Leaders in Sustainable Development Programme

Mastering Networking

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.
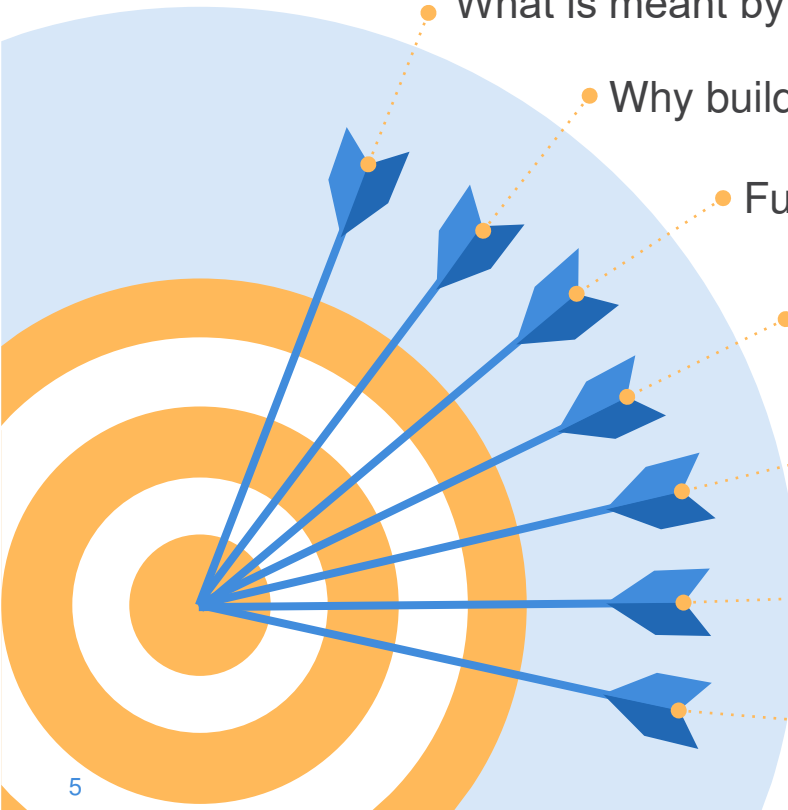
Introduction to your facilitator

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:

What is meant by 'networking'?

Why building networks is important

Functions within a personal network

Basic steps for building a network anywhere

Skills of good networkers

Where to look to build your professional and personal network

How to produce a network map

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Session learning outcomes

Scholars will leave having practiced:
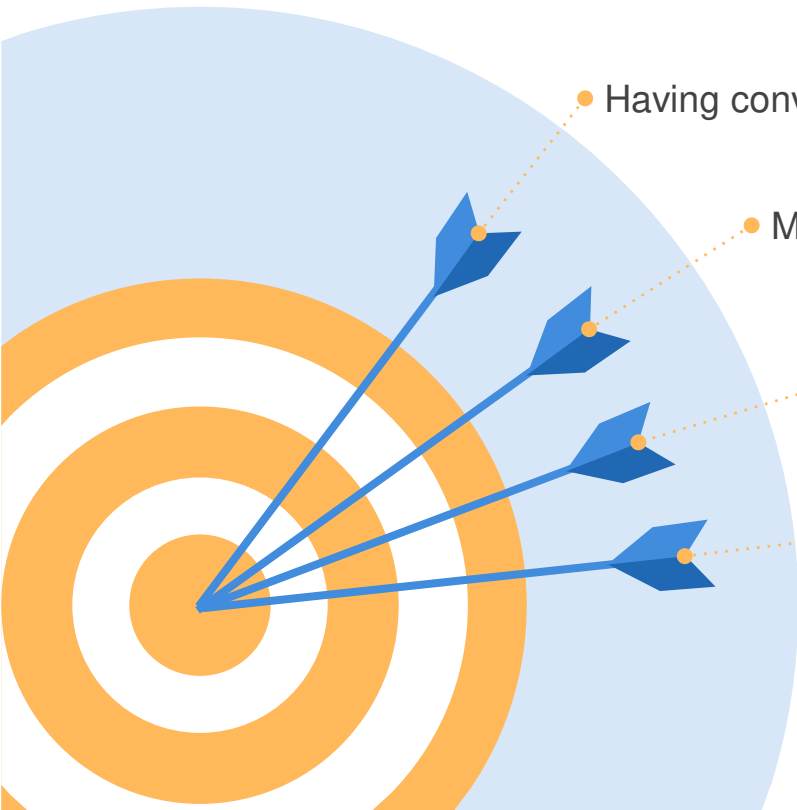
- Having conversations to build networks - practicing your skills
- Mapping your own personal network
- Delivering your own research or project 'narrative arc' for communication
- Using storytelling tools for networking and communication

