

# Evaluation

[https://survey.ucalgary.ca/jfe/form/SV\\_9RDgX3lwvJIUk1D](https://survey.ucalgary.ca/jfe/form/SV_9RDgX3lwvJIUk1D)



**Workshop:** 11. Professional Networking Skills  
**Facilitator(s):** Stephanie Warner



UNIVERSITY OF  
CALGARY

# Networking & Etiquette for Graduate Students

**Stephanie Warner**, Career Development Specialist, PhD students

Career Services  
MacEwan Student Centre, Room 188  
[www.ucalgary.ca/careers](http://www.ucalgary.ca/careers)  
<https://careerlink.ucalgary.ca>

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# Learning Objectives

1. Set a goal and prepare effectively to make a great first impression
2. Leverage your personality to build positive and supportive professional networks
3. Navigate common networking scenarios, including one-on-one, group, and events with food
4. Practice networking strategies for initiating and following-up with contacts

# Your Career Development Specialists



**Stephanie Warner**

PhD students



**Liliana Gonzalez**

International students



**Matthew Geddes**

Master's students



**Sarah Jacknife**

Indigenous students

Book appointments with us at <https://careerlink.ucalgary.ca>

# What is networking?



Networking is...

learning sharing  
connecting  
relationships  
curiosity  
communicating

## Other reasons to network...



Hidden Opportunities

An illustration of an iceberg floating in a blue ocean. The tip of the iceberg is above the water line, while the much larger base is submerged below the surface. The text 'Hidden Opportunities' is written in white, bold, sans-serif font across the submerged portion of the iceberg.

70-80% of jobs are not advertised





## Graduate students face barriers transitioning to the world of work, due to...

- Underdeveloped professional skills and networks
- Limited employer awareness or misperceptions about the potential value of PhD hires

# How not to network



# So how DO you network?

## Set a goal!

**NOT: To get a job! Be more specific.**

### ***Examples:***

- *To connect with individuals in Alberta Health Services*
- *To gather information about potential career opportunities in non-profit companies*
- *To meet and have meaningful conversations with 3 new people at the Career Connection event*



# Making connections

# Who might you want to connect with?

- Academics in your field
- Industry professionals
- Program alumni
- Peers
- Professors
- New and interesting people!





# WHERE DO WE CONNECT?



- Online
  - Email
  - LinkedIn
  - Twitter
  - MentorLink
- In person
  - Department/School
  - Conferences
  - Meetings
  - Networking events
  - Part-time jobs
  - Volunteering
  - Anywhere!



# UCalgary Mentor Link

**Benefit from the knowledge  
and experience of the UCalgary  
Alumni community.**

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UCalgary Mentor Link is looking for student mentees! Join to gain access to a community of alumni looking to create career connections and share their knowledge and experience.

- career conversations
- professional development advice
  - industry insights
- networking opportunities

**Get connected today at  
[mentorlink.ucalgary.ca](https://mentorlink.ucalgary.ca)**



**UNIVERSITY OF CALGARY**  
Alumni



# Information interviews aka career conversations aka going for coffee



# First impressions

Think about someone you recently met for the first time:

- What did you notice about them first?
- How quickly did you form an opinion of this new person?

**1 second**



# What is your first impression?

Please connect with me on LinkedIn

Hi, I am Stephanie. I'm looking for biotech jobs. I would like to connect with you on LinkedIn.

Hi X. I found your profile as I was exploring biotech careers, and was really interested to see that you also graduated with a PhD in Biological Sciences from UCalgary! Would you be willing to connect on LinkedIn? Thanks! - Stephanie



# What is your first impression?



# Shake hands like a pro



- Smile
- Make eye contact
- Extend right hand, fingers together, thumb up, palm straight
- Firm & short – about 2 or 3 seconds
- Match your partner's style



# What style do you think is appropriate?

A



B



C



D



E



**DRESS CODES**  
**MEN'S**

# What style do you think is appropriate?



UNIVERSITY OF  
CALGARY

A



B



C



D



E



DRESS CODES

WOMEN

# Your Brief Introduction

## Who are you?

- My name is ...
- Say your name slowly and distinctly

## What are you doing? (Snapshot of your status)

- I'm researching asthma at the University of Calgary
- Do not say "I am looking for employment"

