

The Ultimate Guide to Professional Networking

GoSkills online course syllabus

Skill level

Beginner

Lessons

21

Accredited by

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Pre-requisites

No prior experience needed

Video duration

57m

Estimated study time

57m 39s

Instructor

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Introduction

1

Unlock career success through networking

Networking has long been recognized as a crucial aspect for those engaged in the business world.

Basics of Networking

2

Prioritize selfless support

A vital aspect of fostering a robust network is to refrain from tallying the benefits gained and instead prioritizing selfless aid.

3

Establish your networking goals

To achieve any objective, it is essential to establish a tangible goal or outcome you wish to attain.

4

Share your goals

By actively communicating and declaring your aspirations, you can better set yourself up for success in achieving those ambitions.

5

Networking as an introvert

The notion that networking is exclusively for extroverted individuals is a flawed hypothesis.

6

Leverage routine social engagements

Ultimately, individuals in the professional realm are human beings.

Connecting in the Digital Age

7 Recognize digital impacts

The internet has revolutionized the manner in which we engage with all aspects of our social circle, including family, friends, and personal relationships.

8 Optimize your LinkedIn profile

LinkedIn is the preeminent social media platform for professional networking.

9 Define personas of interest

The time has come to define the optimal personas of individuals with whom you aim to connect.

10 Conduct effective outreach

Initiating contact with these pivotal personas is paramount, even in the absence of mutual acquaintances.

11 Engage in Small Talk

When interacting with key personas, it is essential to establish a rapport.

12 Follow up

To maintain and further develop the newly forged relationship, it is crucial to follow up with regularity.

Developing Key Contacts

13 Identify key contacts

In every industry, there are essential contacts that one must network with in order to gain entry.

14 Proximity is Key

The internet has certainly expanded the ability to connect with others, but there are industry-specific hubs that provide specialized resources and connections.

Create a Community

15 Identify areas of interest

It is crucial to ascertain the community of individuals with similar interests and goals that you seek to connect with.

16 Join a community

Numerous platforms and communities exist that can enable you to connect with like-minded individuals.

17 Become the host

Rather than solely attending community networking events, assuming the role of host can provide additional benefits.

18 Host a successful event

Organizing a fruitful event can be a complex undertaking, encompassing tasks such as selecting an appropriate venue, identifying potential speakers, developing an agenda, and devising a marketing strategy.

19 Access conferences

Mastering the art of navigating a conference can significantly enhance one's exposure to crucial contacts in the field.

20 Always be connecting

The well-known book on networking popularized the phrase "Never Eat Alone", which emphasizes the significance of utilizing mealtime as an opportunity to establish new professional connections.

Conclusion

21 Getting started

Thank you for watching this course!

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