

The Pathwayz Group

Guide to Networking

Be intentional about your approach:

- Build relationships, not only a network
- Ask what value you can provide to others
- It's not about quantity of connections, it's about quality

Understand the power of **loose ties**: Loose ties are people that you know passively but do not have an active relationship. It could be someone with which you once had an active relationship.

Loose connections could include:

- Old friends from school
- Colleagues from previous work
- Relationships from community groups
- Friend of a friend

Write down 15 people that are in your network

Write 15 people that are in the **Industry** that you desire to work

Write 15 people that are in the **Position** that you desire to work

Write 15 people that have the **Skills** that you desire

Write 3-5 people that work in a **Company** that you desire to work

Reach out to strong and loose ties first.

Next, reach out to new connections. Where to find new connections:

Reach out on LinkedIn

Reach out from events (virtual and in-person)

Reach out via Google

Let the person know where you have a connection.

“Hello! We were both at OJT, great to connect with you!”

“Hello! I am interested in accounting and saw that you work at X company in tax accounting, would you be open to connect?”

Next, invite a conversation. Remember, the point of LinkedIn is not to collect connections, it's to establish genuine relationships. Examples of a conversation could include:

“It's great to connect with you. I really enjoyed the discussion about networking at OJT. As appreciative I am of virtual events, one thing that I really miss is the relationship building



opportunities of live events. That being said, would you be open to a non-agenda virtual coffee chat?”

“It’s great to connect with you! I’d love to learn more about you and your position as a HR professional, would you be open to a casual virtual coffee chat?”

Remember to personalize each message to make it more authentic and genuine.

If a person agrees to a virtual chat, I prefer to use a calendar link to provide a convenient way to connect. I use calendly, a link is below for reference

<https://calendly.com/>

Follow up!

Thank the individual for their time and send a personalized follow up message. Provide value, be a super connector, and continue to invest in the relationship

One more challenge

We rely on our network for more than our profession. Write 15 people that can support you emotionally, socially, mentally, and spiritually. Reach out and have a conversation.

Resources:

Friend of a Friend - David Burkus

Give and Take - Adam Grant

How to Win Friends and Influence People - Dale Carnegie

