



Networking: Elevator Pitch and Informational Interviews

Winter 2020 Streetwise Partners

NETWORKING



What is Networking?



- **Building and maintaining professional relationships**
 - ✓ It is **NOT** simply getting a business card!
- **Networking is an integrated part of your everyday life**



Who is in Your Network?



■ All of your personal and professional contacts

- ✓ **Work:** current and former co-workers and supervisors, professional organizations
- ✓ **School:** classmates, professors, alumni
- ✓ **Home:** friends, relatives, acquaintances
- ✓ **LinkedIn:** your connections, your connections' connections, professional associations, groups
- ✓ **StreetWise Partners:** the mentors, mentees, and staff members you have met during the StreetWise Partners program

Finding Networking Opportunities



- **Join organizations**
 - ✓ Professional interest groups
 - ✓ School clubs
 - ✓ Religious organizations

- **Find opportunities online**
 - ✓ Meetup.com
 - ✓ LinkedIn groups

- **Ask for referrals from your existing network**

Why is Networking Important?



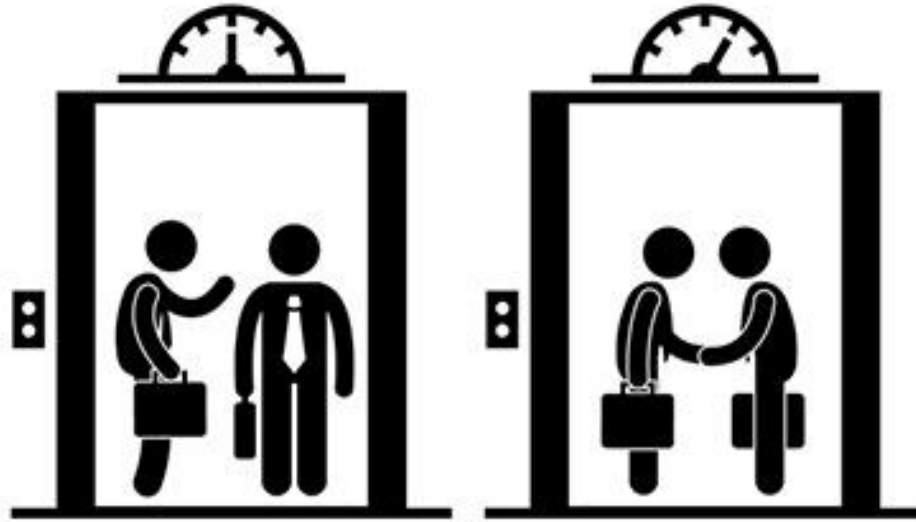
- **Establishes an inside edge**

- ✓ Gather information on careers, industries, employers, and hiring processes
- ✓ Find out about jobs that are not on job boards

- **Referrals greatly increase your chances of getting hired!**

- ✓ Over 70% of all jobs are found through networking

ELEVATOR PITCH



Elevator Pitch



- **30 second pitch that answers the question “tell me about yourself”**
 - ✓ Who are you, what you do?
 - ✓ Clearly define your field of interest and the type of position you are looking for
 - ✓ Everything you would want an employer to know about your skills, accomplishments, and work experience
 - ✓ Focus message on their needs and how you can help them
 - ✓ Just a few key bullet points or sentences

Using Your Elevator Pitch



- **You can use your elevator pitch in many situations**
 - ✓ Networking event
 - ✓ Introductory email for an informational interview
 - ✓ Introductory phone call
 - ✓ Job interview - tell me about yourself

- **Your elevator pitch is the starting point for a conversation**
 - ✓ Both parties must participate, so keep your pitch brief and end with a question
 - ✓ Your elevator pitch should be adapted for different situations

Adapting Your Elevator Pitch



- **Networking event**
 - ✓ Keep it brief and conversational (not a monologue)
- **Networking email**
 - ✓ No longer than a sentence or two
- **Informational interview**
 - ✓ Focus on your career interests and how the person can help you learn more about your chosen career/company/industry
- **Job interview**
 - ✓ Incorporate how you will benefit the employer

Perfecting Your Pitch

▪ Content

- ✓ Plan and **PRACTICE** your pitch before meeting with potential contacts
- ✓ Tailor your pitch to your audience based on their industry, position, and what you have in common

▪ Structure

- ✓ Clear, concise, with natural transitions

▪ Presence (nonverbal cues)

- ✓ Posture, hand placement, word choice, voice volume/infection, and eye contact

▪ Practice!



ELEVATOR PITCH ACTIVITY



Elevator Pitch Activity

- **Create an elevator pitch to answer the question “Tell me about yourself”**
- **Create a pitch to introduce yourself in an e-mail**
- **Create an elevator pitch for a networking event**



INFORMATIONAL INTERVIEWS



Guidelines for Informational Interviews



- **Always remember and do the following:**
 - ✓ **Be responsive** – return emails and phone calls promptly
 - ✓ **Be on time** for all in-person and phone appointments
 - ✓ Follow up appropriately
 - ✓ Proofread all emails for spelling, grammar, and tone
 - ✓ Never ask for a job
 - ✓ Come with specific questions

- **If you were referred by someone**
 - ✓ Reflect well on the person who referred you
 - This IS their personal contact, and you are a reflection of them
 - ✓ Send an email update after your meeting to let your referrer know how it went

Informational Interview Checklist



- ❑ Dress professionally
- ❑ Do your research
- ❑ Be punctual
- ❑ Opening statement – elevator pitch!
- ❑ Be prepared to answer questions about yourself and your career interests
- ❑ Ask follow up questions, but keep it conversational
- ❑ Take notes
- ❑ Be attentive and maintain eye contact
- ❑ Ask for a business card so that you can follow up
- ❑ Send a thank you email to the person you interviewed
- ❑ Do not ask for a job!

