

Networking: A How-To for Establishing Meaningful Connections for Professional Growth

The Cooperative Principle

- Quantity
- Quality
- Relevance
- Manner

Do

- Set goals
- Recognize the importance of a name
- Identify common interests
- Focus on what you can give
- Have a plan for following up

Don't

- Spend all your time with one person
- Pretend to be someone that you're not
- Talk more than you listen
- Be negative
- Ignore body language

Additional Resources

- "Captivate" by Vanessa Van Edwards
- "Never Eat Alone" by Keith Ferrazzi
- "Networking for People Who Hate Networking" by Devora Zack

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Questions to Avoid

1. Tell me about yourself.
2. What do you do?
3. Where are you from?
4. That's an interesting name—what's the story behind it?
5. Can you get me (or my friend, family member) a job?

Instead, ask:

1. What's your favorite part of your job?
2. I need _____. Do you have anyone in your network that you can introduce me to?
3. Do you have any networking tips or tricks?
4. What inspired you to get into the work that you're doing?
5. Do you consider yourself an introvert or an extrovert? Why?
6. If you could sit down with your 15-year-old-self, what advice would you offer?
7. What's the best piece of advice you've ever received to apply to your career?
8. When you need support for decision-making in your career, who you do go to or what do you do?
9. If there was such a thing as a career fairy godmother, what would you wish for?
10. If you were to teach a class, what would you love to talk about?
11. In your career, what do you want to pass on as your legacy?
12. What is your biggest work challenge?
13. How do you overcome challenges?
14. I am here because _____. Why are you here?
15. Right now, I am (stuck, jobless, overwhelmed, at a crossroads, etc) in my career. Do you have any advice you can give me?
16. Are you working on any exciting projects right now?
17. What do you enjoy most about what you do?
18. What's the strangest or funniest incident you've experienced in your line of work?
19. If you didn't do what you're doing now, what kind of job would you have?
20. What do you do in your spare time?