ECO-MEDIA

Lesson 1
Fundamentals of Networking

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Introduction

"Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities."

Michele Jennae

Objectives of the lesson

- Define the concept of networking and its significance in personal and professional contexts.

- Understand the benefits and opportunities that networking can provide.

- Identify the key components and principles of effective networking.

- Explore various networking channels and platforms.

- Develop foundational skills for initiating and nurturing professional relationships.
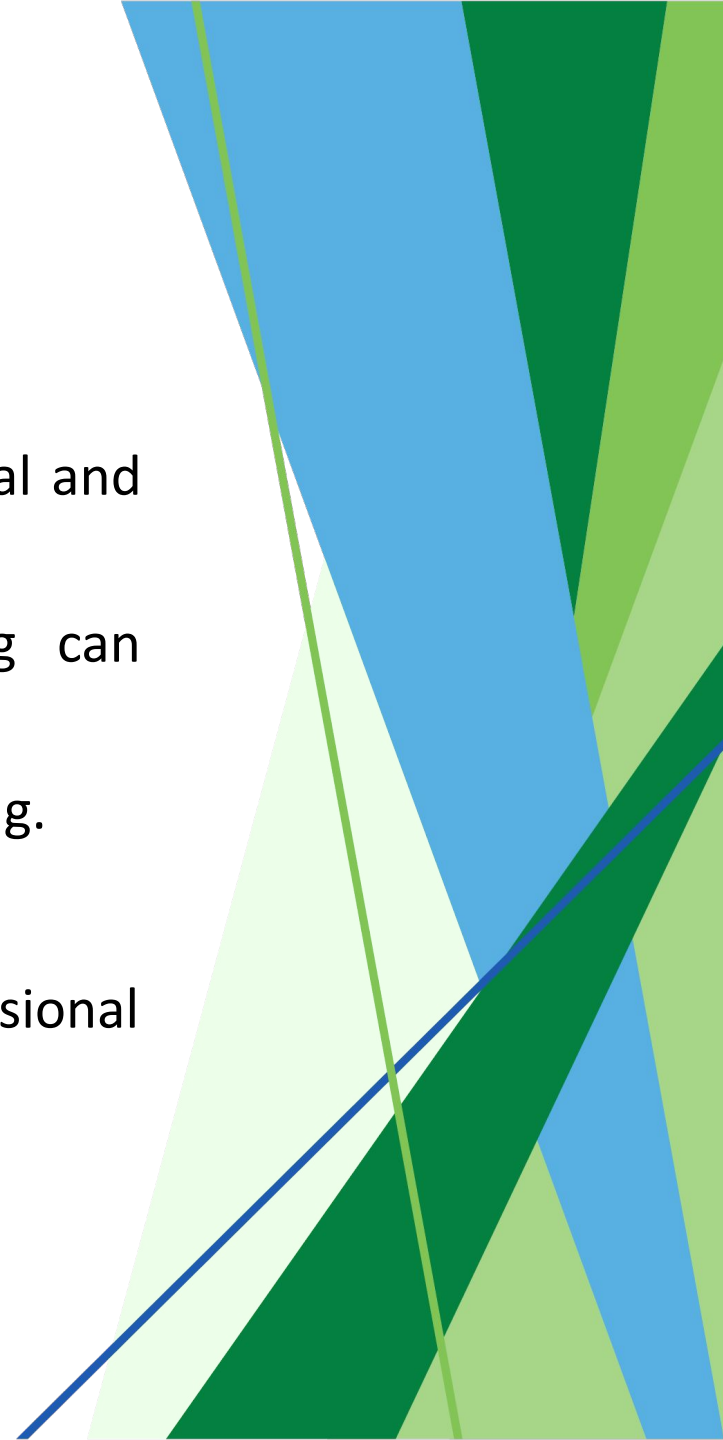
Learning outcomes

- Increased awareness of the importance and value of networking.

- Improved understanding of networking principles and strategies.

- Ability to identify and utilize different networking channels effectively.

- Enhanced confidence in initiating and maintaining professional relationships.