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

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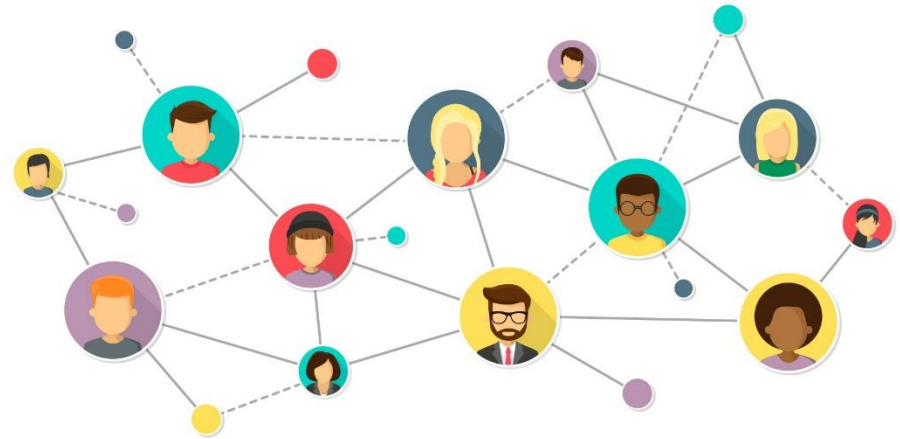
Why is network building for your project important?

- 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
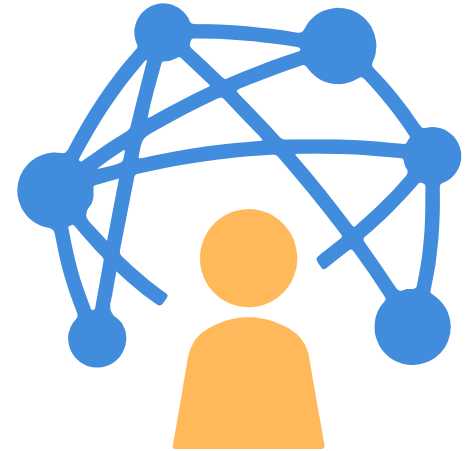
3 reasons for networking

Operational
- People who can help you get your work done
- Often internal contacts you already know

Personal
People who can help you grow personally and professionally
- Usually external and share common interests

Strategic
- People who can help you shape your future goals and direction
- Maybe internal or external, future orientated
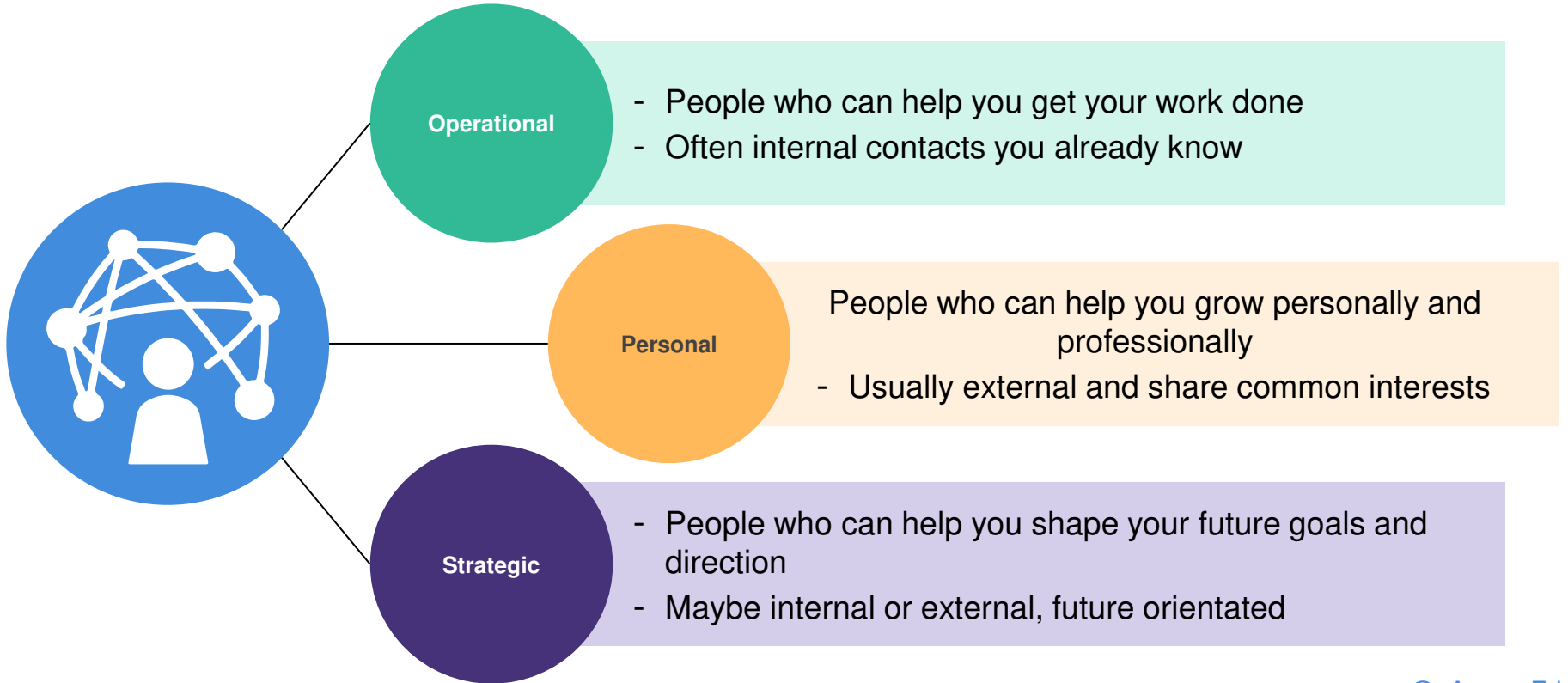
Functions within a professional network

