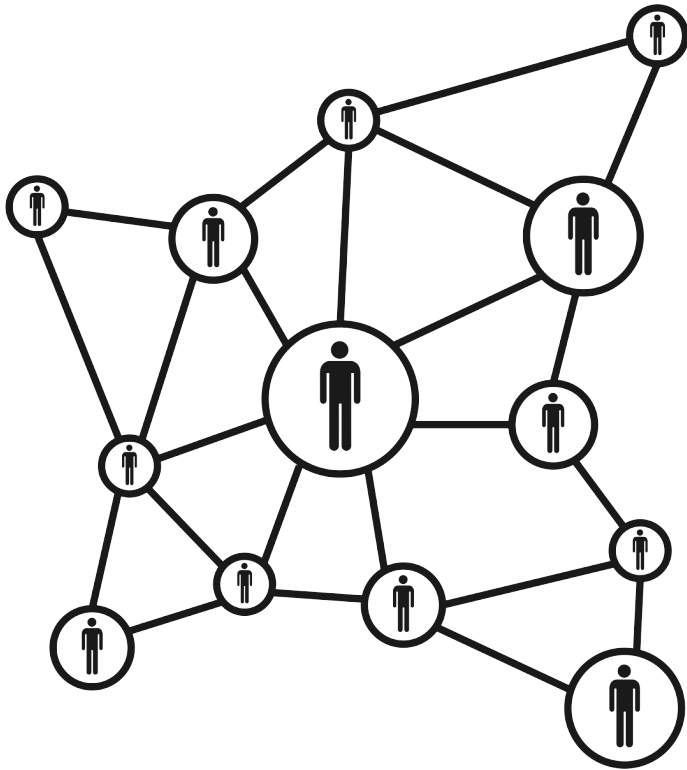

career ready = *life* ready
Center for Career & Professional Development

Networking Resources & Best Practices

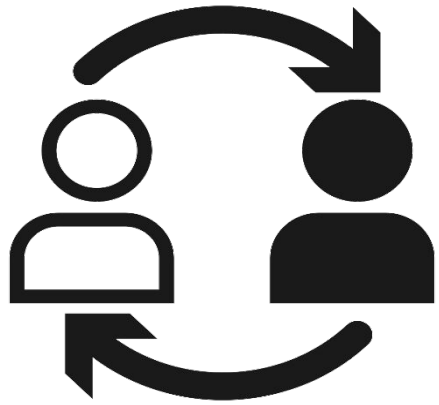
Presented by
Autumn Moser, Pre-Health Advisor aum221@lehigh.edu

What is networking?



Developing connections with other people or groups, exchanging information, and forging mutually beneficial relationships

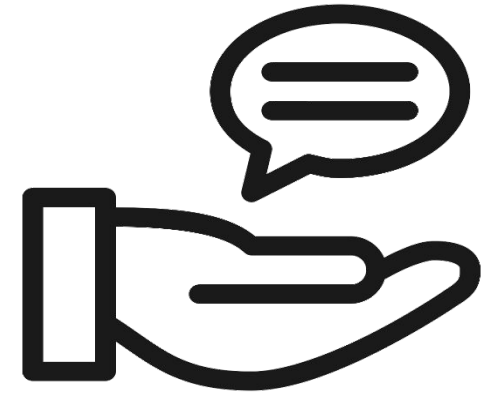
Why network?



Establish and cultivate relationships



Explore career options within healthcare or research



Gain advice specific to your interest area or speciality

Before you begin...

Define your networking goals



Ask yourself: What am I hoping to achieve through networking?

Networking Outreach Strategies

- 1) **Tap into existing network**
- 2) **Utilize online platforms – Lehigh Connects & LinkedIn**
- 3) **Conduct informational interviews**

Existing Network

- Who is in your existing network?
 - Family, friends, classmates, co-workers, faculty, mentors, neighbors, etc.
 - Anyone who already knows you
- What information do you share?
 - Lehigh University, major, academic highlights
 - Career interests
 - What you are looking for - more information on the field/to learn or shadowing opportunities

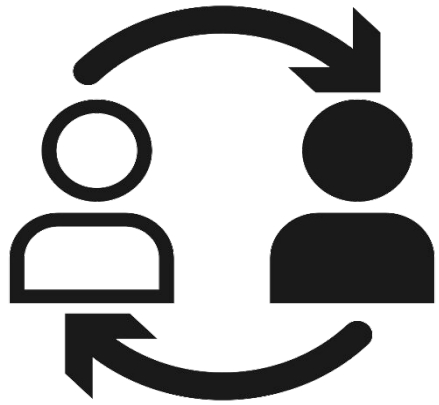
Lehigh Connects

- 1) **Create account - Lehigh Connects**
- 2) **Click “Browse the Network” to see alumni**
- 3) **Use filters to find the right people - Healthcare Alliance**
- 4) **Message, Pick a Template, Request a Meeting**

LinkedIn - A Strong Profile Matters

- Why should your profile be complete?
 - Affects your visibility - more views with a complete profile
 - Attracts recruiters, alumni, peers - introduction of who you are
- Examples
 - Professional Photo = 14x more views than other photos
 - Listing 5 skills = 31x greater chance of someone finding you & sending a message

Build Your Connections



**Connect with
those that you
know (50 people)**



**View “My
Network” for
suggestions**



**Use the alumni
feature to find
connections**

Customize Connection Requests

Dear Cimrin,
I am a junior at Lehigh studying Biology. I was interested to see your work in Dr. Swann's lab here at Lehigh and how you transitioned into R&D role after graduation at Regeneron. I value your insights as a Lehigh alum and appreciate the opportunity to connect.
Best,
Autumn

- **Review their profile**
- **Send a message**
- **Introduce yourself**
- **Describe your purpose for connection with them**
- **Show appreciation!**

Making the Connection

- Request a date and time to talk
 - Be flexible! Offer dates and times (during work week, nights, and weekends)
 - Phone, video, or in-person - usually 20-30 minutes
- What do you talk about?
 - How did you get interested in the field?
 - How did you get xyz experience?
 - What advice do you have for (pre-health, pre-graduate study) students?

After you've made a connection:

Follow up!

- ✓ **Send a thank you email**
- ✓ **Connect on LinkedIn**
- ✓ **Share occasional updates**

Handshake-Networking Resources

lehigh.joinhandshake.com

CAREER LAB

- Monday-Friday 11 am- 4 pm (I'm usually there on Mondays!)
- What is Career Lab?
 - Working drop-in hours for all career questions including:
 - resume & cover letter review
 - tips on using Handshake
 - job & internship search
 - elevator pitch practice



Thank you!

