Mapping your Network

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GOALS

- ✓Articulate the value of networking for your career advancement
- ✓Address common myths about networking
- ✓Share a process for taking stock of your current network and identifying where you need to develop it
- ✓Recommend strategies you can apply to expand your network

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I- REFRAMING NETWORKING

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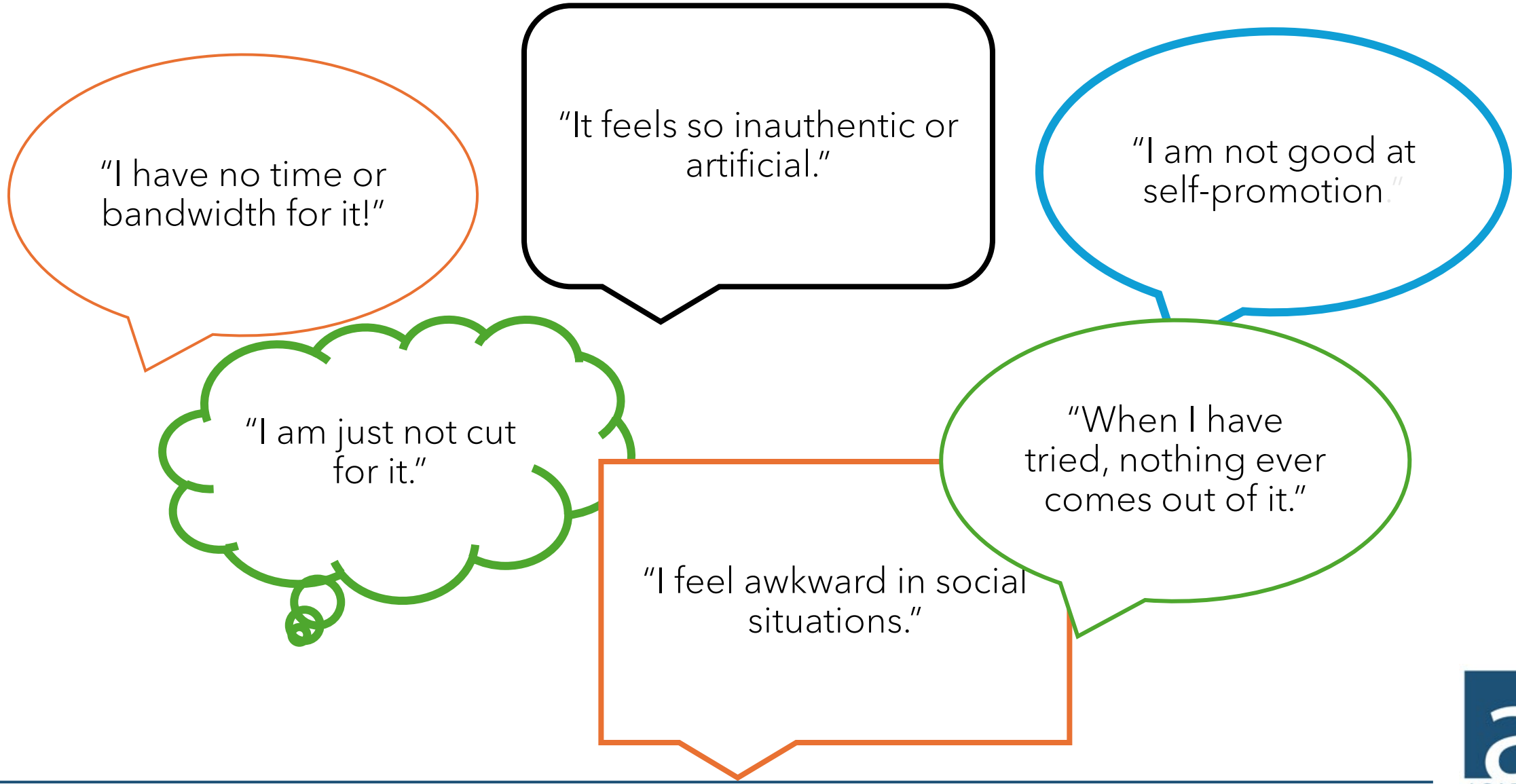

