

THE POWER
OF
NETWORKING



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Agenda

- Norms
- Self-Care
- Learning Outcomes
- What is Networking?
- Three Types of Networks:
- The Biggest Benefits of Networks
- Informal Benefits of Networks
- Responsibility & Protocol
- Level Up Greater Pittsburgh Pay Equity Campaign
- Center For Race & Gender Equity Social/Racial Justice Educational and DEIA workshops

NORMS

- **Silence** phones, **limit** distractions, and **share** the mic. **Value** everyone's thoughts.
- **Speak** your own truth. What is said here, stays here. What you learned here leaves here. Use "I" statements.
- **Listen** for understanding and without thinking about your response. Find comfort with being uncomfortable. Allow grace.
- **Avoid** experience comparisons.
- **Expect and accept** non-closure.
- **Disagree and engage** respectfully within this safe and supportive environment.
- **W.A.I.T.** - Why Am I Talking? Consider this before speaking out into the space.
- **Create** a safe space for brave conversations.

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CULTURE OF SELF-CARE

- **Disclaimer statement and WARNING:** materials, examples and references may have an emotional response. Self-care measures are supported, and you are urged to take a 10-minute break if needed.
- **Practice mindfulness through breathing:** Try some simple breathing methods by bringing focus to the tip of your nose where the air enters and exits. As you notice thoughts entering your awareness, allow them to roll on and out like clouds passing by, and stay with your breathing. Gently bring your attention back to each breath.
- We **encourage conversation**, interactions, and questions.
- We will **pause and hold** before moving on to the next section for questions as well as addressing questions as they are presented.

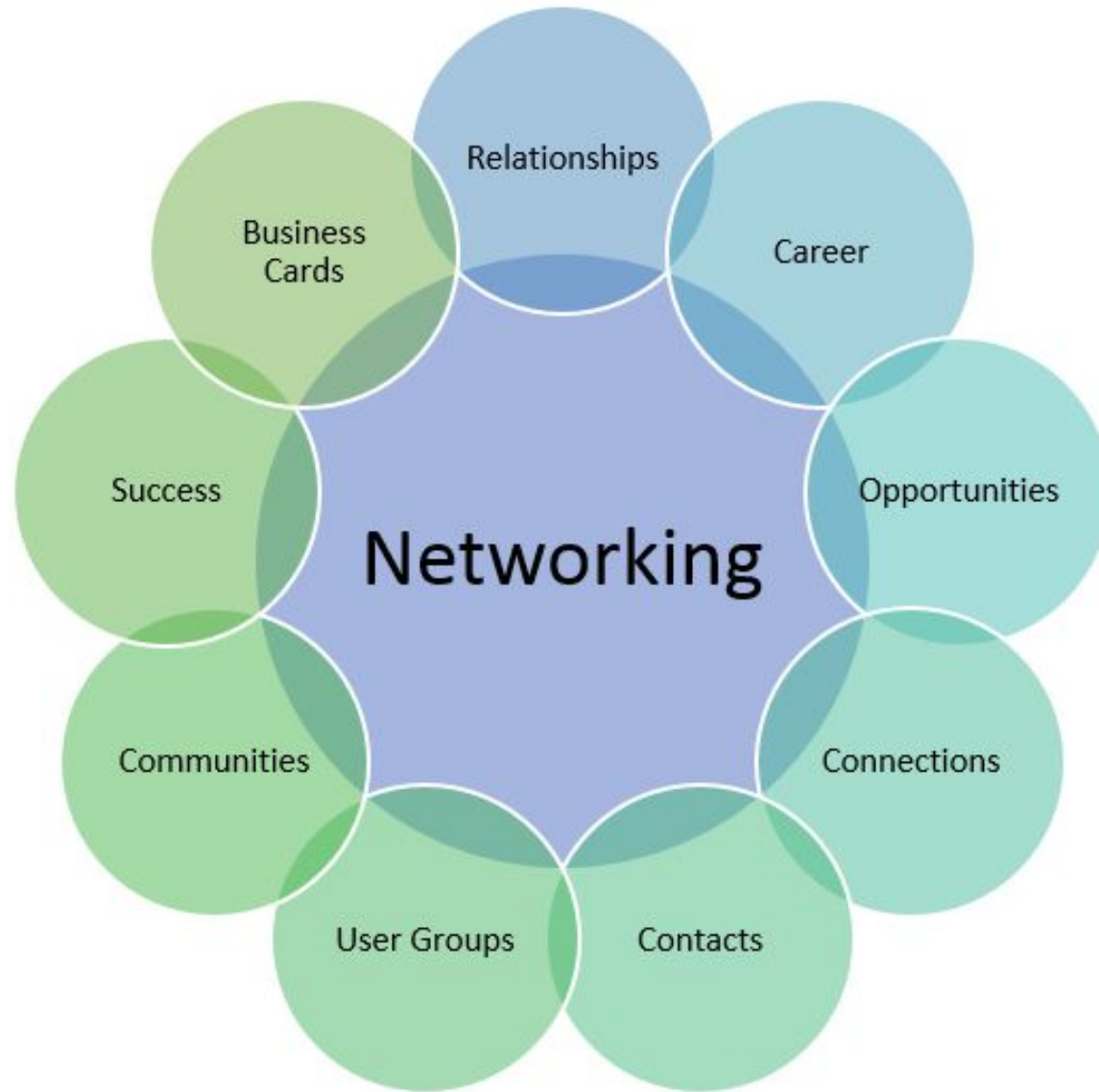
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LEARNING OUTCOMES

- The different types of networks
- The benefits of networks and leverage them
- Responsibilities and protocols of networking



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What Is Networking?

