Squiggly Careers PodSheet

How to network for career success

EPISODE 309

How to reframe 'networking'

Networking is 'people helping people'. To build an effective network you need to be clear about what you can give that is valuable to people and be specific about what help you need and from whom. *Focus on what you can give today and in the future, rather than what you hope to gain.*

> We need to get better at the lost skill of making conversation. How quickly can you build a connection?
>
> **Sharmadean Reid**

The difference between a network and a community

In a squiggly career, having networks and being part of a community is equally important as both deliver different benefits for your development.

You'll often find the same people in your networks and as a part of your communities. Over time, communities can transform into your network (and vice-versa.)

Network
A network can be described as a 'hard power'

Networks are best for:
- sponsorship
- advocacy
- introductions
- investments.

Community
A community can be described as a 'soft power'.

Communities are best for:
- getting started
- learning
- bonding
- emotional & mental support.
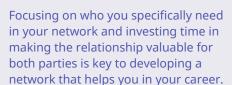
3 top tips to help you network for career success

1 Focus on the skill of making great conversation

When meeting new people, curiosity creates connection, it can help you grow and develop and is a brilliant way to learn.

Ask yourself:
- *How can I learn something new about this person?*
- *How can I build a human connection?*

2 'Collect' people to connect to

Focusing on who you specifically need in your network and investing time in making the relationship valuable for both parties is key to developing a network that helps you in your career.

What do you want to learn and how can you build a network based on this?

3 Put your self-awareness into action

Identify what you can give to a network, start with your strengths and how these can be useful for other people.

What's one thing you'd love people to say about you when you're not in the room?

What are 3 actions you can do to develop that impression over the next 6 months?

Coach Yourself Questions

? **What do I have to give to the connections I'd like to create?**

? **How could I learn from people who have different skills, perspectives and experiences from me?**

Recommended resources

The Laws of Human Nature by Robert Greene

Combing the Network Peter Thiel and Reid Hoffman talk about the importance of a personal network.

How to have conversations that matter with expert Celeste Headlee Squiggly Careers Episode #207

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