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**Networking Skills for Today and the  
Rest of Your Career**

## This afternoon...

- Introduction – myself and my networking experiences
- Overview of why networking matters to your academic and career success
- Where to go to network
- Top tips for networking successfully

## About me...



- Maggie Berry – Managing Director, [womenintechnology.co.uk](http://womenintechnology.co.uk)
- Been involved with [womenintechnology.co.uk](http://womenintechnology.co.uk) since its inception in the autumn of 2004
- Active in all aspects of the organisation and networking activities we organise
- Background in technology recruitment within financial services
  - Experience of recruiting and placing female technology candidates
- Keen interest in increasing the number of women working and achieving in the technology profession
- And I LOVE networking!

# About [womenintechology.co.uk](http://womenintechology.co.uk)



- Committed to supporting women in their technology careers and we have c6,000 members
- Online job board for direct employers and recruitment services team
- Helping companies raise their profile among female technologists
- Enables female IT job seekers to apply directly to organisations who are actively seeking more female staff
- Organise networking events with career focussed topics
- Run training courses geared towards women working in IT
- Information portal - news, events listings, careers advice and links
- It was our fifth birthday last month!

# Our website



The screenshot shows the homepage of the Women in Technology website. At the top, there is a navigation bar with links for HOME, JOBS, EVENTS, TRAINING, NEWS, GRADUATES, COMMUNITY, and ABOUT US. A search bar is located on the right side of the navigation bar. Below the navigation bar, the main content area is divided into several sections:

- COMPANIES HIRING:** A list of logos for UBS, HSBC, Microsoft, and SOCIETE GENERALE.
- Welcome to womenintechology.co.uk:** A central banner with a woman using a laptop and text encouraging visitors to explore IT career opportunities.
- QUICK SEARCH:** A search form with fields for Keywords, Sector, and Location, and a SEARCH button.
- TOP JOB...:** A section for featured job listings, including one for Accenture.
- TECHNOLOGY NEWS:** A grid of news articles with dates and headlines, such as "12/12/2006" and "08/12/2006".
- GRADUATE AREA:** A section for graduate job opportunities, careers advice, and events.
- TRAINING COURSES:** A section for upcoming training courses.
- LOGIN:** A login form with fields for Email Address and Password, and a LOGIN button.
- E-NEWSLETTER SIGN UP:** A section for signing up to receive the latest technology and business news.
- UPCOMING EVENT:** A section for upcoming events, including one for BCS on Tuesday 3rd February 2009.
- JOB ALERT SIGN UP:** A section for signing up to receive the latest job listings direct to your inbox.
- CONTACT US:** A section for getting in touch with the website.

At the bottom of the page, there is a footer with a list of job categories (IT Development, IT Support, Project Management, Business Analysis, IT Architect, IT Infrastructure, IT Management, QA/Testing, IT Graduate) and a copyright notice for womenintechology.co.uk.

www.womenintechology.co.uk

## So, why do I love networking?

- I really enjoy meeting new people
- I never know who I'm going to meet
- I've been wowed by some fantastic and inspirational speakers at events...  
...and now they're my friends!
- I can network in lots of different ways – face to face, on the phone, via email, online, by using social media
- I like the buzz I get from helping people out and from connecting people
- It's not all about my work...

### Previous womenintechology events



## Have I always been a networker?

- Networking is an integral part of my job but it plays a big part in my personal life as well...
  - Arriving in London in 2000 only knowing a few people
  - Kitchen re-design recommendation
  - Sion's mailing list
  - Best friend being made redundant
- You have to push yourself out of your comfort zone
- You might not even realise you have latent networking capabilities!

# Networking - a few things for you to think about...



- What do you want to achieve from your networking?
- Who do you want to meet and why?
- Where are you going to meet them?
- Why would they be interested in networking with you?
- What is your follow up plan going to be?
- How long will it take to see results?



# What do you want to achieve from your networking?



- People who get on, don't wait to be discovered...
- People who get on, know what's going on...
- Who you know will directly impact upon on what you know...
- *"It's not what you know or who you know. It's who knows you and what they say about you that counts."*  
Andy Lopata, Networking Strategist
- "Networking is about building a portfolio of relationships that will help you to continue to develop your career"  
– **Harvard Business School**
- Be strategic in your networking goals

## What are your networking fears?

- What stops you from networking?
- Don't know where to start
- Lack of time
- Fear of rejection
- Feeling silly / uncomfortable / shy
- Not familiar with networking etiquette
- Don't want to be seen as just on the lookout for a favour...?
- ???

# Why you should overcome these fears...



- Meeting more people through networking will help you to:
  - Learn more from those around you
  - Pick up information that you didn't know about before
  - Realise what you're missing out on / broaden your perspectives
  - Move on and get on in your academic and / or professional life
  - Find a mentor / find the opportunity to be a mentor
  - Meet women in similar situations who you can connect with
  - Make more people aware of you and your capabilities

## Who do you want to meet?

- Fellow students, lecturers, senior colleagues, competitors, local business people, politicians...?
- You want to meet people who can help you
- Think about who can help you:
  - Colleagues and IT peers
  - Friends and family friends
  - Professional associations and networks e.g. BCSWomen
  - Social networks – e.g. LinkedIn, Facebook, Twitter
  - Vendors and consultancies
  - Mentors

**\*\* If you want someone to help you, you have to help them first \*\***



## Why do you want to meet them?

Know what you want from them:

- Information
- Visibility
- Support
- Internal job opportunity
- Referral
- New challenges

Think about how they can help you:

- Teach
- Inform
- Advise
- Nurture / coach
- Sponsor
- Connect

**Having a strong internal network will boost your career progression – you will be more visible and consequently more well known.**

## What can you do for them?

- Share your own knowledge – don't underestimate this!
  - Someone more senior at work or in a different study group may be interested to know what's happening at your level of the organisation and vice versa
- Talk about them / help raise their profile
- Make an introduction for them
- Invest in someone else's success as they will feel obliged to help you!