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

1 Great at small talk

2 Commits to the relationships they develop

3 Has the courage to start a conversation

4 Active listening – ask the right questions and empathises

5 Uses positive language

Skills of good networkers

6   Always ensures that the relationship is mutually beneficial

7   Best if you can offer more than you're asking for

8   Uses anecdotes

9   Finds common ground
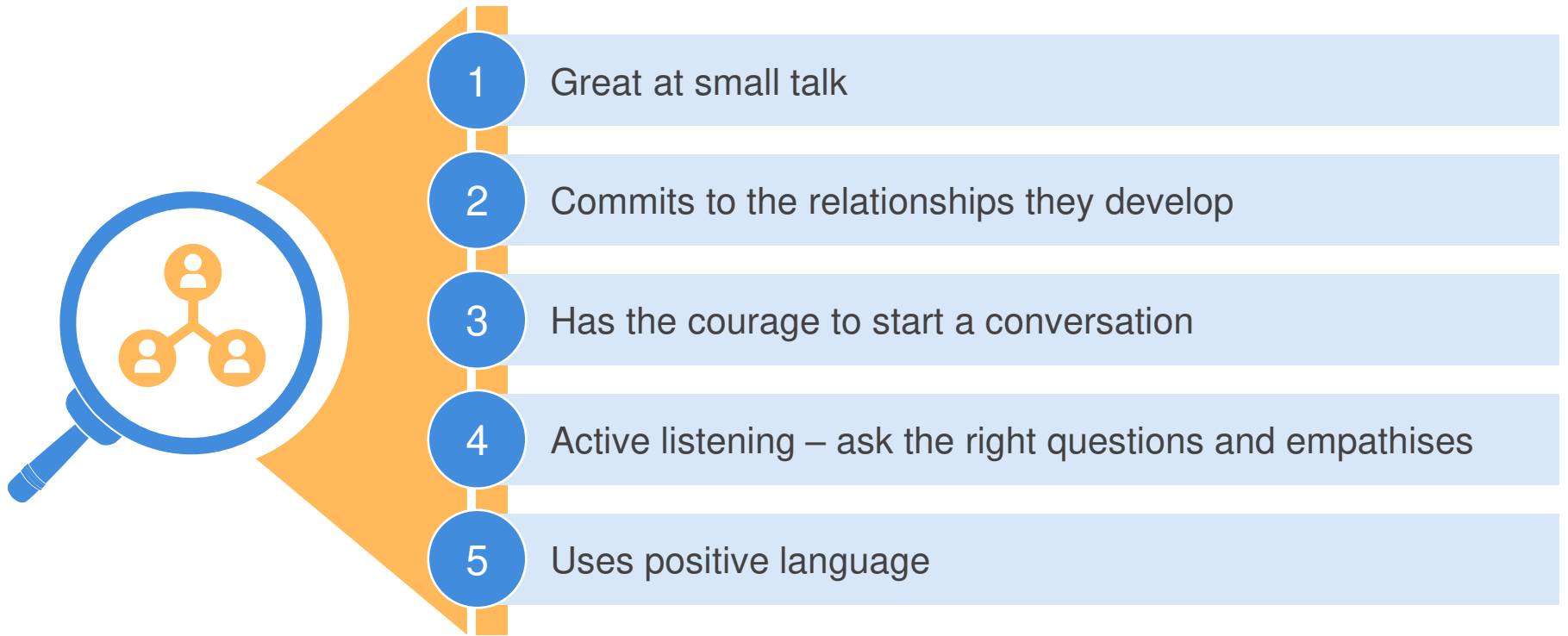
10   Follows up on conversations