THANK YOU EMAIL



Thank You Email



- **Send a thank you email within 24 hours**
 - ✓ Reference key points of your conversation
 - ✓ Reiterate your enthusiasm, desire, and qualifications
 - ✓ Include information about how you will follow up
 - ✓ Be professional!
 - ✓ Make sure there are no spelling/grammatical errors

- **Make an impression!**

Keep In Touch



- **Follow-up periodically (every 1-3 months)**
 - ✓ E-mail updates on your professional endeavors – even after you have a job
 - ✓ Send articles/other information that may be relevant to their interests

- **Be a connector**
 - ✓ Connect people who have similar interests and career goals with each other

**Goal is for the interviewer to remember you
when job opportunities come up!**

MOCK INFORMATIONAL INTERVIEW ACTIVITY

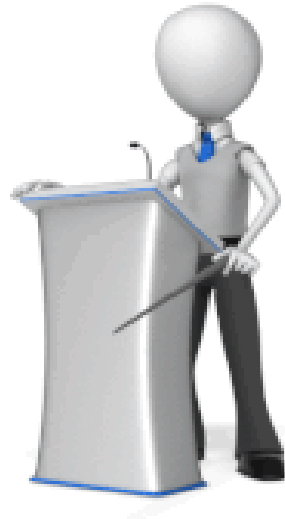


EMAIL ACTIVITY

- Draft an e-mail request for an informational interview
- Draft a thank you e-mail to the person who you just had your informational interview with



FINAL PRESENTATION DISCUSSION



Final Presentation



The Final Presentation is a polished presentation that summarizes your experience in the StreetWise Partners' program and gives you the opportunity to creatively communicate your background and career goals.

(Pages 10-13 of your Session 4 Module)

■ Presentation details for all final presentations

- ✓ **Audience:** Other mentees/mentors/officers from the program, as well as program staff
- ✓ **Length:** 3 -5 minutes (you will be timed and flagged!). Additional 2 minutes of questions and group feedback.
- ✓ **Presentation Medium:** Your presentation **MUST** be a PowerPoint deck. It cannot be any other presentation medium such as Prezi.

■ Your presentation must include:

- ✓ 5 -10 slides
- ✓ Your background, personal and professional
- ✓ What brought you to StreetWise Partners
- ✓ How has the StreetWise Partners' program helped you grow personally and/or professionally.

Final Presentation



Option 1: Your Journey

(Page 11 of your Session 4 Module)

“Your Journey” is an opportunity for you to show your professional growth through the StreetWise Partners’ program. Highlight the most important and successful aspects of the program for you and how you intend to continue your growth.

Choose 3 of the Topics Below:

- Compare your career goals when you entered the program to your career goals now.
- What have you learned about yourself during the program?
- Share three ways you are more prepared for your job search now compared to when you started the program.
- What is the best advice you received from a mentor, volunteer, lead volunteer, or fellow mentee during the program?
- Highlight your major accomplishments during the program.
- What are your next steps over the next six months and one year?

This presentation is about YOU and sharing YOUR journey through the StreetWise Partners program. This presentation is an opportunity to tell YOUR story, so make sure you tell your story in an exciting and compelling way:

- Put the audience first - what is the best way for you to engage them in your story?
- Have a single message - make sure your full story is tied together by the single theme of your growth
- Build dramatic tension - keep the audience engaged and interested, let them know your story is headed to an exciting conclusion
- Make it personal - your story will be more authentic and credible when it feels real, make it as personal as you are comfortable sharing

Final Presentation



Option 2: Industry Deep Dive

(Page 12 of your Session 4 Module)

“Industry Deep Dive” is an opportunity for you to continue your professional development and growth through learning about your preferred industry. Explore the positives and negatives and discover if your industry of choice is a good fit for you.

Industry Deep Dive Needs to Include:

- Industry of choice when you entered the program and your knowledge of that industry
- Different positions within your industry of choice and a description of the positions. Which position are you most interested in?
- Education and experience needed to work in your industry of choice and in your preferred position
- Top companies within your industry of choice and their hiring criteria/practices for your preferred position
- Non-traditional positions for your industry/cross related industries
- How has the information you found during your research influenced your perception of the industry?
- Has the information changed your SMART Goals? If so how? If not how can you use the information to strengthen your goals?

Final Presentation



Tips to a Successful Presentation

(Page 13 of your Session 4 Module)

- ❑ Your name is on the presentation
- ❑ Use the slides as talking points and elaborate. We want to hear you speak, not watch you read.
- ❑ Slides are clearly laid out and easy to follow along
- ❑ Slides are free of grammatical errors
- ❑ Slides convey your message without writing full sentences
- ❑ Slides are on topic
- ❑ Add fun pictures, graphs, art
- ❑ Keep the presentation to the 3 -5 minute time allotment
- ❑ Practice, Practice, Practice!!

WRAP UP

