

## NETWORKING PLAN:

When you are looking for a new role or career, networking allows you to market yourself to others in the field. In its simplest form, networking is essentially talking to anyone about the job search. By talking with people about your qualifications, positions, and employers of interest, you may hear about job leads or resources that you didn't know about. Additionally, networking allows us to connect people to opportunities. As you begin to network with individuals, consider the type of help you could offer these people as well. A connection within a company often is a much easier way to get your resume in the hands of a hiring manager.

**Fun Fact: 80% of companies hire someone that was “already known” to the employer via a shared connection or employee referral.**

### Follow these steps and ideas to begin building your network:

- Send personal messages to past managers and co-workers
- Connect with peers and AU alumni on LinkedIn (be sure to include a personal message with the connection request)
- Discuss your future career with your friends, family, and other people that you frequently see
- Join groups on LinkedIn that are related to your field
- Join a professional organization and attend an event
- Reach out to LinkedIn members who work at companies you are interested in and ask for advice regarding getting your foot in the door
- Join Ashford's Alumni Network (AU Connect) and start engaging with your fellow alumni

Remember--- networking is about building relationship and it's a two-way street. Don't make the conversation all about you. Rather, approach the conversation with a genuine desire to deepen a relationship and possibly extend a helping hand to the other person, as well.

### Now, create your own networking plan:

#### LINKEDIN:

To build my network I will:

#### FACE TO FACE:

To build my network I will:

#### ADDITIONALLY:

To build my network I will: