



Networking to return to the workforce, informational interviews

Are your Tools ready? What are you promoting?

- ▶ Resumes & Cover letters
- ▶ Interviewing Skills
- ▶ Networking Skills
- ▶ **Social Media Skills**



What are you promoting on “paper?”

▶ Resumes & Cover letters & References

- ▶ What skills do you have ?
- ▶ Think: Skill and Capacity
- ▶ Quantify: How much, how many, how often
- ▶ Focus - Appearance - Keywords -
Transferable skills - Accomplishments



What are you saying?

▶ The Process:

- ID skills needed for the opportunity
- ID examples where you have used these skills
- ID details to best show your foundation in using the skill - Capacity

▶ Interviewing Skills

- Answer in a behavioral way
- Impress with questions you ask



Before you start to network: What is your professional presence?

▶ Professional Appearance

- ▶ Online and Offline
- ▶ Dress
- ▶ Body Language

▶ Character Appearance

- ▶ Bring that sincere positive attitude
- ▶ Be ready to work
- ▶ Be enthusiastic about the possible things you will learn
- ▶ Be able to receive and give constructive feedback on performance



Networking

Definition of networking:

“Establishing relationships with professionals in your fields of interest and for the purpose of making contacts and sharing information for personal or professional gain.”

- Who do you know
- Who knows you
- When/Where
- How

**Build and nurture relationships. Search for people instead of jobs!
Take time to sustain relationships.**



Informational Interviews

What is an informational interview?

- A conversation between peers or mentors/mentees centered on best practices related to careers, industry, and professional development.



Utilize LinkedIn

Online Networking for Informational Interviews : LinkedIn Strategy:

1. Update your profile - Photo and Content
2. Research current alumni on LinkedIn Alumni Page - <https://www.linkedin.com/>
3. Search “Kennesaw State University” and click on main page: <https://www.linkedin.com/school/9801>
4. Explore Alumni in LinkedIn for relevant connections: <https://www.linkedin.com/school/9801/alumni>



Verbiage for Invitation:

Mr. Dutcher, As an alum from KSU, I'm conducting informational interviews with other KSU alumni in your industry as I explore different companies & transition in my career. I'd love to connect with you & send you a few questions about why you like your job & share best practices. - Michael Dutcher



Questions to ask:

How did you get started in this field? • What is your educational background? • What are your major responsibilities? • What is the most/least rewarding aspect of your job? • Would you choose this career again? • What advice do you have for a person attempting to break into this career field? • What is a typical day like? • What is the most common career path? • What are some lifestyle considerations for this career field? • What are some common entry-level positions in the field of _____? • What type of individual (skills/personality) would be best suited for your company? • How would you describe the company's culture?

For more examples: [Networking Skills](#)

