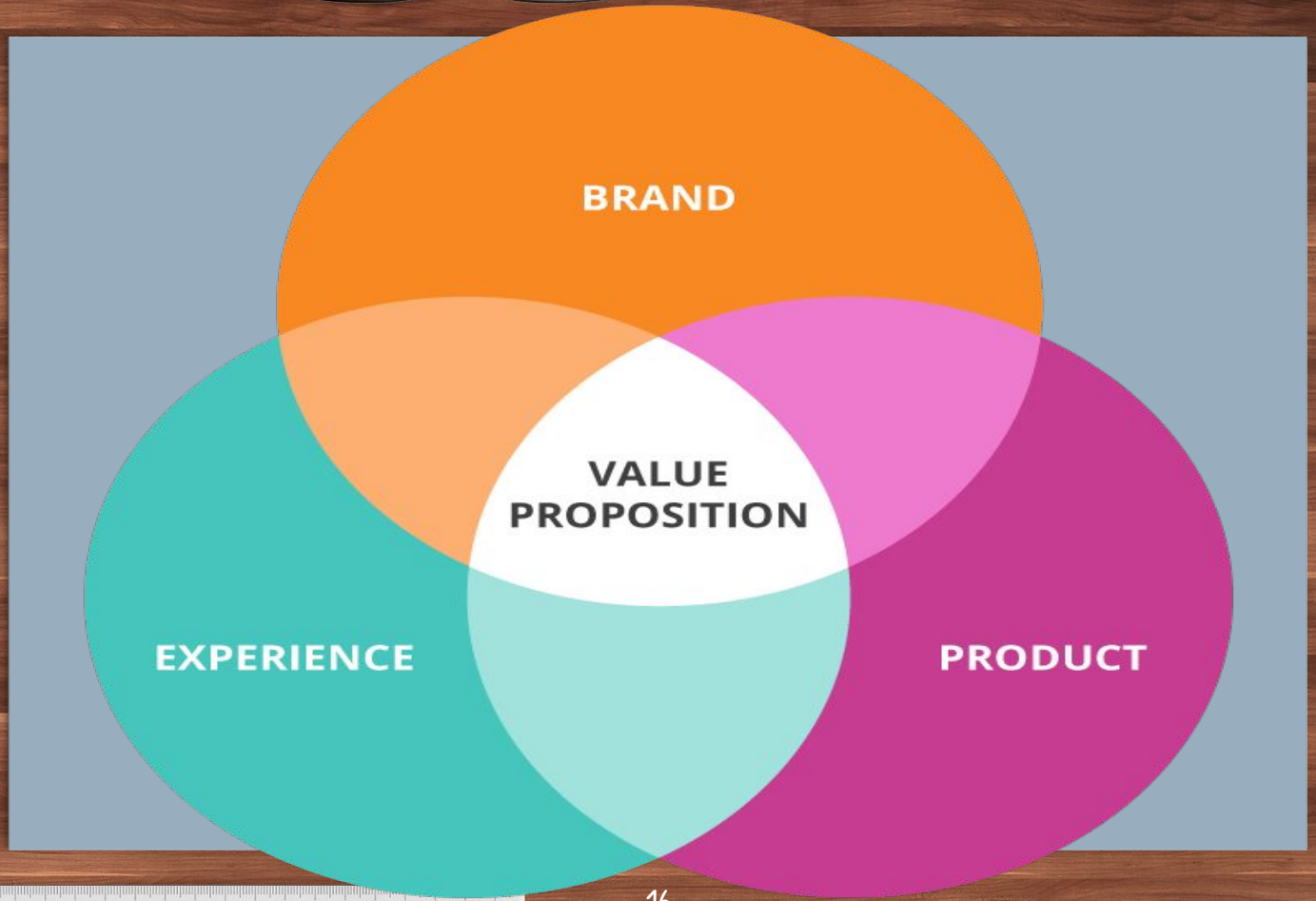

Benefits of LinkedIn Networking?
Saves time 92%
Saves money 88%
More flexibility 76%
Multitasking 64%
Increases productivity 55%
Archive info 49%
Less daunting 30%

Do's ------ Dont's

1. Most up-to-date info
2. Profile is your brand
3. Choose groups strategically
4. Be active in groups
5. Give recommendations
6. Get recommendations
7. Visual content / samples
8. Provide detailed summary
9. Meaningful connections

1. Blanket connect
2. Tout weak connections
3. Post shameless plugs without value
4. Link outdated info
5. Spam connections
6. Use vague buzz words
7. Post from personal soapbox
8. Ignore LinkedIn