## Where are you going to meet them?

- University societies / student committees
- Careers talks / open days
- Conferences
- Internal networking groups
- Chambers of commerce
- Trade associations
- Professional networking clubs
  
- Experiment – find out what works for you and which are worth your time attending:
  - General networking events
  - Events with very specific topics – e.g. information security
  - More informal environments – e.g. a Girl Geek Dinner

## Networks you might be interested in...



- [womenintechology.co.uk](http://womenintechology.co.uk)
- Girl Geek Dinners
- Systers – an international community online
- BCSWomen
- Women in Telecoms and Technology (WiTT)
- Daphnet
- Breaking Thru, City Women's IT Network
- European Professional Women's Network
- The UK Resource Centre for Women in Science, Engineering & Technology
  
- There are 'women in technology' groups around the world – USA, Australia, New Zealand...
- And if there isn't a group you like, you could set one up – that's what Sarah Blow did with Girl Geeks and now they're global!



## Top tips for networking!

- Look the part – dressing appropriately will make you feel more comfortable and confident
- Be aware of your body language
  - Invite people to talk to you - smile, approach someone, shake hands
- Have some standard 'opener' questions:
  - How did you hear about the event?
  - I love your shoes / bag / jacket, where did you get it from?!
  - Who else do you know here?
- Be interesting, curious and listen!
  - People like talking about themselves
  - Be yourself, not your job

## Top tips #2 (From CIO Magazine)

- Do your homework
  - Find out who's expected to be there and identify in advance who you want to meet
- Plan ahead
  - Work out your icebreaker – it makes it easier during the event
- Know what you want to accomplish
  - Do you want their business card, a referral or permission to contact them afterwards?
- Make a good first impression
- Have a friend introduce you
  - If you feel uncomfortable, ask someone else you know to introduce you

## Top tips #3 (From CIO Magazine)



- Work the room with someone else
  - Feels easier to meet new people when you're with someone else
- Stay focused
  - Networking is about expanding your circle of contacts
- Quality is more important than quantity
  - Have a meaningful conversation with a few contacts
- Know when to hold your tongue
  - If you've nothing relevant to add, just listen
- Be gracious
  - Make your thank you's for invitations / referrals / advice
- Follow up
  - Will help to maximise networking opportunities

## How to extract yourself...

- Networking is time consuming so if you're not interested in the person you're talking to, cut the conversation short
- It's been really lovely talking to you but I'd really like to meet some other people here today / this afternoon / this evening.  
Thanks so much.
- Excuse yourself – I just need to pop to the ladies...

## Following up...

- Make mental notes when you're talking to people
- Send them an email to say 'good to meet you' and arrange a meeting / coffee within the next month or so
- Invite them to an event you think they'll be interested in
- Take action on what is discussed - always let them know what you've done (even if it's that you've done nothing)
- Update your contact list
- Make a note to touch base with people regularly – e.g. every couple of months, twice a year... Create a system to sustain your business relationships

## Getting results

- Networking takes time – it will probably take a few steps to find the person you really want to meet
- It's a conscious, ongoing and reciprocal process
- Networking is about giving and sharing – it's not about wanting and taking and expecting to not give anything in return

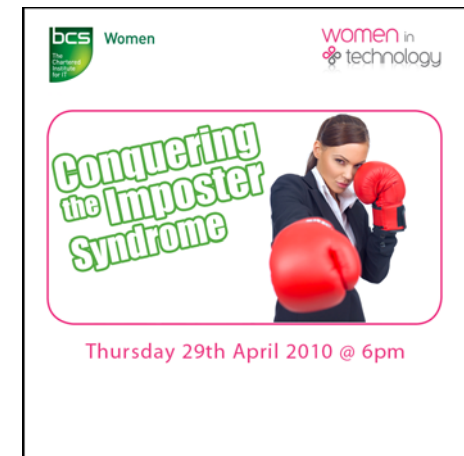
# Networking for your career success



- Get involved – effective networking is one of the most important tools in progressing your career

- Our next womenintechology event:

“Conquering the Imposter Syndrome”  
Thursday 29<sup>th</sup> April 2010 at 6pm  
In association with BCSWomen  
in London



- Go to [womenintechology.co.uk/events](http://womenintechology.co.uk/events)

## Want to know more?



- [www.womenintechology.co.uk](http://www.womenintechology.co.uk)
- Look at our LinkedIn group – “Women in Technology UK”
- Read our blog – [womenintechology.wordpress.com](http://womenintechology.wordpress.com)
- Follow us on Twitter - @womenintech
- Look at our page on Facebook – Women in Technology
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