- Greater ability to leverage networking opportunities for personal and professional growth.
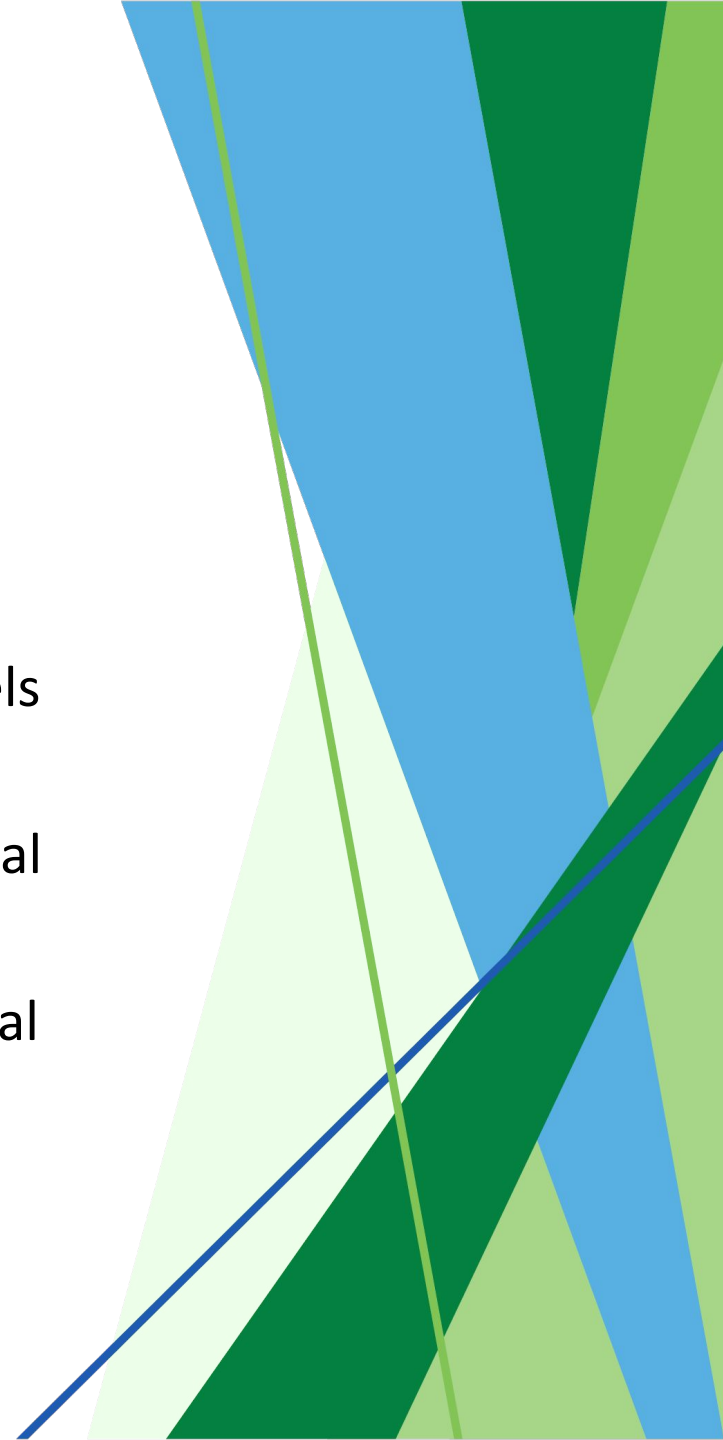
Targeted skills