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Myth: Networking is not something academics need to do

PRINCIPLE 1- NETWORKING IS ESSENTIAL TO CAREER ADVANCEMENT

- Create a supportive social network
- Reduce your sense of isolation
- Build social capital
- Set the stage for new mentoring relationships
- Stay current with trends and conversations in your field
- Increase your visibility

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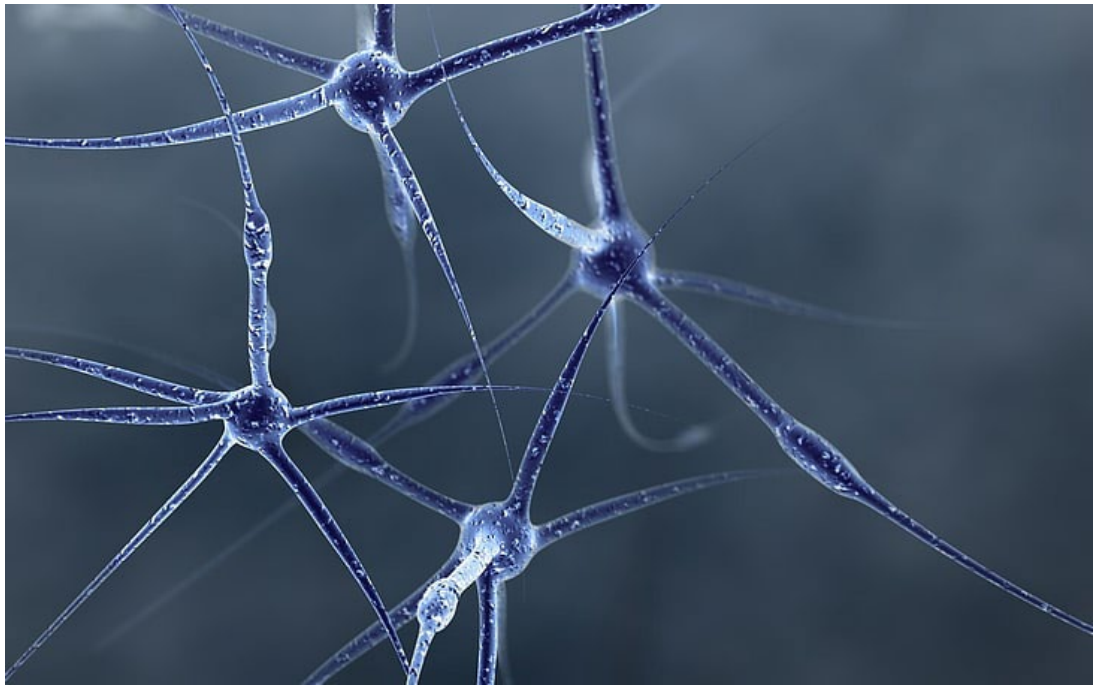
Myth: Networking is about getting others to help you.

PRINCIPLE 2- NETWORKING IS A TWO-SIDED ENDEAVOR.