Networking is the process of making connections and building relationships.

Networking: creating a fabric of personal contacts to provide the support, feedback, and resources needed to get things done.

These connections can provide you with advice and contacts, which can help you make informed career decisions.

Networking can even help you find unadvertised jobs/internships. Networking can take place in a group or one-on-one setting.

- It's Not What You Know, but Who You know!!!!

Who Should You Include In Your Professional Network?

- Having the right contacts in your professional network can help maximize your career growth and learning opportunities. Consider building your industry network with people from the following groups:
- Current and former colleagues
- Classmates/study peers
- Professors/teachers
- Friends or family members in your industry
- Members of relevant industry associations, sporting teams, social and interest-based groups or religious communities
- Peers from digital professional networks such as LinkedIn
- Recruiters who specialize in your field

Common Examples Of Professional Networking Include

- Joining industry associations or clubs
- Getting involved in networking events, expos, conferences or career fairs
- Connecting with and reaching out to relevant professional on LinkedIn
- Staying connected with former colleagues
- Getting to know current colleagues
- Volunteering and participating in community events
- Attending industry meet-ups
- Join virtual groups and communities

Three Different Types of Networking

Personal Network

Operational Network

Strategic Network

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Personal Networking

Personal Networking is the development of relationships with groups or people (*kindred spirits*) with whom we have similar interests, ideology or exchange referrals with people **outside** of your company who can help with your personal advancement

“Personal networks are largely external, made up of discretionary links to people outside the workplace with whom we have something in common. As a result, what makes a personal network powerful is its referral potential. According to the famous six degrees of separation principle, our personal contacts are valuable to the extent that they help us reach, in as few connections as possible, the far-off person who has the information we need (Ibarra & Hunter, 2007).”

The development of relationships is usually conducted within three levels described below: Professional Networks. Community Networks.

Civic Organizations

focused on the community and its business partners. Sororities, fraternity

Volunteer Organizations

Donate your time to a cause, but the side benefit is often developing relationships.

Operational Networking

Operational networking is about building relationships *inside* your company to get work done, accomplish your assigned, routine tasks more effectively

- New hires, new organization/company
- Olive Leaf
- Socially introverted

Strategic Networking

Strategic networking is about enlisting the support of people who can help you to achieve your strategic business goals and organizational objectives

strategic networking is the ability to marshal information, support, and resources from one sector of a network to achieve results in another. Pushed to its logical limit, the basis of this difference is that effective leaders are highly dependent on others to get things done.

- For example, a leader of a non-profit organization might network to build great relationships with entertainers who would then be willing to perform pro bono at a fundraising event.

Personal, Operational, And Strategic Networks

	The purpose of this network is to...	If you want to find network members, try...
Personal network	exchange important referrals and needed outside information; develop professional skills through coaching and mentoring	participating in alumni groups, clubs, professional associations, and personal interest communities.
Operational network	get your work done, and get it done efficiently.	identifying individuals who can block or support a project.
Strategic network	figure out future priorities and challenges; get stakeholder support for them.	identifying lateral and vertical relationships with other functional and business unit managers—people outside your immediate control—who can help you determine how your role and contribution fit into the overall picture.

Benefits Of Networking

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Biggest Benefits of Networking

1. Strengthen your network business connections

Networking is about sharing, not taking. It is about forming trust and helping one another toward goals. Regularly engaging with your contacts and finding opportunities to assist them helps to strengthen the relationship. By doing this, you sow the seeds for reciprocal assistance when you need help to achieve your goals.

2. Tap into your network to get fresh ideas

Your network can be an excellent source of new perspectives and ideas to help you in your role. Exchanging information on challenges, experiences and goals is a key benefit of networking because it allows you to gain new insights that you may not have otherwise thought of. Similarly, offering helpful ideas to a contact is an excellent way to build your reputation as an innovative thinker... former colleague, mentor, teacher or friends

3.A Advance your career/ raise your professional profile

Being visible and getting noticed is a benefit of networking that's essential in career building. Regularly attending professional and social events will help to get your face known. You can then help to build your reputation as being knowledgeable, reliable and supportive by offering useful information or tips to people who need it. Raising your profile within professional circle

3.b Grow your personal Brand

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4.a Get access to job opportunities

Expanding your contacts can open doors to new opportunities for business, career advancement, personal growth, or simply new knowledge. Actively building networks helps to keep you top of mind when opportunities such as job openings arise and increases your likelihood of receiving introductions to potentially relevant people or even a referral.