# Practice



*Approach and introduce yourself to 2 people*



# Having great conversations



**Response should be: Informative, Authentic, Relatable**



# Crafting your Pitch



## What do you want to be known for?

# Communication Style

Storyteller

Mission

Factual



# Communication Style

## Storyteller

*I started as...*

*And then I...*

*Because...*

*And now I...*

Mission

Factual

# Communication Style

## Storyteller

*I started as...*

*And then I...*

*Because...*

*And now I...*

## MISSION

*I am passionate about...*

*Because...*

*Currently, I am ...*

*and I...*

Factual

# Communication Style

## Storyteller

*I started as...*

*And then I...*

*Because...*

*And now I...*

## MISSION

*I am passionate about...*

*Because...*

*Currently, I am ...*

*and I...*

## FACTUAL

*I have...*

*I am currently...*

*In my role I ...*



Practice!

**BREAK**



# Personality and Conversations



- Energized by reflection and quiet
- Think first, then share the refined thought
- Enjoy deep conversations and deep interests



- Energized by discussions and interactions
- Think out loud, bounce ideas off others
- Enjoy new conversations and broad interests

# Introvert Conversation Strategies

- Network one-on-one
- Bring a buddy
- Connect with people you know, first
- Get the person to tell a story – be prepared with questions
- Use your natural talents – listen
- Stay focused and present (not worrying about future)
- Be authentic and approachable
- Challenge yourself to step outside of your comfort zone

# Extrovert Conversation Strategies

- Put other people at ease by breaking the ice or initiating conversations
- Ask open-ended questions
- Speak with a variety of people
- Share the spotlight
- Be aware of others' reactions... tone it down if necessary
- Don't be adversarial
- Demonstrate your other areas of strength (teamwork, etc.)
- Be prepared to be amazed (or at least learn)

# Networking in a group



Entering and Leaving Conversations



## Entering a conversation

- Identify a group you'd like to join
  - Consider approaching individuals
  - Avoid pairs who are deeply engaged in conversation
- Make eye contact
- Smile and approach
- Enter and listen to the conversation  
*or*
- Ask "Do you mind if I join you?"
- Introduce yourself
- Follow the conversation from here
- If you know who you want to talk to in advance, take initiative and do some research on their background and interests

# Create a conversation

**Small Talk** – Build rapport, find common ground, mine for connections

- How are you liking this event?
- Do you have any vacation plans coming up?
- How's your day going?
- Have you been to any conferences lately?
- How's your research going?

**Quality Questions** – Go deeper

- What do you enjoy about your program?
- What's going on in the \_\_\_\_\_ field?
- How long have you been...?
- How did you get into that field?



# Good conversations...

- Allow everyone to participate
- Require active listening – not just waiting for your chance to talk
- Are based on genuine curiosity
- Involve learning something new
- Generate interest in following up
- Stay on relevant topics – no gossip, complaints, rants
- Navigate respectfully about polarizing or emotional issues

# Exiting a conversation

- When is it time to move on?
  - Conversation starts to feel awkward or forced
  - Your attention or theirs is caught by someone or something else
- How do you gracefully exit a conversation?
  - Make it purposeful
  - Tell the other person/people that you are moving on
  - Highlight something you found interesting
  - Thank them for their time
  - Mention following up
  - Offer your business card or contact information

# THE EXPERIMENT



# Networking... with food!

# Poor etiquette



# Networking Events vs. Dinner

The event is not about the food and drink **X**



Know your limit!

