



Leaders in Sustainable Development
Programme

Mastering Networking

@_AccessEd
#AccessEdTraining





Welcome to today's workshop

Zoom Housekeeping:

- Please ensure you are **muted** if you are not speaking to the group
 - We will pause for questions as we go, but do ask as we go along!
 - If you have any technical issues please privately message Sharmin in the chat for her help
 - Feel free to use the chat function for questions, observations
 - For discussions, we encourage use of your camera if possible please!
 - Actively contribute where you can
-

AccessEd: Who are we?



- AccessEd is a non-profit organisation committed to supporting postgraduate researchers in their professional development and university access programmes to increase social impact globally.
- AccessEd has expertise working with international students and social enterprises, as well as delivering courses in transferable skills for the 21st century. AccessEd bridges the gap from education to the professional and public sectors.

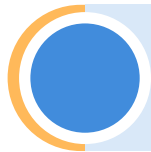


Introduction to your facilitator

Katie Booth



Managing Director, AccessEd



Worked at PwC delivering training there

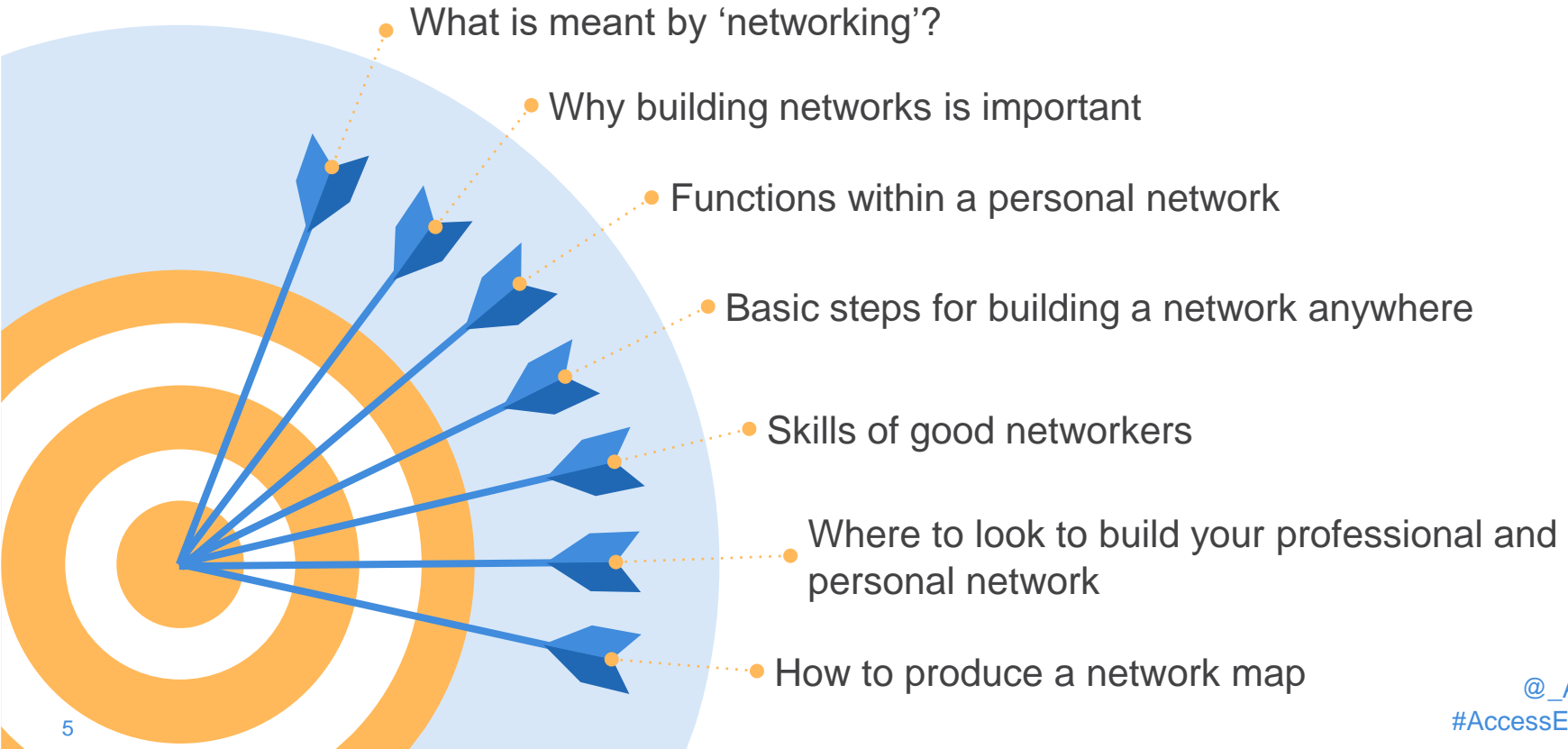


Worked in the UK and internationally in a variety of organisations and charities, including as Head of Strategy at a large UK education charity

Session learning outcomes

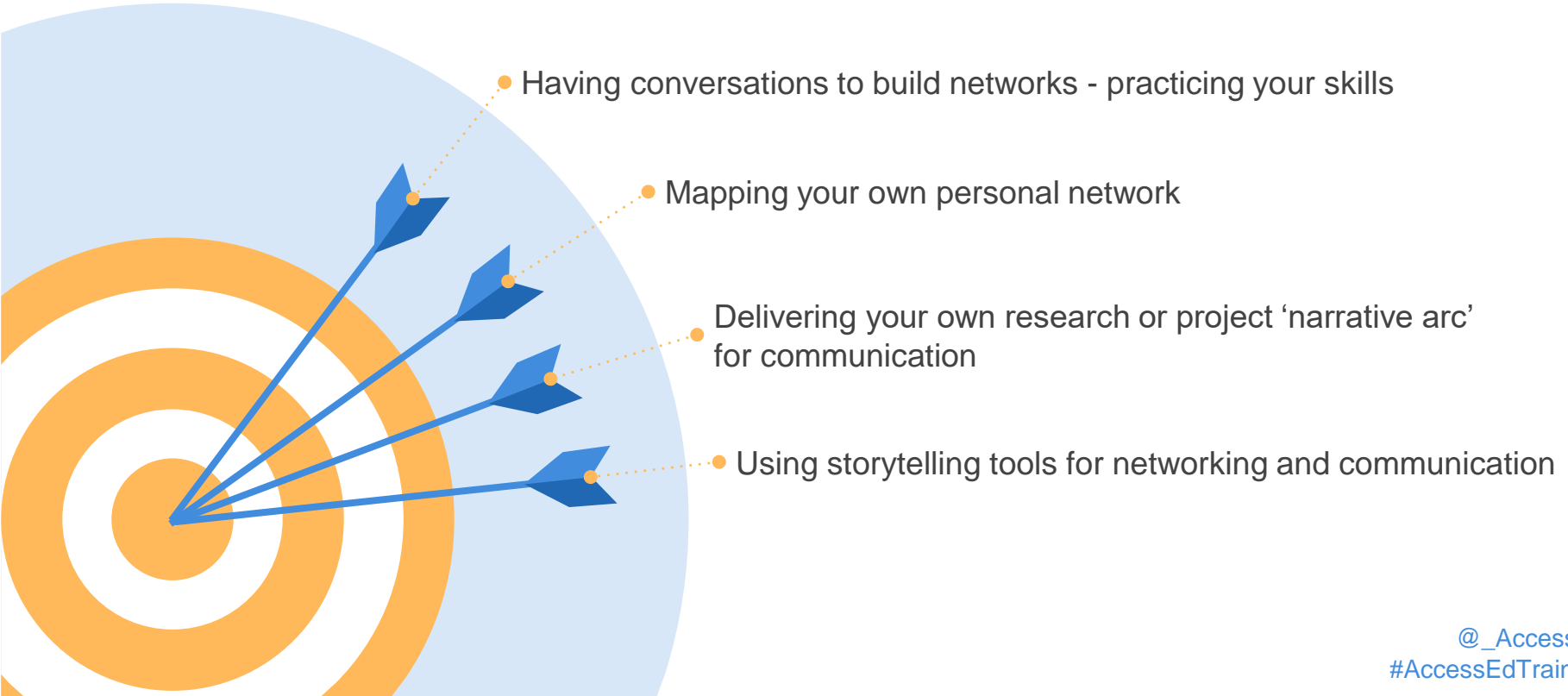


Scholars will leave with an understanding of:



Session learning outcomes

Scholars will leave having practiced:



Why Mastering Networking training?