4.b Access new information / Exchange best practice knowledge with your network

Networking is a great opportunity to exchange best practice knowledge, learn about the business techniques of your peers and stay abreast of the latest industry developments. A wide network of informed, interconnected contacts means broader access to new and valuable information.

5. Get career advice and support

Gaining the advice of experienced peers is an important benefit of networking. Discussing common challenges and opportunities opens the door to valuable suggestions and guidance. Offering genuine assistance to your contacts also sets a strong foundation for receiving support in return when you need it.

6. Build your confidence

By continually putting yourself out there and meeting new people, you're effectively stepping outside your comfort zone and building invaluable social skills and self-confidence that you can take with you anywhere. The more you network, the more you'll grow and learn how to make lasting connections.

7. Gain a different perspective

It's easy to get caught up in the day-to-day of your professional realm and end up in a rut. By talking to others in your field or people with expertise in a particular area, you can gain insights that only come from viewing a situation with fresh eyes. Asking for opinions from contacts you trust or admire can help you see things in a new light and overcome roadblocks that you might not have known how to circumvent otherwise.

8. Develop long-lasting personal relationships

Of course, the point of networking is to develop and nurture professional relationships, but some of the strongest and most long-standing friendships are borne from work connections. Your networking contacts are probably like-minded people with similar goals as your own, so it's not unlikely that your professional support network will spill over into your personal friendships.

9. Get an answer to every question

As long as you have a strong network of professional connections, you can be confident that someone within your sphere will be able to answer even your toughest questions. And, if there's no definitive answer, you'll have a solid sounding board to bounce ideas off and put into action step-by-step plans to tackle bigger problems.

10. Find your dream job you love

Professional networking and expanding your contacts can create new opportunities for business, career advancement, personal growth, or simply new knowledge. You never know who might be hiring for your ideal job, or know someone who is, and the more people you have in your network, the more likely you are to be the first to know when those big job opportunities pop up.

+ Benefits of Networking:



- Power & career control
- Understand career options
- Visibility & reputation building
- Hear about unadvertised opportunities
- Locate mentors & sponsors
- Peer support
- Productivity: access to information
- Efficiency: learn new skills
- Navigate the Glass Ceiling
- Credibility: external recognition
- Share your experience & expertise

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Informal Benefits of Networks

- Save time , energy & funds
- Opportunities, access & resources
- Don't reinvent the wheel
- Ask Questions, gain insights, feedback, recommendation
- Access to intellectual, legacy, and historical knowledge
- Ask –favor
- Navigate projects and insights

Responsibilities & Protocols

- Timely Follow-up
- Connections – e-introduce, QR code, taps, LinkedIn
- Convener...partnership, collaborations, link & connect
- Sphere of influence
- Trailblazer – Statesperson: counterbalance (Non-BIPOC hierarchy, unsolicited assistance, the benefits of the doubt)
- Black Excellence: Shepherd- lift-up, reach-back
- Volunteer
- Socially introverted: missed opportunities –meetings, trainings, ERG's, clubs, sorority and fraternities, gym
- Olive branch
- The Bridge



TAKE THE PLEDGE

Cities across the United States have made remarkable progress in closing the gender pay gap. Despite being awarded the title of "America's Most Livable City," Pittsburgh and the surrounding region continue to struggle with pay equity, especially when it comes to women of color. Employers in the Greater Pittsburgh region have the power to close the gender pay gap.

Level Up: Greater Pittsburgh Pay Equity Campaign

Black Women's Policy Center (BWPC), Women and Girls Foundation (WGF), and YWCA Greater Pittsburgh (YWCA GP) have launched a collective pay equity campaign to close the gender pay gap in the Pittsburgh region.



CENTER FOR RACE & GENDER EQUITY

- YWCA Greater Pittsburgh's Center for Race & Gender Equity provides training, organizes events, engages in advocacy, and builds community around the vision of a world in which all women and girls, especially women and girls of color, have equitable access to personal and professional opportunities, free from racial injustice.
- **Racial Justice Education**
- YWCA Greater Pittsburgh offers a series of educational experiences and workshops, suitable for all professional and community settings. Each session is 2 hours in length and includes interactive discussions and exercises. **Fees vary based on size of groups and number of sessions.**
- **Topics Include:**
- **Understanding Racism**
Analyzing the historical roots of racism, its impact on our current institutions, and understanding other diversity and inclusion terminology.
- **Cycle of Socialization**
Understanding the way in which we are socialized using the research of a national authority on social justice issues.
- **Sphere of Influence**
Centering individuals in racial justice work with a focus on self, taking action, and the power to be an advocate/ally/accomplice.
- **Microaggressions in the Workplace**
Exploring the words and actions that, intentionally or unintentionally, create a negative or hostile space for members of certain

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