One drink, two maximum  
Do not overfill your plate

# Arrival/Sitting Down

- Arrive on time, call ahead if late
- Turn your cell phone to silent
- Shake hands with everyone
- Do not place any bags, purses, sunglasses, cell phones, or briefcases on the table
- Place napkin on your lap
- Wait for everyone to be served, unless you are encouraged to start

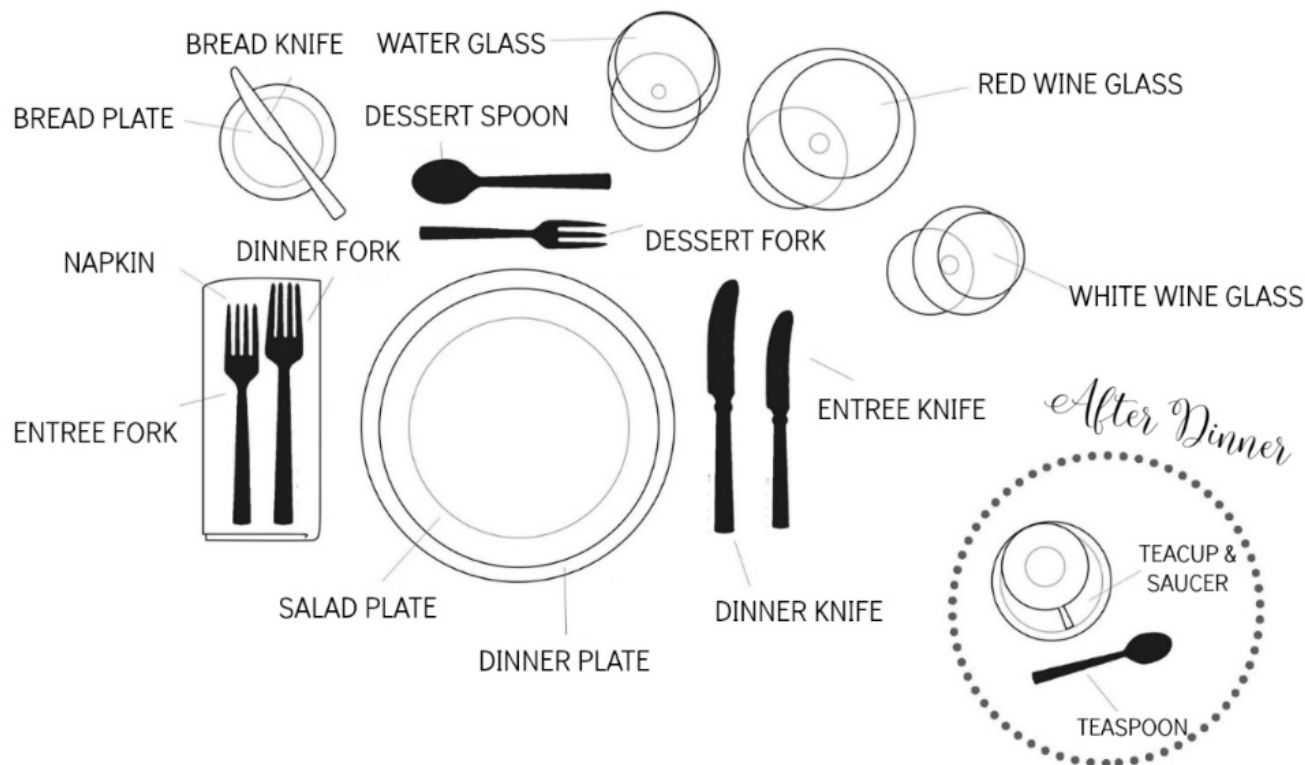


Taken from: <https://www.kent.edu/career/dining-etiquette>

# Overview of place setting

## How to Set a Table

### FORMAL SETTING




Remember:

**BMW**



# Basic manners

- 
- Chew with your mouth closed
  - No talking while chewing
  - Chew quietly – audible chewing is considered rude
  - No burping
  - No slurping
  - Excuse yourself from the table to blow your nose
  - Cough or sneeze away from the table
  - Don't lick fingers, or utensils
  - Keep your elbows and arms off the table

# Drinking

- If you're offered a drink, you can accept or order a non alcoholic drink (ex: order a club soda with lemon)
- If drinking alcohol, drink more slowly than your host
  - Blot lips with napkin before taking a sip
  - Grab the glassware from stem (if applicable)

- Pour water for others before refilling your own
- Cheers/toast before you take first sip (usually host initiates it)
- Take small sips



# Bread & Butter

- Place one piece of bread on plate and transfer some butter to your bread plate
- Break off, butter and eat one bite of bread at a time
- If bread basket is near you, then it is your role to start passing it (to your right)





# Holding cutlery

- Holding cutlery, continental style
- Left vs. right handed
- Bring cutlery towards you
- When is it okay to use your fingers?