This training is good for researchers who:



would like to understand how networking can be used in a research project and professional (non-academic) setting



want to learn a framework for setting up your own professional network



are interested in building a fundraising network



would like to learn how to map and evaluate their existing networks

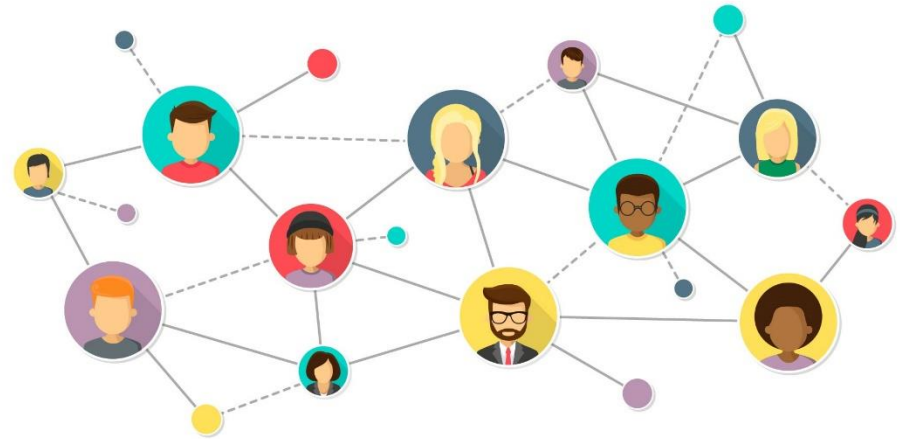


want to learn tools to improve their networking skills

What is networking?

“Deliberate action you take to build, reinforce and maintain relationships based on trust with people who can help you or whom you can help to further your respective goals”

Professional network = the group of people you have connected with to advance your career or business.