- Communication skills

- Adaptability

- Relationship building

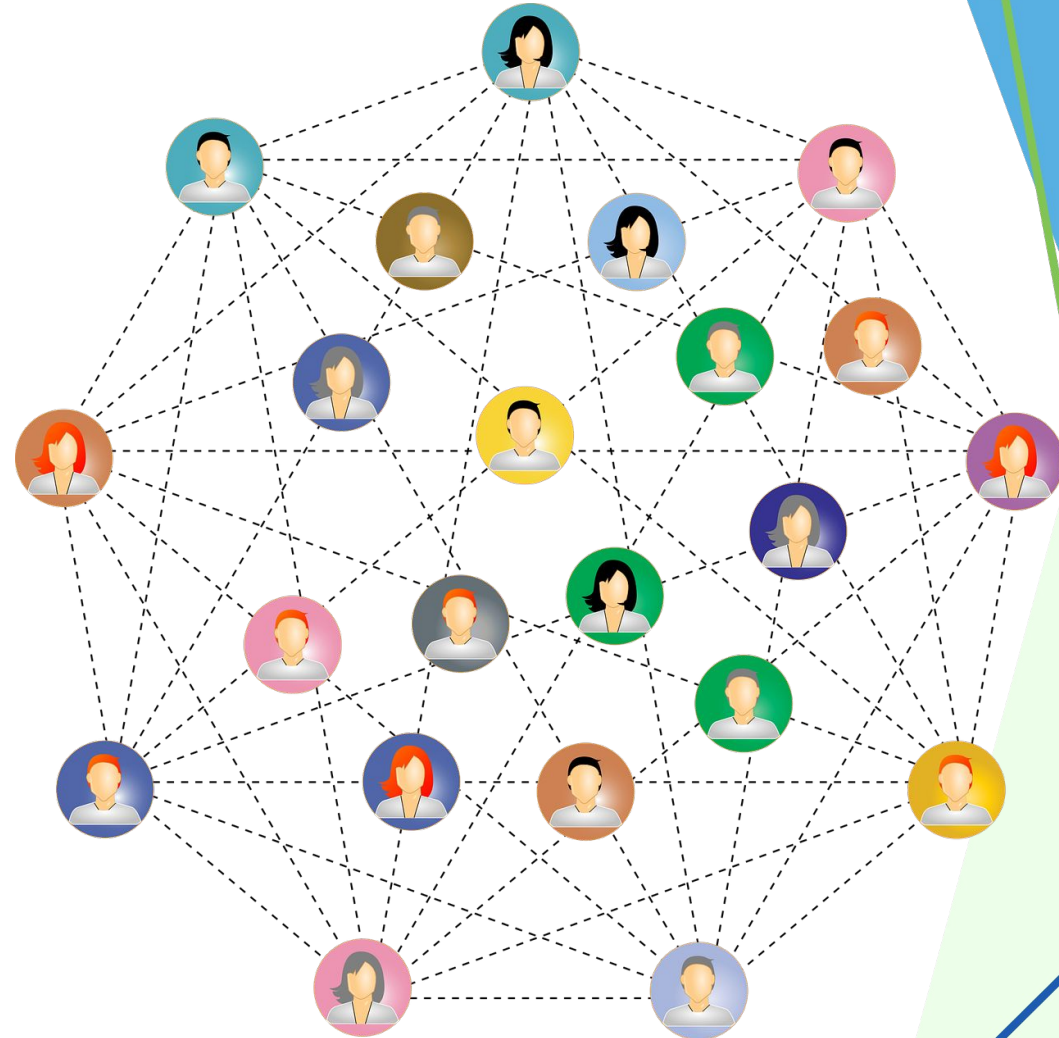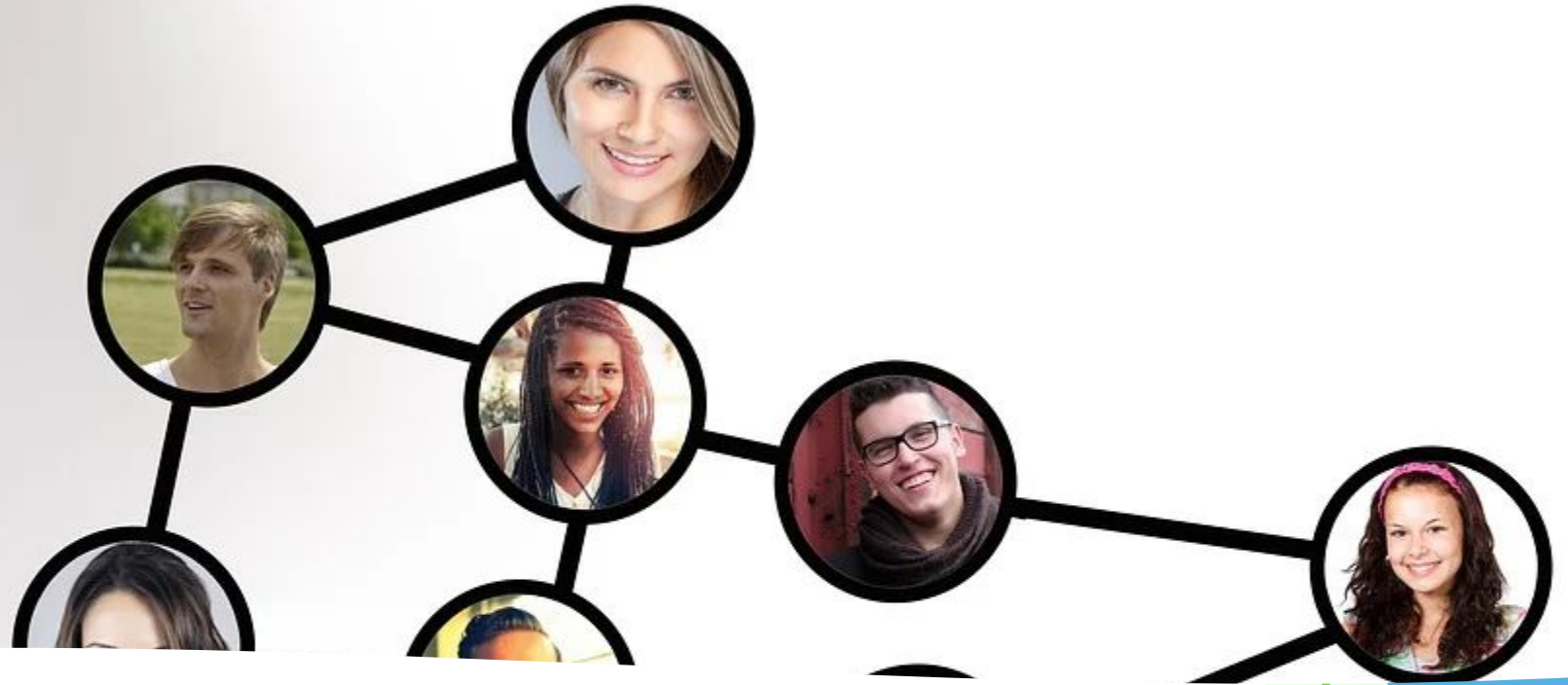- Digital networking