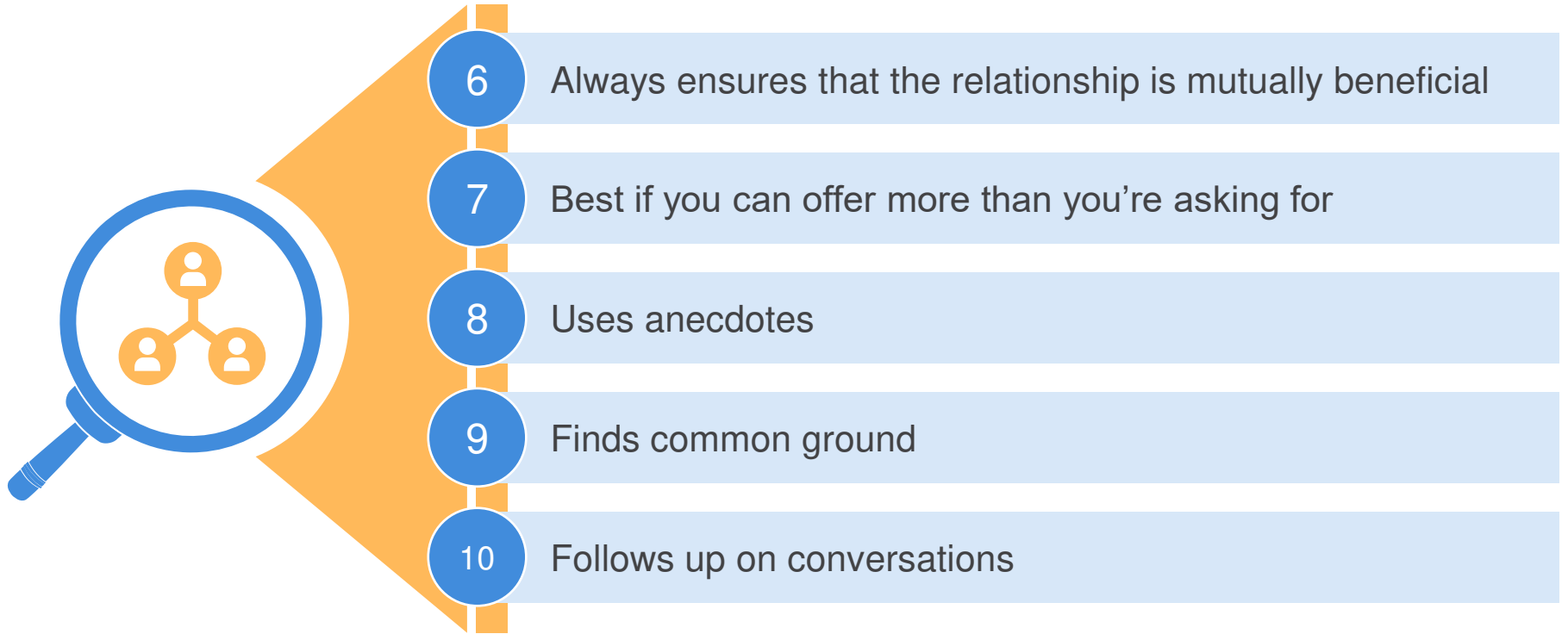
Breakout room - developing networking skills

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

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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)

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Tea break

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?

climax

complication

resolution

exposition
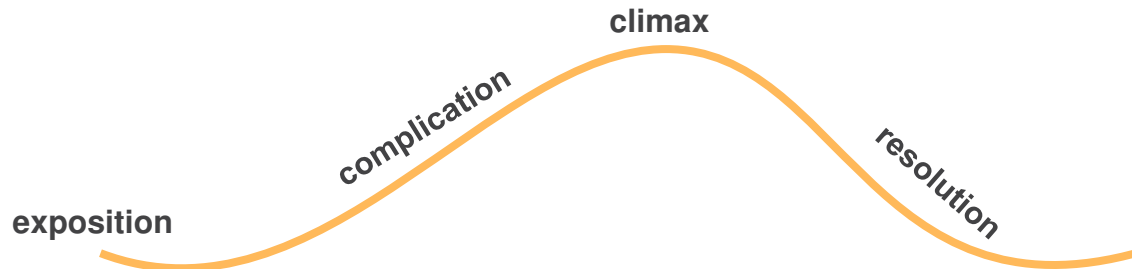
the resolution

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.