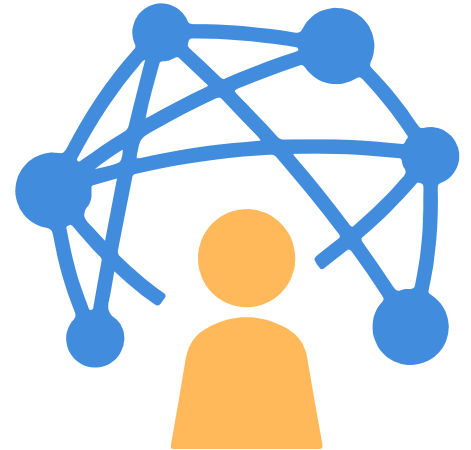


Ice breaker

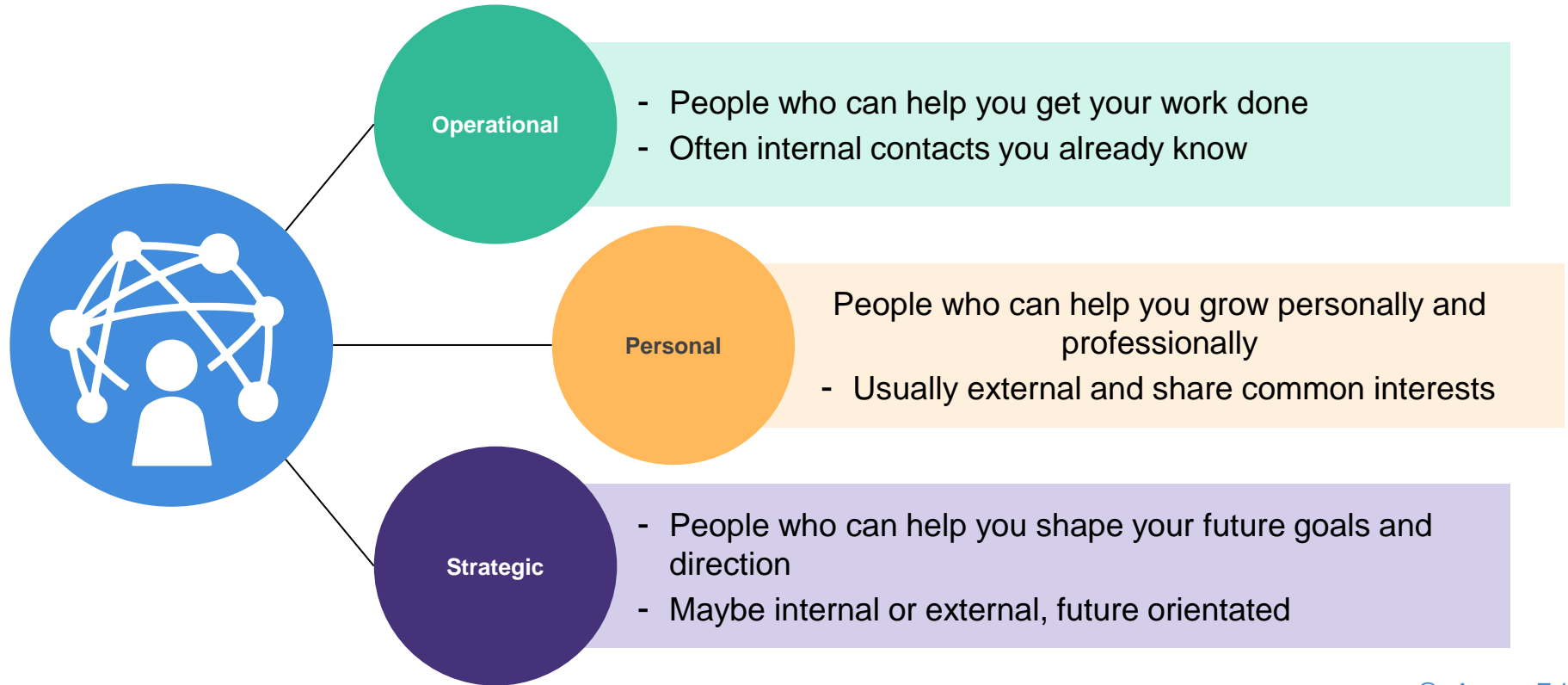


Why is network building for your project important?

- an avenue to exchange ideas
- it helps you get noticed
- brings opportunities
- puts your career and qualifications in perspective
- fosters creativity and collaboration
- can act as a resource
- increases your status and self-confidence
- provides support and mentoring from high profile individuals
- develop long-lasting relationships
- helps you stay on top of latest trends
- helps you become “top of mind” – the first person others think of when it comes to a certain profession, service or industry



3 reasons for networking





Functions within a professional network

Amplifying

Helps you understand current trends and developments

Investing/ providing

Sharing of resources and advice to progress your career or research

Convening/ community building

Also link with the network of your contacts: can find and bring together people that can help you or each other

Facilitating

Organising conferences and networking events to promote work of all members

Filtering

Help to focus your choices more easily

Group discussion



- What are your primary goals for networking?
- Is there any particular objective for a research project that networking might help you achieve?



What happens if I Google you?



What is gender
and why does it
matter?

45% of employers
use social
networks to
screen job
candidates

35% of
employers
did not offer a job
based on a
candidate's
content
uncovered on a
social networking
site

Facebook and
LinkedIn are
targets

Careful what
photos are posted

Bad mouthing
previous
employers/
colleagues and
poor online
communication
skills
also a problem

Do a social media
self-audit!



Steps for building your network





Basic steps for building a network anywhere

1

Remember the people you already know

you may already know people (e.g. former professors or colleagues) that could help you get started

2

Follow current developments in your field

will help you identify people you need to meet and show professional value from your side

