



NETWORKING

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LESSON AIM: TO GAIN KNOWLEDGE ON NETWORKING

1

Learning outcome 1:
The learner should be
able to define
networking

2

Learning outcome 2:
The learner should be
able to identify the
benefits of networking

3

Learning outcome 3:
The learner should be
able to recognise the
various ways to network

WHAT IS NETWORKING?



<https://www.menti.com/aly9b5p6ljju>

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TEDx Talk

[https://m.youtube.com/watch?v=-
30m8D6gTrg&pp=ygUVWQmVuZWZpdHMgb2YgbmV0d29ya2luZw%3D%3D](https://m.youtube.com/watch?v=-30m8D6gTrg&pp=ygUVWQmVuZWZpdHMgb2YgbmV0d29ya2luZw%3D%3D)

SO, WHAT DO WE MEAN BY 'NETWORKING'?



- Networking is the process of developing and building relationships through connections
- The creation and continual growth of relationships that provide benefits to all individuals involved
- It is a skill that anyone can learn and develop with consistency
- It is a process that can provide opportunities to learn and build on existing knowledge from those around you
- Putting yourself out there to effectively give to others and receive
- Three styles of networking: Personal networking, Operational networking and Strategic networking

- **Personal networking –**

The building of relationships outside of a company, organization or institution, with those who share similar interests

- **Operational networking –**

The building of relationships within a company, organization or institution that provides opportunities to proceed further in your professional development

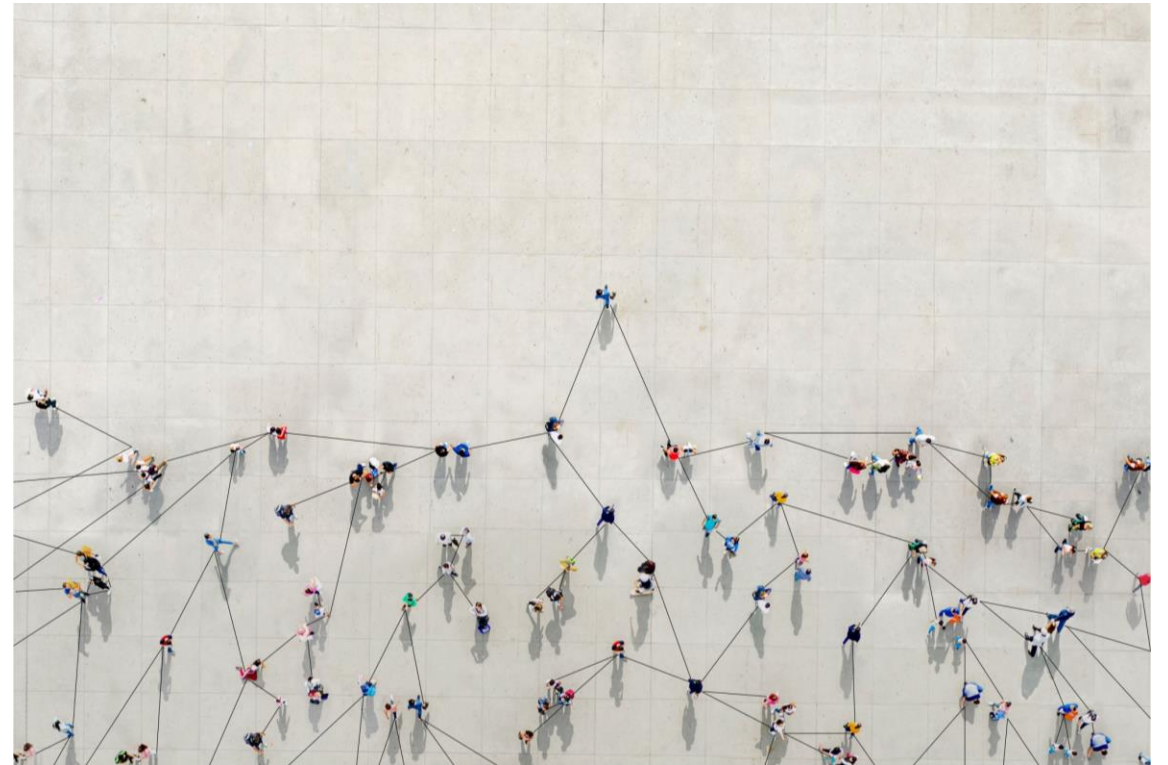
- **Strategic networking –**

The building of relationships with individuals, groups or organizations that can provide support in your strategic goals

ACTIVITY

As a group or in pairs, make a list of people who:

- are already in your network
- you could network with going forward



WHO CAN WE NETWORK WITH?

- Family and friends
- Classmates/peers
- Teachers
- Current and former colleagues/management
- Individuals of similar interest (sports clubs, social interests, music, art, theatre, etc)
- Recruiters within your field
- Professionals on digital platforms (LinkedIn)
- Service providers (hairdresser, dog groomer, etc)
- Volunteers



BENEFITS OF NETWORKING

- Confidence
- Develop long-lasting personal relationships
- Strengthen your network business connections
- Expand ideas
- Enhance professional profile
- Grow your business
- Job opportunities
- Exchange of knowledge within your network
- Advice and support
- See things from a different perspective

HOW CAN WE NETWORK?

- Put yourself out there
- Find events that interest you
- Find a commonality with the person
- Ask about what they're interested in
- Be interested in the other person's answers
- Prepare yourself with questions/topics
- Make introductions for others who may benefit mutually
- Follow up



QUIZ



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FURTHER LEARNING

Professional networking – Networking the right way



https://www.linkedin.com/learning-login/share?account=77966930&forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fprofessional-networking%3Ftrk%3Dshare_ent_url%26shareId%3DvI2OpBteQUWr4ZyHt2pHsA%253D%253D