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Networking Strategies In Today's Market

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You & Me



What Are Your Strategies?

- * How?
- * Where?
- * Who?
- * Social Media
- * College Alumni Programs/Events
- * Career Fairs
- * Chamber Events
- * Association Events

- * Church Groups
- * Community Service Events
- * Diversity Groups
- * Club Meetings
- * Professional Conferences
- * Informational Meetings

Social Media

Most Important Social Media for Networking?



NO



NO



NO



NO



*Full Time Work Hours?

*Job Search Hours?

*Part Time Work Hours?

*Internship Hours?


Networking Events

What Should You Do?

1. Elevator Speech*
2. Ask event sponsor for list of prospective participants
3. Prepare a list of questions for the event
4. Prepare to offer information about yourself
5. Establish personal rapport
6. Arrive early
7. Bring business cards
8. Follow up with contacts immediately after events

Do's & Don'ts

- * When you're networking, keep best practices in mind
- * Be a committed and fully participating member of any groups you join
- * Stay in touch with your new contacts
- * Avoid reaching out to them only when you need something
- * Be yourself and avoid selling
- * Never be afraid to get to know people outside your industry or age group
- * Remember that building a solid network is a continuous process
- * By diversifying your network, you'll improve your chances of success

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- * Not Being Proactive Enough
 - * Relying Solely on the Internet
 - * Not Creating Wide Networks
 - * Misusing the Internet
 - * Failing to Follow Up
 - * Setting Expectations Too High – Perfect Job
 - * Appearing Unprofessional
 - * Not Taking the Job Interview Seriously
 - * Not Using the College’s Career Office

7 Network Peeps

- * Mentor

- * A mentor offers wisdom and guidance on career advancement and key career decisions. This individual (or individuals) should be an experienced business professional who understands your industry. Most importantly, your mentor should be someone you trust, respect, and admire.

- * Peers

- * This segment of your network should consist of people within your age group. Strive for diversity. Seek to build relationships with your fellow university alumni, both those who majored in accounting and those who chose other fields. You may even want to reach out to former fellow high school classmates.

7 Networking Peeps (cont'd)

- * Influencers

- * Identify “movers and shakers.” There are people whose careers have catapulted them to a respected, influential position within their industry and community. These are good people to know, particularly as your career progresses

- * Cheerleader

- * You need a few people in your network who build you up and cheer you on during the challenging times in your career

7 Networking Peeps (cont'd)

- * **Grounder**

- * These are the people who balance the cheerleaders, the realists who keep you well-grounded. Their role is to keep you in check and challenge you in your thinking, commitment, approach, actions, and reactions.

- * **Prospects**

- * Prospects are people in specific industries who will be in leadership or decision-making positions five to 10 years from now. It is never too early to start identifying prospects and adding them to your network. The key is to build genuine relationships for the long term.

- * **Connectors**

- * This segment may be the most important part of your network. Connectors are people with a large network of their own who like to share connections. They have access to people, resources, and information, and are generous with their time and their contacts.

What is the #1 thing you should not do in networking?

Don't Ask for a Job

QUESTIONS???