3

Determine and prioritise your objectives

will allow you to target your efforts and better plan your activities

4

Find common ground

will help you start a conversation and establish a personal connection

5

Practice visibility

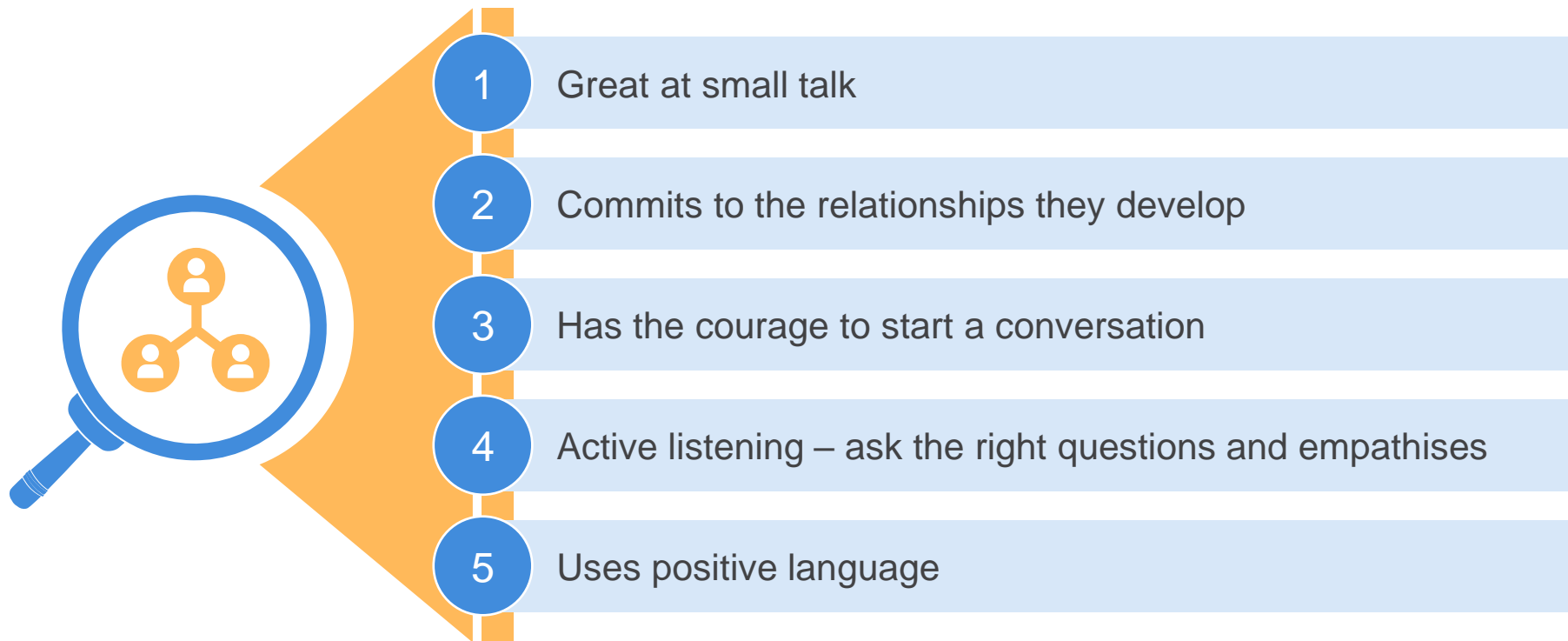
comment and respond to comments on social media and blogs

6

Make it a habit

network frequently to strengthen your relationships and strike up new ones

Skills of good networkers



Skills of good networkers



Breakout room - developing networking skills



One of the key networking skills for success is ‘finding common ground with others’. This can help you connect with anyone.

The aim of the task is to identify one point of common ground with each of the other 2 or 3 people in your breakout room.

We will then draw on individuals to feedback to the group

Prompt questions for finding a point of common ground:

- What has first got you interested in your field of study? Has that changed?
- If you could change one thing about your course/life as a researcher, what would it be and why?
- Future plans/ambitions
- Your secret talent
- Your roots!



Where to look to build your network



Your current social network

friends/colleagues/
supervisors and friends of
friends/colleagues of
colleagues/supervisors of supervisors

Local organisations that match your interests

sign up to their newsletters, attend local gatherings

Events and conferences

offer a chance to present your current work and have people come up to *you*



Where to look to build your network

Social media

Twitter, LinkedIn, various blogs etc. are full of potential contacts so it's worth engaging and reaching out

Work/university functions

even if you're planning to leave, you never know who you could connect and form a lasting relationship with

Alumni organisations

provide common ground and a large instant network

Anywhere you go

you always meet people – be it at birthday gatherings, at the gym or while waiting in line for your morning coffee



Where to build your professional network



Think! What sort of approach should be taken in each setting? Is it informal or formal?

