Karin Lawton-Dunn, “Build Your Professional Network Now”
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“You can make more friends in two months by becoming interesting in other people than you can in two years by trying to get other people interested in you.” –Dale Carnegie

CONNECT
Networking: a conversation between two people. Ask questions; develop a professional relationship (How did you get into this field/position? Do you have advice for me to get into/be successful in this field?).

Goal: Meet new professionals in field
Meet representatives from companies
Learn from people about professional world

Networking is NOT: to get a job, reference, or anything else!

LinkedIn: BIG HELP! Can use for networking; companies search qualifications, etc. Make sure you send email thank you and can also send a personalized LinkedIn invitation.
- Make sure you put LEADERSHIP somewhere on your profile (as well as other soft skills like communication, reliable, etc.)

Google yourself; see what comes up.

Informational Interviews: ask if you can meet short/coffee/over the phone (How did you get here? Could be a little more personal (connect better with people). You are not here to try to get a job-you are here to gather information.); follow up with Thank You email/LinkedIn.
- Think about: Who would you like to talk to and find out how they got to where they are?
- Contact Karin to set up informational interviews!

Career Fairs (several coming soon this fall!);
Lead with a smile and a handshake
Collect business cards!
1-2 questions about company (Show interest; you can see who will be there on the career fair websites)
Find out who to contact for positions
Follow-up/thank you
Set-up an informational interview
Thank you/LinkedIn Invitation
Keep in touch (“like” their posts on LinkedIn, send them articles you think they might be interested in)

Career fair **Do not’s:**
“Do you have a job for me?”,
Have absolutely nothing to say,
Wear unprofessional clothes
Be impolite to others around you in line
Bring laptop/bag/coat, etc. it will be hot in the building; bring a notepad instead

**Company visits** You might do a presentation here but they honestly don’t care THAT much about your exact project, just your skills and how they can transfer. They want to know if you are able to take what you’ve learned during your PhD and benefit their company. Always dress a little nicer than the positions you are applying for.

**Campus Leadership**

**Graduate Learning Communities**

**Professional Organizations**-dress nicely for conferences, get and give cards!!

**Toastmasters/ISSO English Together**-develop your speaking skills

*Networking is marketing*-Marketing yourself, Marketing your uniqueness, Marketing what you stand for (Christine Comaford-Lynch)

**DISCOVER**
Career Services (MyIDP)
Cyclone Career Strategy

**GROW**
Workshop/Presentations

**Business Cards** (can get ISU ones from printing services but cannot put anything non-ISU on front of card, but can put on back)
Front: Current title
Major/Degree Seeking
LinkedIn address
Email address (non-ISU)
Phone number

Back: Research area
Skills (Equipment, labs, leadership)
Other to set apart (can personalize for each occasion)