Proactive Career Management

Agenda:

- Maintaining and Building Internal and External Networks
- Some Thoughts About Social Media
- Active Listening
Network Building

BIG BROTHER IS WATCHING YOU

NETWORKING IS EVERYWHERE
Network Building
The Negotiating Mindset

What’s In it For Them

WIFTA

What’s In it For The Other Person

Member of Your Network

The Recruiter
Network Building

Never Say The Word “NETWORKING” (In Public)
Network Building

The Networking Process: Personal Style

It helps to be an Extrovert, but...
Network Building

The Networking Process: Contexts

Networking in a Social or Professional Setting
Network Building

• INSIDE COMPANY
  – Attend company functions and happy hours
  – Meet someone new at each company meeting
  – Join a committee or company team
  – Stay active in professional organizations

• OUTSIDE COMPANY
  – Volunteer in your community
  – Alumni Club
  – Join a club (running club, basket weaving, wine tasting)
  – Online resources – keeping up in your field
Network Building

• Sunshine
• Light
• Success
A Word About Mentoring...
Network Building

Open Communications with Management

- Established at initial negotiations?
- Email?
- Verbally?
- Consistency
- Short, concise, and big picture
Network Building

The Networking Thing (internally)

- Arm’s Length Networking
Family

- Two options for avoiding old patterns:
  - Psychotherapy
  - Behavioral changes
Network Building

Top Ten Characteristics of Leadership

• Constant self-improvement and desire to learn
• Proactive, not reactive / self-motivated
• Active listening
• Presentation skills / clear communications
• Creating perception of confidence and belief
• Positive attitude / enthusiasm / motivating
• Business / telephone / email / general etiquette
• Conflict resolution skills
• Delegation skills
• Time management and prioritization
Network Building

First Impressions
I want a job in general management. Resume to follow.

Hi Ellis,

Thanks for confirming the appointment. Very much looking forward to talking with you, and to kick-starting my process. I’ve attended some of the webinars, and so far what I’ve learned confirms what I’ve been thinking: that I might want to consider leveraging my healthcare background into some kind of marketing role. Not sure how to get started with all of that, and was hoping to get a bit of an overview from you.

See you Friday!

Sincerely,

Meg Griffin
Social Media

• Avoid the Common Mistakes:
• Stay on top of your profile and continuously update.
• Reach out to others and personalize your invitations (think customized, not generalized).
• Participate in groups.
• Continuously work to build network.
• Take advantage of the search function.
Social Media

Be Aware:

46% of people search names of business associates or colleagues on the Internet before meeting them.

93% of recruiters use search engines to learn about candidates.

58% of recruiters report that they have eliminated candidates based on information they found online.
Social Media
Social Media

• Control how you are perceived: start a blog or engage in online discussions appropriate to your profession.

• Search for yourself regularly, and consider using reputation management tools like Trackur, Google Alerts, Technorati, MonitorThis, Naymz, etc.

• Use Facebook’s privacy controls (especially friend lists).

• If you don’t want your mom or boss to see it, keep it private.

• Strike a balance between sharing and over-sharing.

• Restrict who can find your Facebook profile (via Facebook and Google)

• Tweet to others as you would want to be tweeted!

• Remember: your online efforts won’t do any good if you have a bad reputation in the offline world.
Active Listening

What makes someone a BAD listener?

• Interrupts
• Finishes sentences
• Brings topic to oneself
• On phone: multi-tasks during call
Active Listening

• Attending

• Encouraging

• Confirming (paraphrasing)

• Acknowledging (reflective listening)

• Body Language (“Listening with the third ear”)

• Clarifying Questions (open versus closed)
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Coming Attractions / Webinars!

• **Keeping Your Brand Current – Pitch, Resume, LinkedIn**  
  Monday, April 8, 12-1 pm ET

• **Social Intelligence for Career Mobility: Communicating with Impact**  
  Thursday, April 11, 8-9 pm ET

• **The Art of Salary Negotiations and Reviews**  
  Monday, April 15, 12-1 pm ET

• **Career Transition in the Next Phase of Your Career: The 30,000-Foot View**  
  Thursday, April 18, 8-9 pm ET
Q&A / Additional Resources

- Alumni Career Resources
  - [https://www.johnson.cornell.edu/Alumni/Career-Services](https://www.johnson.cornell.edu/Alumni/Career-Services)

- Alumni Directory
  - [https://cornellconnect.cornell.edu/](https://cornellconnect.cornell.edu/)

- Quick Guide forEffective Interviewing
  - [https://tinyurl.com/interviewingquickguide](https://tinyurl.com/interviewingquickguide)