- Building relationships
- Mutually beneficial
- Long-term benefits

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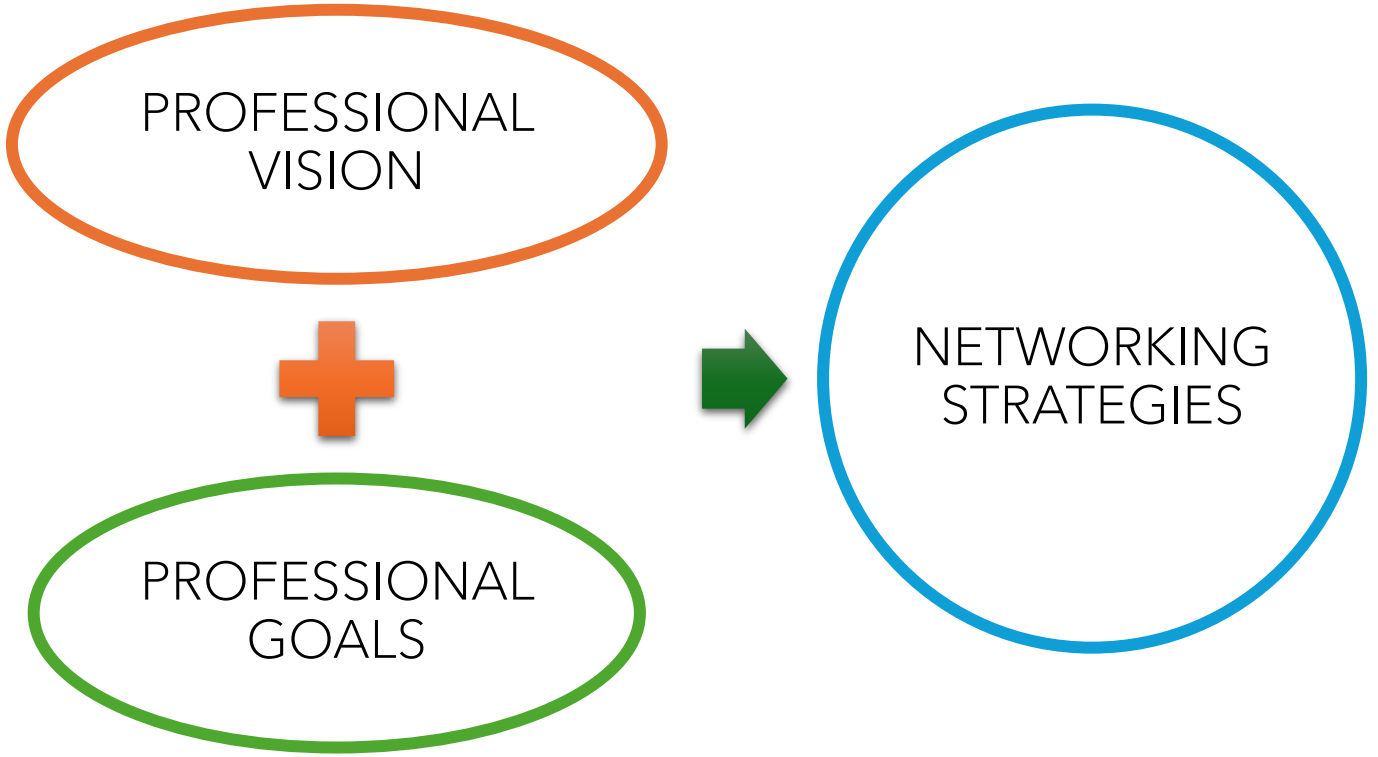
Myth: Networking is not going to help with teaching/service/research.

PRINCIPLE 3- INTENTIONAL NETWORKING WILL YIELD RESULTS.



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Myth: I don't have time for networking.

PRINCIPLE 4 – NETWORKING CAN HAPPEN IN MANY PLACES.



- Conferences
- Professional meetings
- At your institution
- From your desk
- In your community

