

## Arranging Networking Conversations

### Purpose

The intent of networking is to LEARN about an organization and perhaps about the individual who has invited you to visit, as in the case of a Maxwell alum who may discuss their career path. Networking is an extension of your graduate education - a chance to learn about careers and organizations.

### Goal

The primary goal of networking is to find out if the field, organization and/or sector interests you professionally. If you prepare well and ask good questions, you may also obtain the names of organizations that do similar work and suggestions of other people in the industry with whom to connect.

How it Works ...

### Step 1: Target Organizations

Create a list of organizations you are interested in and believe that talking with someone who works there will allow you to learn more about day-to-day operations, application of your skills to the environment, etc. Your list should be reasonable in length (4-5 if for a 2-day visit; 6-7 for a 4-day visit).

### Step 2: Find Alumni

Using LinkedIn first, followed by 'Cuse Community (see handout), locate a Maxwell or Syracuse University alum working at the organizations of interest.

Create an Excel spreadsheet with columns for the contact's name, employer, job title, work address, email, phone number, and notes. Keep a record of the date you make each contact.

### Step 3: Make Contact

Send an initial email to the alumni requesting a brief meeting (30 minutes) over coffee or offer to meet them at their office.

If you have heard back in a week, search the organization's website for a phone number and make a follow up phone call referencing your earlier email.

### Step 4: The Conversation

Create a list of well-developed questions based on your own review of the organization's website and your own knowledge of the career field.

Send a thank you email mentioning what you discussed and reference anything that you or the alum offered to follow up on.