**Alumni
networks**

**Job seeker
networking
groups**

MeetUps

Conferences

Trade shows

**Professional
association
events**

**Organisation
membership**

**Fundraising
events**

Societies
(e.g. Royal Academy of
Engineering; Royal
Society of Arts; many
more)



Tea break

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Networking discussion/presentation tool: The Narrative Arc

the introduction

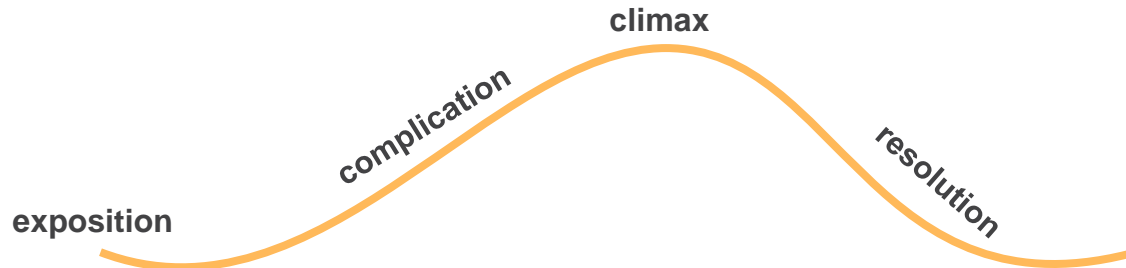
Who are you? What motivates you to do what you do? What is your goal?

the problem

What is your main struggle?
What do you hope to get help with by networking?

the attempt at solution

What have you done to solve the problem before you reached out?
Why can't you do anything else?



the resolution

How could a new contact help you? What can you offer in return?

What's next?

What exactly are you asking for? What are the precise next steps? What needs to happen for it to be beneficial for all?

Group discussion



Take 5 mins now to come up with your own research narrative arc. Think about what goals you have in using networking to further your objectives.

We will draw on some people to feedback to the group with their narrative arc.



Network mapping



How to map your network

Take a pen and some paper and draw your network.

1

Start with yourself: put your name in the middle of the page

2

Think about the different sectors of your life: where do/did you meet people?

– Divide the space around your name up in sectors and draw lines from your name to each sector

3

Dig deeper: if one sector is 'school', check that you include all schools you went to

4

Name your contacts and their attributes

– note down their profession and any noteworthy information (even bits such as 'has lived in Dubai' can be helpful)

5

Follow up on interesting contacts via LinkedIn

– it might be worth having a look at your contacts' contacts to identify potential new leads for you



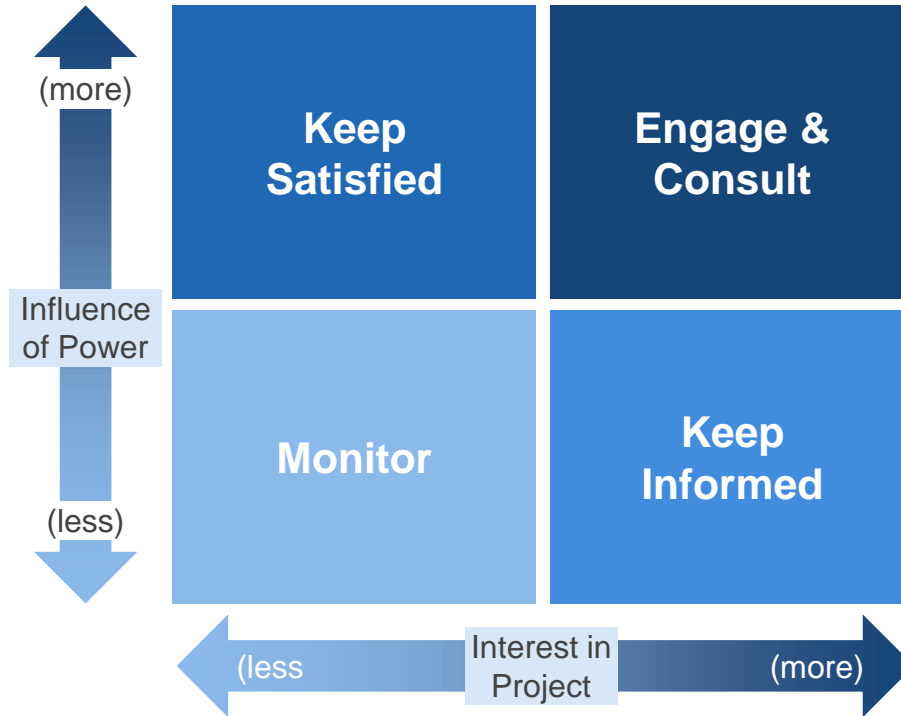
Take the first 5 minutes to draw a map of your own personal network.