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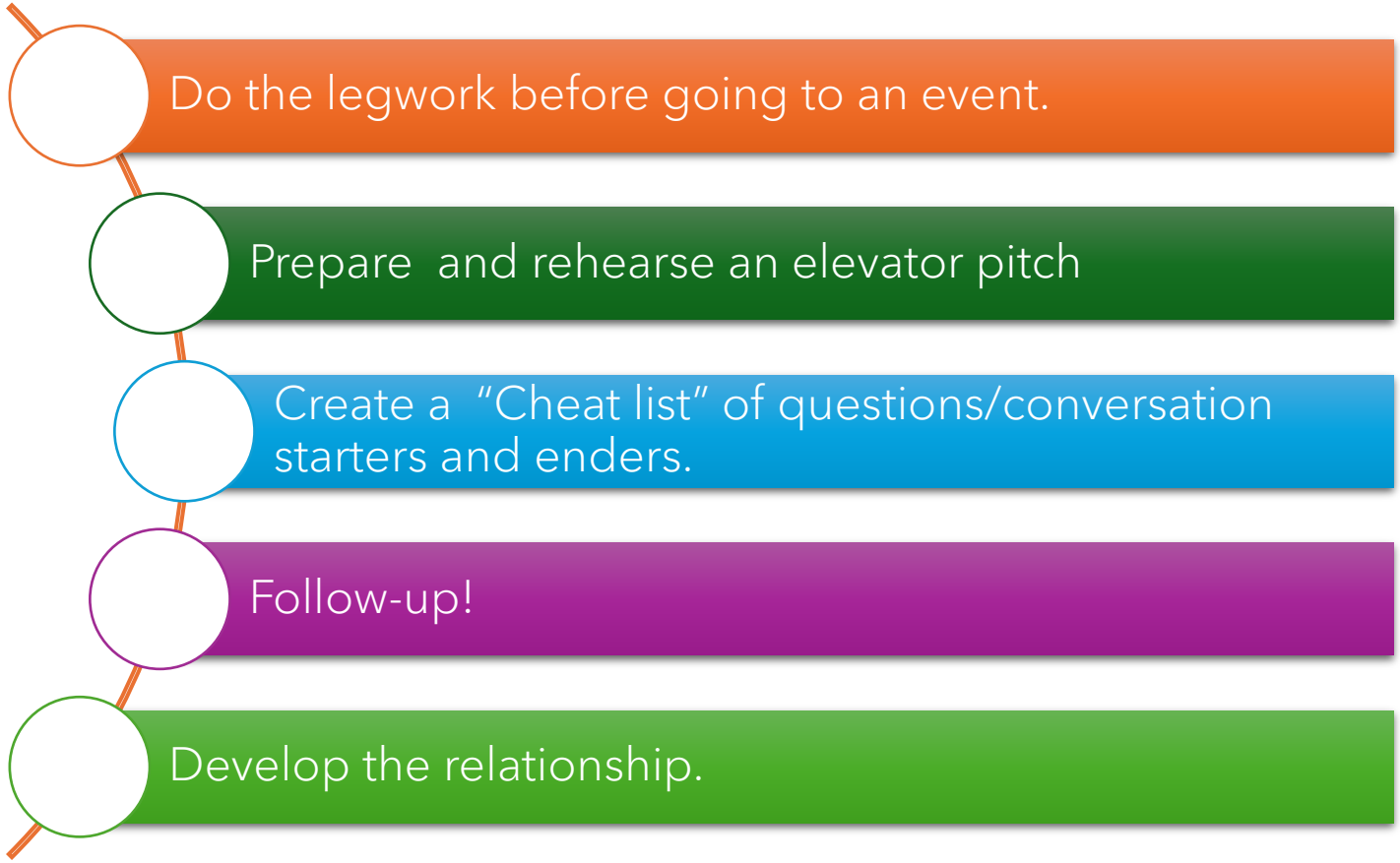
Myth: Some of us are just not good at networking.

PRINCIPLE 5 – NETWORKING SKILLS CAN BE LEARNED.



"What matters with networking is not being good at it; it is being ready. "