- Confidence

Introduction to networking

What is networking?

Networking

- The process of creating and nurturing connections with individuals or groups in order to exchange information, resources, and opportunities.
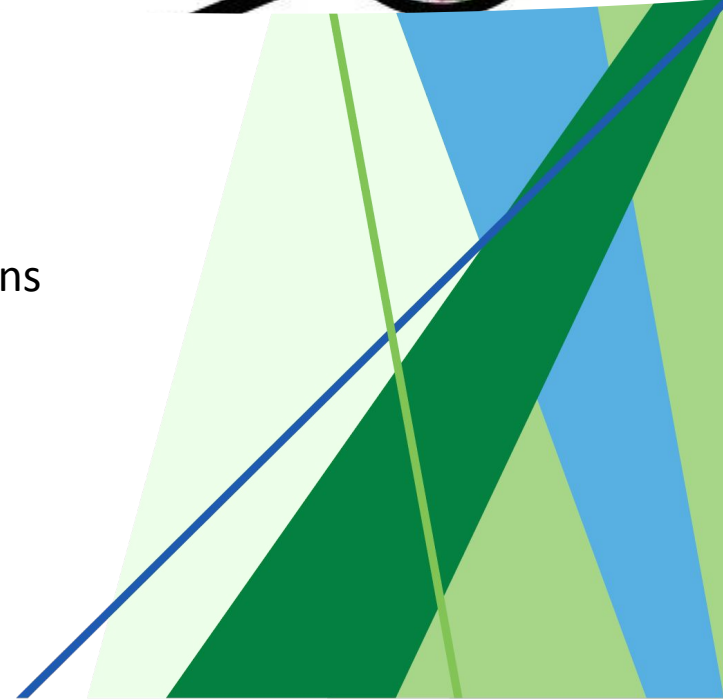
Why networking?

