



The Importance of: Networking & Mentorship

Discovering the Opportunities Around You &
The Value of Human Connection in a High Tech World

This presentation will cover the following elements:

- Defining "networking", how to network, its value and importance
- Networking Events Strategic Tips (coffee break opportunity)
- Discussion on Mentorship - building confidence and your future

An aerial photograph of a wooden boardwalk winding through a dense, green forest. The boardwalk is made of light-colored wooden planks and leads from the bottom center towards the top center of the frame. The surrounding trees are lush and green, with some yellowing leaves visible on the right side. A white rectangular box is positioned at the top center, containing the text "# 1".

1

What is Networking?

In two words: Making Connections

Whether we realize it or not, the opportunities to network are everywhere. Everyone has their own personal network. You have your own network. A network is a treasure chest of information and contacts. The responsibility is on you to make the first move. After that, anything can happen.



LinkedIn

foursquare

YouTube

facebook

twitter

tumblr.



velp

flickr

Blogger

vimeo

LIVEJOURNAL

Like

scribble

Easy way to connect. But, does easy mean more effective?



#2

How do I network?

Modern ways of networking include various social media outlets such as LinkedIn and Facebook. Easy way to follow up.

"Old is Gold": I find the traditional ways of networking to be more effective and more likely to leave a lasting impression.

Example: face to face interaction

#3

How do I network?

Networking is a skill, you can learn it.

Face to face interaction requires confidence but also an understanding of the dynamics of social interaction. Many people want to network but do not know how to sustain a conversation etc.

For example: how to approach people in a social gathering, people usually sit and talk with people you know.



#4

Personality Types

Introvert and Extrovert



Who do I approach?

In social gatherings, there are always 3 types of groups:
Group of 1, Group of 2, and Group of 3

** Studies show that women tend to be more socially inviting in group settings*

Group of 3





#6

the Value of Networking

"Everyone has knowledge of something that you do not know, stay with that person until you find out what that thing is"

- Opportunity to learn
- Opportunity to connect
- Introduce yourself
- Build contacts and references
- Acquire potential mentors
- High job potential



#7

the Importance of Networking

"Be *interested* before being interesting"

- Shows eagerness to learn
- Helps build Canadian references
- More than a resume
- Competitive Job Market

Story of Cleaning Company

12:15 - 14:57



8

Strategic Tips for Networking Events

"It is not what you know but *who* you know"

- Coffee Break opportunity
- Introduce yourself
- Arrive early to avoid rush
- Ask questions
- Listen more
- Follow up after





#9

Video on Networking Tips

Statistic: 80% of jobs are never advertised.

Networking can be an effective strategy to help uncover hidden job opportunities.

- <https://www.youtube.com/watch?v=9rRI6nKXpxU>

An aerial photograph of a wooden boardwalk or path that leads through a dense, lush green forest. The path is straight and recedes into the distance, creating a strong sense of perspective. The trees are tall and their foliage is thick, creating a canopy of green. The lighting is soft, suggesting an overcast day or a shaded forest environment.

10

Is the Job Market competitive?

- **Importance of First Impression. Lasting impression.**
- **the only person you are competing with is...**



11

Mentorship Program

"They've been there, done that"

- Meet a Canadian professional in your field
- Get advice on your career path
- Have a Canadian reference
- Networking
- Job Search Help
- Motivating

12

Top 5 Reasons to have a Mentor

1. They've been there and done that. You can learn from your mentor's mistakes and avoid making them yourself.
2. You can talk to someone who is an unbiased third party. They see you for you. Your mentor may notice potential in you that you might not see in yourself.
3. They have a whole different network of contacts and connections that you don't. These connections are priceless and can help enhance your career in ways you couldn't yourself.
4. It's the best free service you could ever get. AND you'll probably gain a life-long friend.
5. Your mentor may introduce you to a career path or business opportunity that you did not know existed before.



MENTORING



Google



What does this picture mean to you?

What is your perspective?

Did you see yourself in this picture?

Speed Mentorship Video

Discussion and Questions

Register and send your resume to Yusuf at yalharazi@folk-arts.ca

Thank you