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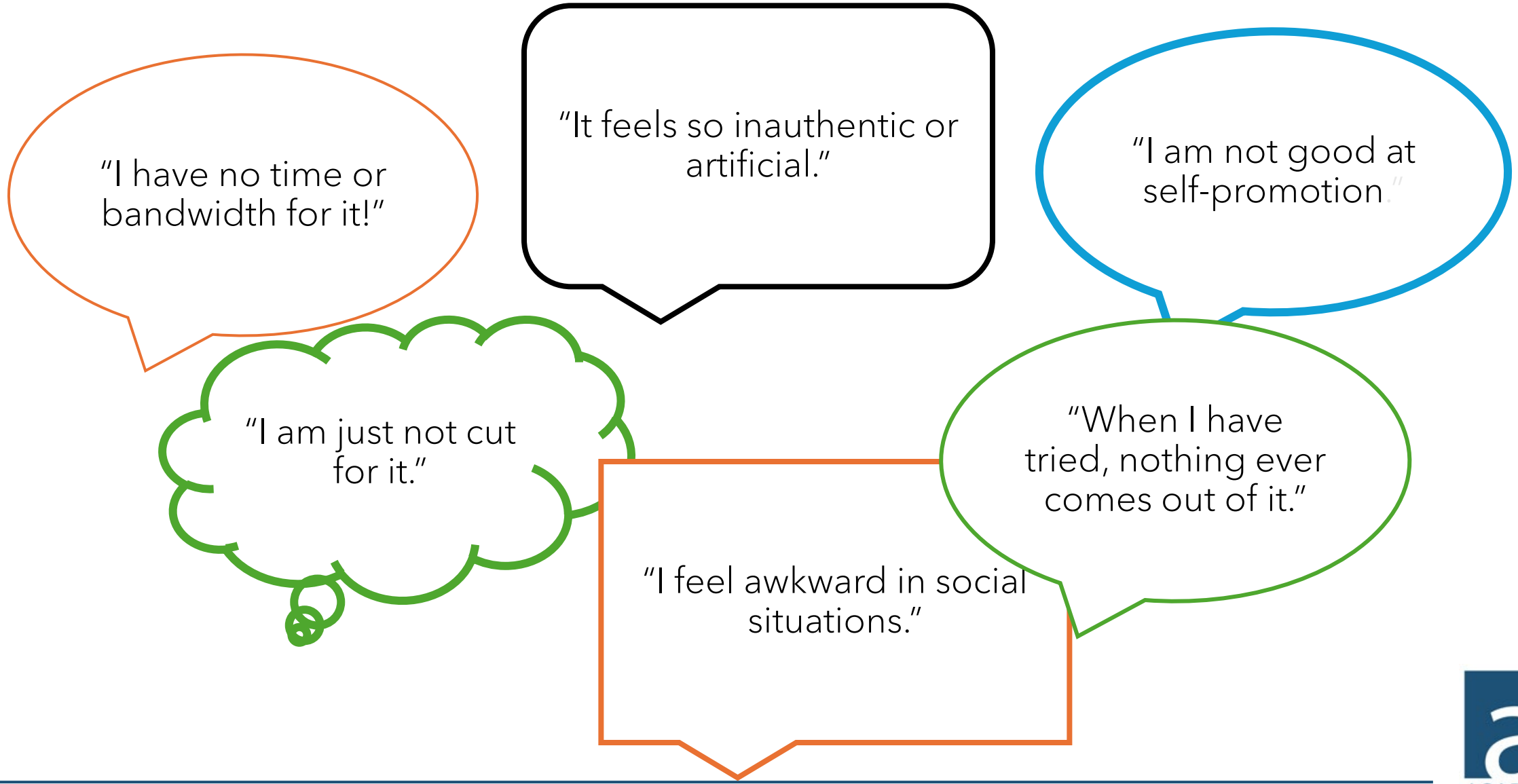

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II. THE MANY FACES OF NETWORKING

PURPOSES OF NETWORKING

- To support
- To advance/ elevate
- To learn and explore
- To ideate
- To pivot/ expand