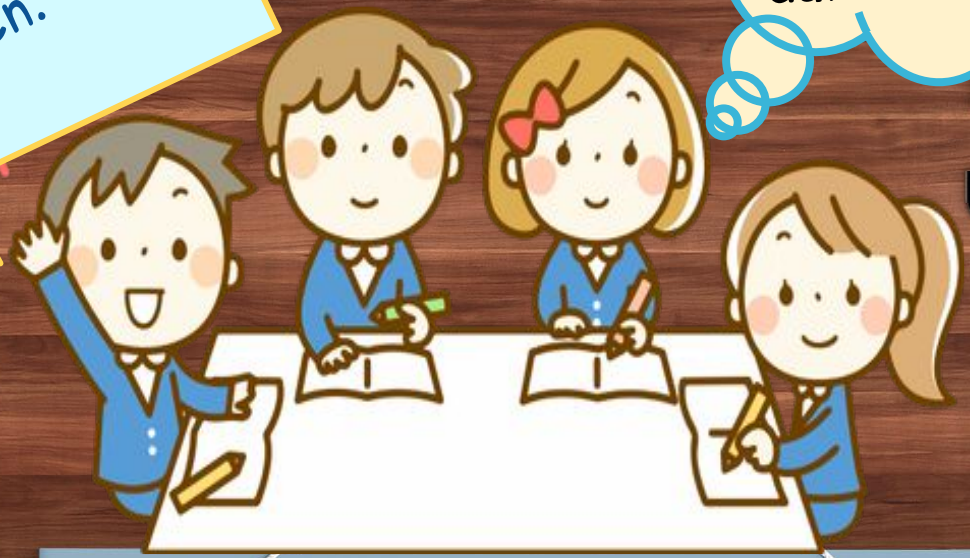
Who to connect with?


BRAND
VALUE
PROPOSITION
EXPERIENCE
PRODUCT

Answer Garden Activity

Add 5 possible connections to the garden.

Here's a helpful video on how to use Answer Garden!



Who to network with

- Full profile = 40x more views
- Think broadly: summer jobs, unpaid internships, volunteer work
- Work: past and present
- School alum, current classmates
- Trade shows, conferences, fairs
- Networking events
- Employment agencies
- Socio-cultural groups
- Linkedin groups
- Social media
- Connect based on hashtags
- Regulars you see (church, cafe, bus stop!)

Effective Netroductions

Present

- State what you do that creates value

Past

- Cite an impressive, relevant achievement

Future

- Outline what you want, and ask for input

Sample 1: Instructional Designer / eLearning

I teach my clients a few simple tricks to help them overcome the nervousness that many of us feel while searching, applying, and interviewing for work opportunities.

One of my proudest moments was when I celebrated the graduation of my 300th client from my job readiness training course.

What I'm eager to learn next is how to turn my 4 modules into a fully-asynchronous training course accessible to all job seekers looking to secure the job of their dreams. Because of your extensive instructional design experience, would you have any suggestions on which eLearning authoring tools I should definitely look into?

Sample 2: HR benefits manager

I balance the needs of employees and companies by structuring benefits packages that satisfy employees while keeping costs under control.

When Western Digital bought SanDisk, I reconciled the differences between their benefit plans, and when PayPal split off from EBay, I customized the new plans to fit each company's needs.

I'd like to transition into a consulting role that won't require me to fight through commute traffic each day, since I live 50 kms away. Could you recommend HR consultants to me from your network? I'd love to ask them to an informational interview.

Sample 3: Molecular biologist

I modify micro-organisms to produce useful products that you probably have in your homes without even knowing it!

An algal strain I developed produced a cooking oil with better properties than olive oil, and another strain produced a biodiesel fuel that powered two unmodified Volkswagen cars for a year with no issues.

My company is looking for investors. You have been highly recommended to me by Ned Werkin as a great person to talk with. Where could I go to meet potential investors?

10 Templates:

- Aja Frost, TheMuse (2021)

1. A colleague
2. A new colleague
3. A former co-worker
4. Someone you met at a networking event
5. Someone you admire
6. Someone in the same LInkedIn Group
7. A recruiter
8. An alumnus
9. Someone you want to work with
10. A casual acquaintance

Sample LinkedIn Request to Recruiter

Dear Sam Kennedy,

I found your profile on the Association of Professional Women page and wanted to reach out to discuss potentially working together. I'm a **social media strategist** with **6 years** of experience and currently seeking new opportunities. I'd love to chat about whether my background might be a fit for any of your openings, and I'd also be happy to connect you with other professionals in my field.

Looking forward to hearing from you,
Kendra Holloway

Key TakeAways

1. Your network is your net worth.
2. 85% of jobs are filled through networking, making it the most reliable way to find work, with the best outcomes.
3. Network broad and narrow.
4. Networking is a 2-way street: remember the Give-to-Get mentality.
5. Introduce yourself with the present-past-future formula.
6. Build your network, then maintain those relationships over time.

ALRIGHT THEN
LET'S DO SOME NETWORKING

WHEN YOU WALK INTO AN EVENT WITH NEW BUSINESS CARDS
YOU GET A CARD
YOU GET A CARD
EVERYONE GETS A CARD!!
imgflip.com

Thanks!

Let's Connect

Kdeichsel@gmail.com

LinkedIn Profile

Katina Deichsel Consulting