Use the second 5 minutes of the breakout room to discuss your network:

- Can you immediately identify any contacts you could reach out to after this training that could help you pursue your goals?
- What about your contacts' contacts?
- Do you have any *shared* contacts as a group?
- What advice do others in the room have for you?



More ways to map people in your networks

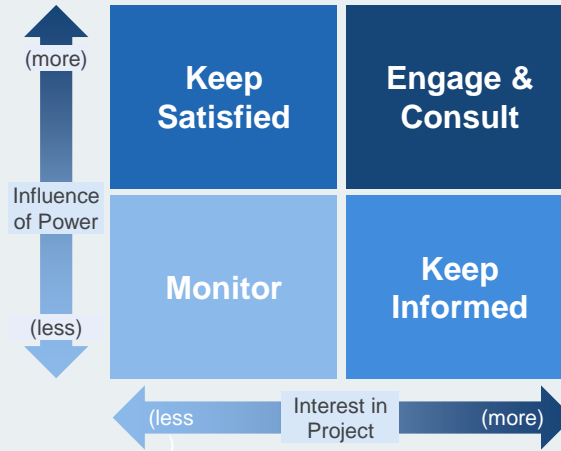


Activity



Spend 5 minutes using this grid - map this grid yourself. Input 2 stakeholders into each section of the grid.

To think about: which of your stakeholders are most difficult to map?





Keynote: Network building in communities





Research presentation and storytelling through networking



Breakout room: story telling exercise for effective communication:



In your break-out groups think of a situation in the past with a group where you could have benefitted from using CCSG or a storytelling method.

Use the CCSG framework to narrate to tell each other your story



Storytelling as a tool and the CCSG model



Model for a good story: Characters, Conflict, Struggle, Goal

Example: a team member might describe a past success of the group or team, where their collective strengths helped them succeed.

- **Characters:** whoever was involved in the team
- **Conflict:** a challenge the team faced - a new growth opportunity or fundraising proposal
- **Struggle:** Geographical distance between team members, working remotely
- **Goal:** the success of working together and submitting the fundraising proposal on time



Network building on a global climate change project

Takeaways on building new networks...



- It can feel forced at times; find your 'in' or talking point (especially if you're an introvert)
- Don't take it personally. By putting yourself out there you'll build your resilience.
- Networks are all around you -- it helps to join these and work with these, don't just strike out on your own
- Events or reasons to bring people together help; they'll show up for the cause but they stay for you
- The networks you make as a Scholar could last a lifetime!



Establishing a fundraising network

1

Choose a platform

- make your fundraiser easy to find and donate to (e.g. GoFundMe, Kickstarter)

2

Create a thoughtfully worded and effective mission message

- be clear on your aims and motivations

3

Encourage engagement

- provide a platform for your fundraisers to share their connection to your cause – it will encourage them to keep coming back

4

Recognise the efforts of members of your fundraising community

- keep your news feed up-to-date and applaud the successes of your community

5

Report the reach of your work

- visualize the tangible impact of your efforts

Interested in more?

- <https://www.thebalancecareers.com/building-growing-and-maintaining-a-professional-network-525834>
- <https://hbr.org/2005/12/how-to-build-your-network>
- <https://www.theladders.com/career-advice/how-to-build-your-network-in-5-minutes-a-day>
- <https://www.forbes.com/sites/darrahbrustein/2017/09/01/networking-you-hate-it-right-heres-why/#43d609d5ae70>
- <https://www.forbes.com/sites/darrahbrustein/2018/11/18/how-to-begin-to-build-a-network/#183e3cf241e5>



Development Training record reflections



What have you learnt in relation to your Development Training Record aims?



Action: commit to following up with at least 1 person post-workshop



What can you
offer one
another?

Who in
YOUR
network can
you connect
them with?





Thank you!

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