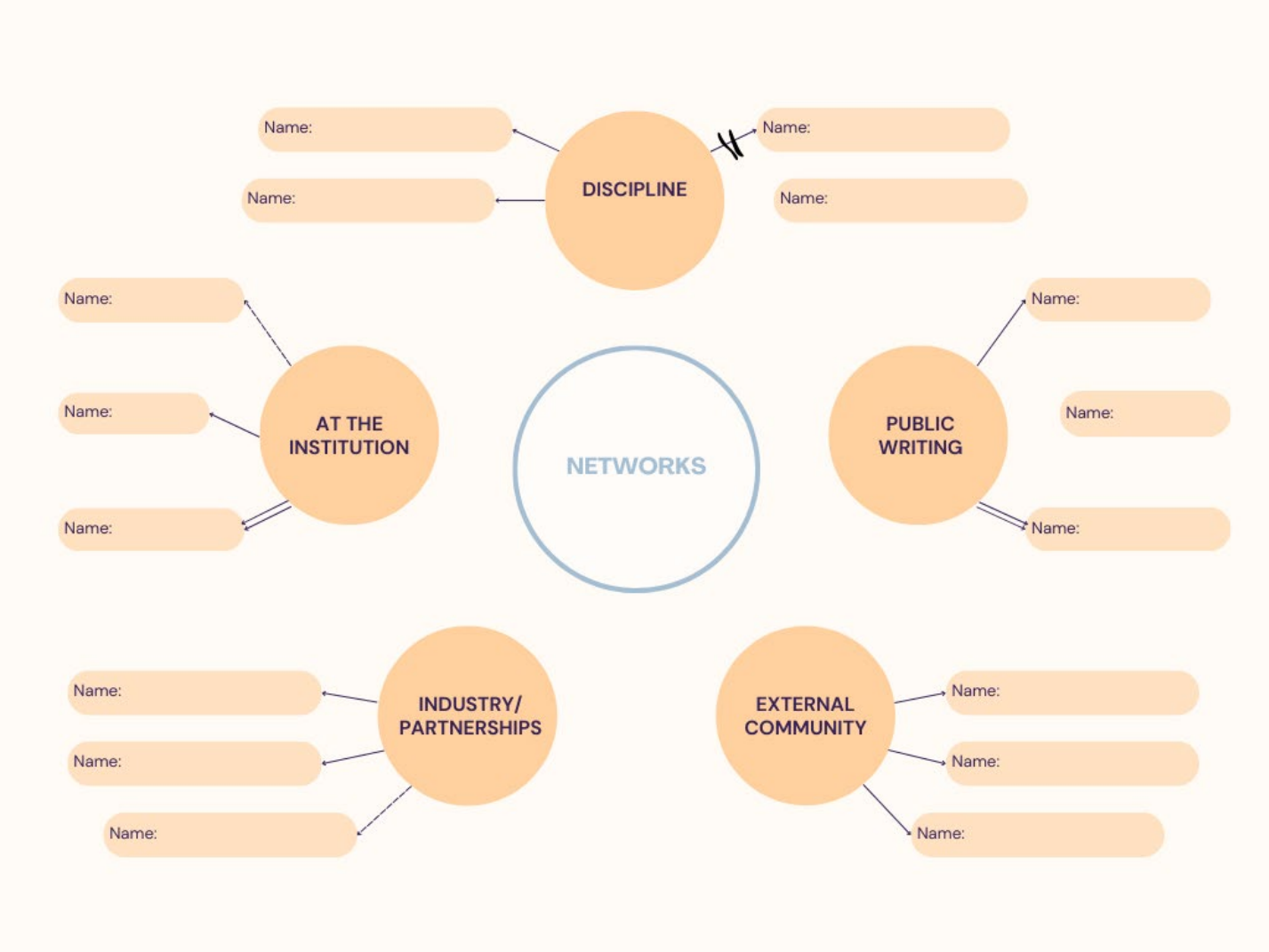
TYPES OF CONNECTIONS

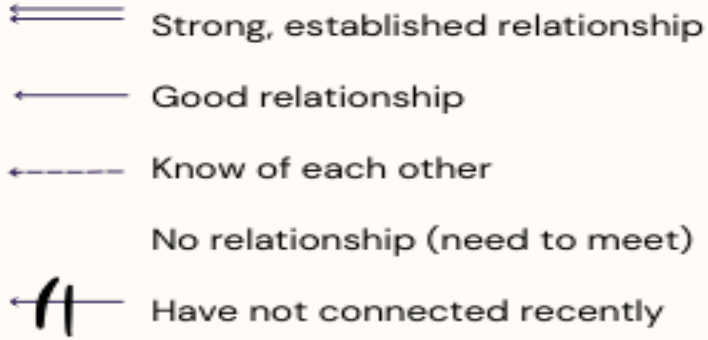
Individuals
Affinity group
Coaching group
Mentoring group
Professional group

- Colleagues
- Mentors
- Advocates
- Connectors
- Community partners
- Industry partners
- Friends

III. STRATEGIES FOR EXPANDING YOUR NETWORK

1. ASSESS YOUR NETWORK- YOUR PROFESSIONAL ECOMAP





1. Identify social capital domains you feel are essential to your career advancement (i.e. discipline, industry/ university/…).
2. Identify people you know/ want to/ need to know in each domain.
3. Label the type of relationships you have with these individuals.
4. Reflect. What relationships do you want to prioritize and develop? Who's missing?