- The relationships you build are just as important as your knowledge and skills.

How can we use networking?

Goal of Networking

- To develop a diverse and supportive network that can provide access to new opportunities, knowledge, and relationships to further one's personal and professional growth.

Networking: a two-way street

- Networking involves a mutual exchange of value, support, and opportunities between individuals. It emphasizes the importance of both giving and receiving in the networking process.

Types of networking

Face-to-face or in-person
Building connections with others through direct physical interactions.
• Takes time

Online networking
Connecting with individuals through platforms like LinkedIn, Twitter, etc
• Worldwide connection
• Less personal

Professional Networking
Connecting with colleagues, industry experts, mentors, and potential employers or clients

Social Networking
Building connections and relationships in social settings, such as social gatherings, parties, or community events

Community Networking
Building connections within a specific community or locality

Alumni Networking
Connecting with fellow graduates from your educational institution

Peer Networking
connecting with individuals at a similar professional level or career stage

Importance of networking

Access to opportunities

- By expanding your network, you increase the likelihood of discovering job openings, collaborations, partnerships, mentorship, and other valuable opportunities.

Expand knowledge

- By connecting with professionals, you gain access to knowledge, best practices, industry trends, and valuable advice that can enhance your own skills and decision-making.

Collaboration and Support

- Building relationships with like-minded individuals allows for the sharing of resources, ideas, and experiences. It creates a support system where you can seek guidance, feedback, and encouragement from peers and mentors.

Professional Development

- By engaging with others, attending events, and participating in discussions, you stay updated on the latest developments in your field, expand your skill set, and access learning opportunities.

Importance of networking

Social Skills	Diverse Perspectives	Sense of belonging	Share best practices
• Networking enhances your communication, relationship-building, and interpersonal skills	• By connecting with individuals from different backgrounds, you gain insights and diverse approaches, fostering innovation and creativity	• By connecting with like-minded individuals or communities, you can find mentors, friends, and a support system that understands your challenges, celebrates your successes, and provides encouragement during difficult times	• Members of the network can share theirs best practices with mutual benefits

Importance of networking for professional development

Enhances your social well-being by connecting you with a diverse community of professionals who can provide support, advice, and encouragement.

Facilitates the exchange of ideas, knowledge, and insights, enabling you to stay updated on industry trends, best practices, and innovative approaches.

Allows you to meet people at various professional levels, including industry leaders, mentors, peers, and potential collaborators, creating opportunities for learning, mentorship, and career advancement.

Boosts your professional confidence and helps you develop effective communication and self-presentation skills.

Expands your visibility within your industry or professional community, increasing your chances of being considered for job opportunities, promotions, and collaborations.

Networking is based upon

When / where to network

Work	Dinners	Parties
Conferences	Waiting in line	Classes
Church	**Anywhere**	**No limits**

Everyone needs to network

Networking tools

Phone calls

SMS

Emails

Social media (LinkedIn, Facebook, Twitter, etc.)

Business cards

Networking events and conferences

Online communities and forums

Alumni networks

Networking applications

Mentorship Programs

Professional Development Programmes, workshops, courses

Professional associations

Activity 1

- Do you believe that social media can improve networking and job opportunities? How?

Active listening

- Active listening plays a crucial role in effective networking. When you engage in active listening during networking interactions, you demonstrate genuine interest in the other person, show respect for their thoughts and perspectives, and create a positive impression.