climax

complication

resolution

exposition

Network mapping

University / college alumni
University / school teams or societies
Philanthropic groups
Research project groups
Organisations linked to your research
Conferences

Universities / schools

Organisations you volunteer for
Organisations you are linked to
Fundraising events

Nonprofit and Charitable Organisations

Parents
Siblings
Extended family
Friends
Friends of friends!

Family and Friends

You

Book group/ Library groups
Recreational
Classes
Leisure groups

Homes/Clubs/Associations

Former jobs
LinkedIn
Jobs previously applied for
Associations
(local, regional and national)

Professional Groups

Interest Teams

Teams both professional and amateur

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
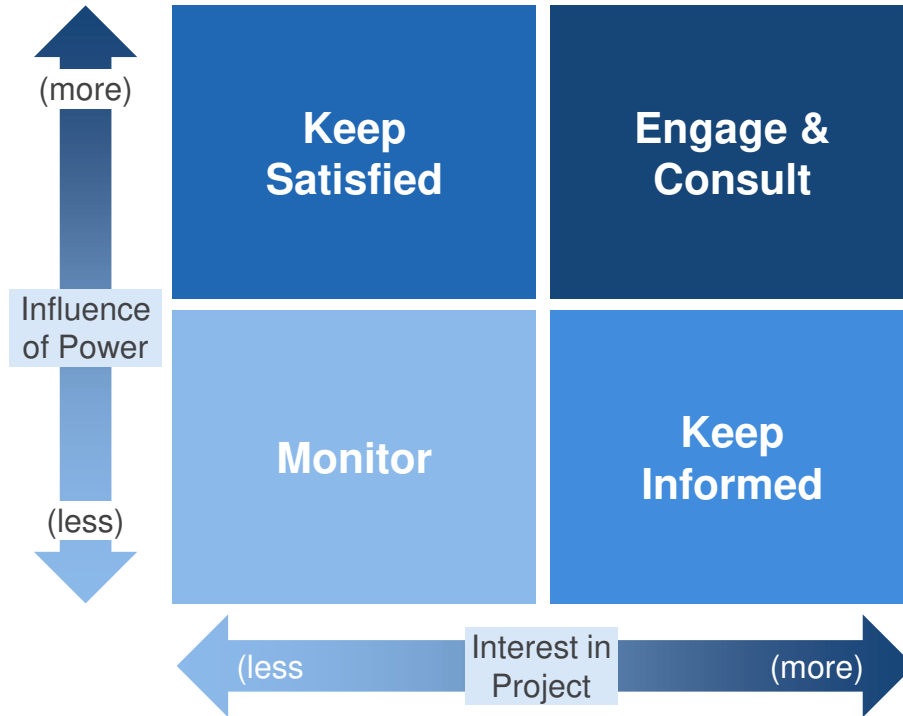
Breakout room

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

(more)

Influence of Power

(less)

Keep Satisfied

Engage & Consult

Monitor

Keep Informed

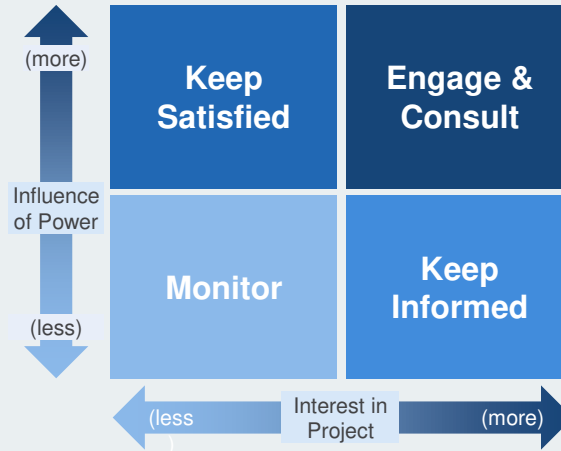(less   Interest in Project   (more)

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?

	Interest in Project	
(more) Influence of Power	Keep Satisfied	Engage & Consult
(less)	Monitor	Keep Informed

(less) ← Interest in Project → (more)

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!