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2. CREATE A NETWORKING PLAN

- Identify professional goals
- Set networking goals
- Identify strategies and timeframe
- Identify needed resources

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3. IMPLEMENT YOUR PLAN



Prepare

Who you want to meet

What you want to say

How you want to say it



Rehearse

Elevator pitch

Conversation starters and exits



Keep in touch

Follow-up

Reach out regularly

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Face-to-Face Strategies


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- Identify who you want to connect with ahead of time
- Contact them and make a plan
- Ask colleagues to connect you
- Join an affinity group
- Join a panel
- Follow-up

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Networking On Your Campus



- Attend university-wide events
- Seek a mentor/ Develop a mentor network
- Join an informal faculty group
- Join a coaching group
- Invite a colleague for coffee

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Networking From Your Desk



- Follow-ups
- Inquiry emails
- Staying in touch with friends and former colleagues, former students
  - Share articles
  - Send congratulations
  - Send updates,…
- Update your webpage regularly
- Update LinkedIn regularly/ Post

So, what's next?

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TIPS FOR BUILDING YOUR NETWORK

Networking Toolbox

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01 Shift your mindset

- Understand how networking fits into your career advancement, including how it will support your work and career aspirations.
- Approach networking as a two-sided, relationship-building endeavor.
- Make introductions between people in your network you think should know each other.
- Share calls for papers, funding opportunities, and job postings with colleagues.

02 Prepare!

- Create a networking plan using your ecomap, and be strategic about where you invest your time.
- Prepare a cheat list of questions and conversation starters, and rehearse them.
- Prepare a cheat list of graceful ways to end a conversation at social events.
- Prepare an elevator pitch of two to three sentences that a non-specialist can understand, and rehearse it.

03 Reach out

- Identify whom you want to connect with ahead of conferences, and contact them to arrange a meeting.
- Contact editors, before or at a conference, to ask for advice on getting published, the fit of a topic, or putting together a special issue.
- Ask friends and mentors to introduce you to people you want to meet, and offer to do the same for others.
- Schedule coffee or a meal ahead of time whenever possible.
- Schedule a meeting with a friend or acquaintance, and reconnect.
- Email colleagues about collaborating on a project, and offer to meet at a conference or to schedule a call.
- Connect with colleagues who share your research interests by sending a question about one of their projects, or a positive comment about their latest publication.

04 Show up

- Join a special interest group in your professional organization.
- Attend social events.
- Join or chair a panel at a conference.
- Accept invitations to give public talks, with discernment!

05 Build your network at your home institution

- Invite a colleague from outside your department for coffee.
- Attend university-wide workshops, events, and the faculty club.
- Build a mentor network you can turn to for different needs, such as job search, research, and politics. Include mentors outside of your institution or unit.
- Make concrete asks of mentors.
- Email a colleague about collaborating on a manuscript or book project.
- Choose collaborators carefully so you keep your options open for external tenure reviewers.
- Join an informal faculty group or learning circle.
- Engage in professional and leadership development outside of your institution.

06 Stay visible and keep in touch

- Follow up with the people you met at a conference. Send a thank-you note referring to something specific about the conversation, within 48 hours if possible.
- Stay in touch with key colleagues and former graduate school friends. Visit, share articles, and send a quick congratulations when they publish.
- Set calendar reminders to connect with key people to stay in touch.
- After publication, send senior colleagues a printed copy of your article with a note about how their work shaped yours.
- Keep your university web page current with your latest publications, a paragraph on your research interests, and a PDF of your article if the journal allows.
- Update your LinkedIn profile and connect with others.

Your Professional Ecomap

The purpose of the exercise is to create a visual map of your network, and to identify areas of that network that need attention to advance your career goals.
Step 1: Identify social capital domains you feel are essential to your career advancement (i.e. discipline, industry/ university/…).
Step 2: Identify people you know/ want to/ need to know in each domain.
Step 3: Then label the type of relationships you have with these individuals.
Step 4: Reflect. What relationships do you want to prioritize and develop? Who's missing?