# Resting vs. Finished



Continental style - *I'm resting position*



Continental style - *I'm finished position*

Set the utensils on your plate, not the table, when you are not using them

- Picture taken from  
https://www.google.com/search?rlz=1C1GGRV\_e...  
CA760CA760&biw=1563&bih=591&theme=isch&sa=1  
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8wAo&q=washroom-&oq=washroom-&gs\_l=img.  
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# Questions about dining etiquette?

# Maintaining connections

# Ways to follow up

- Start by asking the individual how they would like to be contacted
  - “What would be the best way to follow up with you after the conference/event?”
- Send an email
- Connect on LinkedIn
- Make a phone call
- Send a handwritten thank you card



# Follow-up LinkedIn request

**“It was great to meet you at the XX event yesterday! I enjoyed hearing about your accomplishments and your journey thus far. I was hoping we could keep in touch via LinkedIn.”**

# Follow-up e-mail (action item)

Subject: Great to meet you!

Good morning David,

It was great to meet you at last night's Career Connections event. I appreciated your enthusiasm about the biotech industry. You mentioned that there were some opportunities in your department that I might be interested in, so I was wondering if you might be free to chat more about that over coffee in the next few weeks?

Have a great weekend!

Sincerely,

Sue Hopeful

Master of Biomedical Technology

University of Calgary

# Electronic Communication Etiquette

- Be clear in your subject line
- If you don't know the recipient, use titles (e.g., Dr. \_)
  - Once you know each other, then you can be on a first name basis
- Avoid emojis and texting abbreviations
- Proofread before sending
- Avoid ALL CAPS
- Respond promptly
- Know your recipient's preferences (e.g., email, phone, text)
- Be careful with attachments
  - Know size limits
  - Make sure it is in a format they can open
- Have a professional signature line



## Some useful phrases

- I hope this finds you well.
- Thank you for your email/quick reply/patience...
- Just following up...
- As per our conversation/my last email,
- As we discussed,
- Please let me know if I misunderstood/I may be wrong...
- Let me see what I can do...
- Thanks in advance!
- Just in case you missed this...
- With all due respect... (this does NOT imply respect – do not use!)

# Examples of business phrases for emails

- [usingenglish.com/articles/100-most-useful-emailing-phrases.html](https://usingenglish.com/articles/100-most-useful-emailing-phrases.html)
- [dailywritingtips.com/useful-stock-phrases-for-your-business-emails/](https://dailywritingtips.com/useful-stock-phrases-for-your-business-emails/)

# Maintaining Relationships

## Without annoying your contacts

- Reach out on social media
- Schedule regular check-ins
- Plan small get togethers
- Show gratitude
- Offer to do a favour



# Track it!

Your working list of contacts  
should consistently be  
updated and reviewed

Time spent on your search  
pays off...

but remember your goals!



# Bringing it all together

# Networking No-No's

- Transactional networking – only to get a job
- Waiting on the sidelines, not engaging
- Not bring present in the moment
- Answering only with yes or no
- Over-drinking to ease nerves
- Interrupting or talking over others
- Playing a role instead of being your authentic self



# Best Practices

1. Give yourself a goal
2. Know that it's okay (very normal) to be nervous
3. Be informative, authentic and relatable when you introduce yourself and what you do
4. Develop a list of 3 things you can talk about, and 3 open-ended questions you can use in any setting
5. At events, find the odd person out and try to meet new people
6. Have a well-developed and well-rounded network of people
7. Follow up regularly, giving back when you can
8. Keep track of networking contacts

By now  
you should  
be able to:

1. Set a goal and prepare effectively to make a great first impression
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3. Navigate common networking scenarios, including one-on-one, group, and events with food
4. Practice networking strategies for initiating and following-up with contacts