Role of body language

- 60-65% of communication

- Body language is an essential component of effective networking. It can convey confidence, approachability, and sincerity, helping to build and establish positive connections with others.
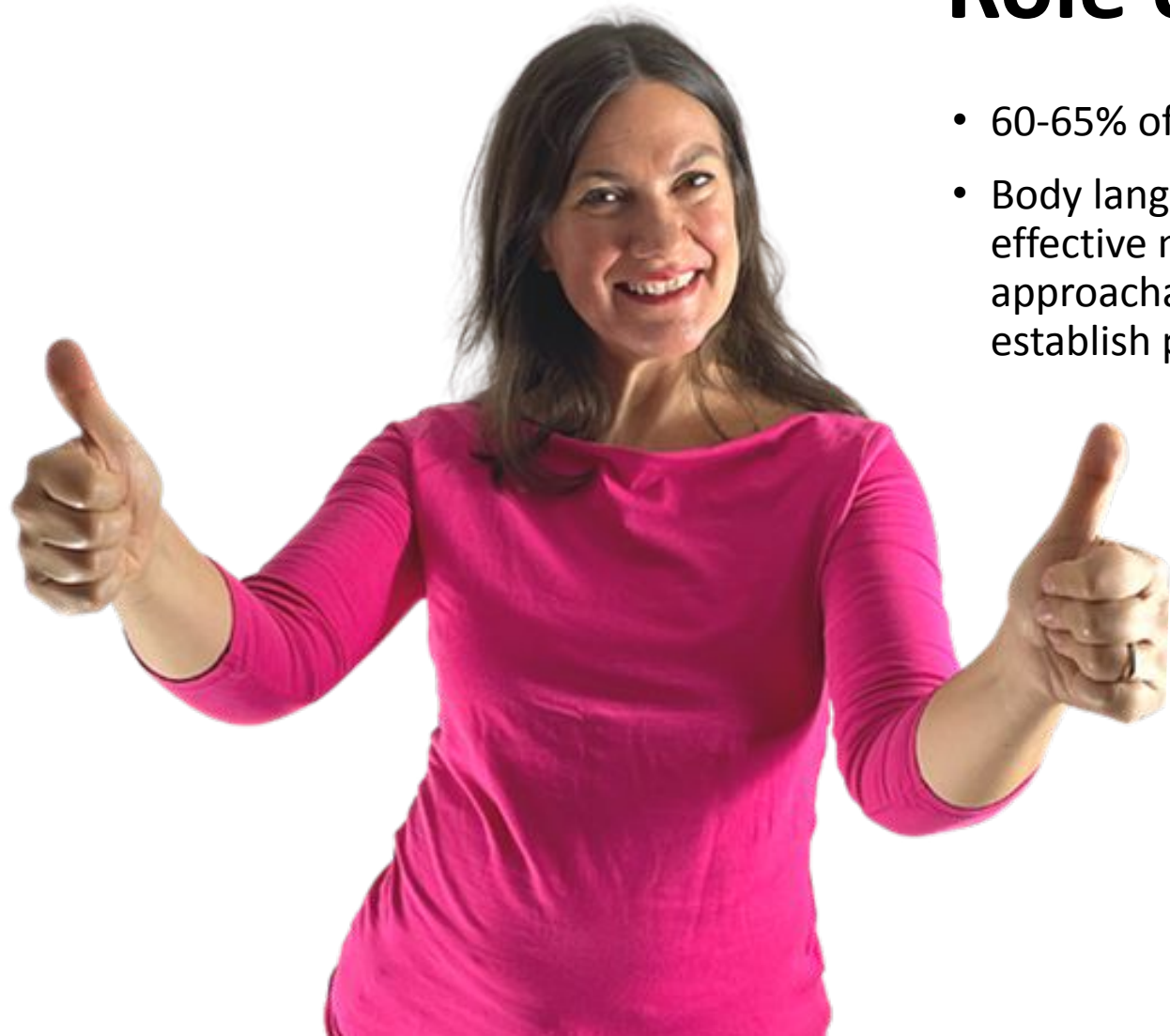
Are you ready to network?

Conclusions

Conclusions

Networking is an ongoing process that requires consistent effort.

Networking is crucial because it expands your access to opportunities, knowledge, and resources.

Networking plays a significant role in career development and advancement.

Effective networking expands your visibility within your industry or professional community.

Networking not only benefits your professional life but also contributes to personal growth.

Networking is a two-way street. It involves a mutual exchange of value, support, and opportunities between individuals.

References and additional resources

References

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Additional resources

- The Importance of NetworkingAvailable at: https://www.youtube.com/watch?v=Zi3QGjEcQNU

- Why is NETWORKING so important? Available at: https://www.youtube.com/watch?v=kgwqrqKrox8

- Why Is Networking Important? Available at: https://www.youtube.com/watch?v=xQsK70MSOLI

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