

My network; my net worth?

As we enter the working phase, we are often encouraged to build and leverage on our “networks”. What does this really mean, to establish connections for me to “tap upon” for my career progress?

What do youths say?

01



“My biggest concern with networking is that people whom I network with virtually are not genuine/authentic, mostly because they network for external motives. I am also not sure on what to take as a first step in networking with the right people.”

JERMAINE NG, 21, NATIONAL UNIVERSITY OF SINGAPORE

02



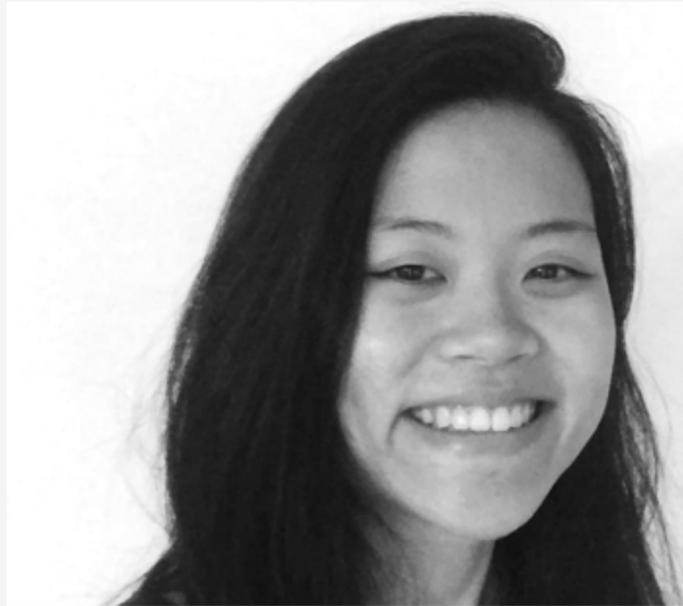
“How do I ensure that my networking experience is a positive and engaging one? I am not sure on what to take as a first step in networking with the right people in the right ways.”

EUGENE AW, 23, NANYANG TECHNOLOGICAL UNIVERSITY



What do youths say?

03

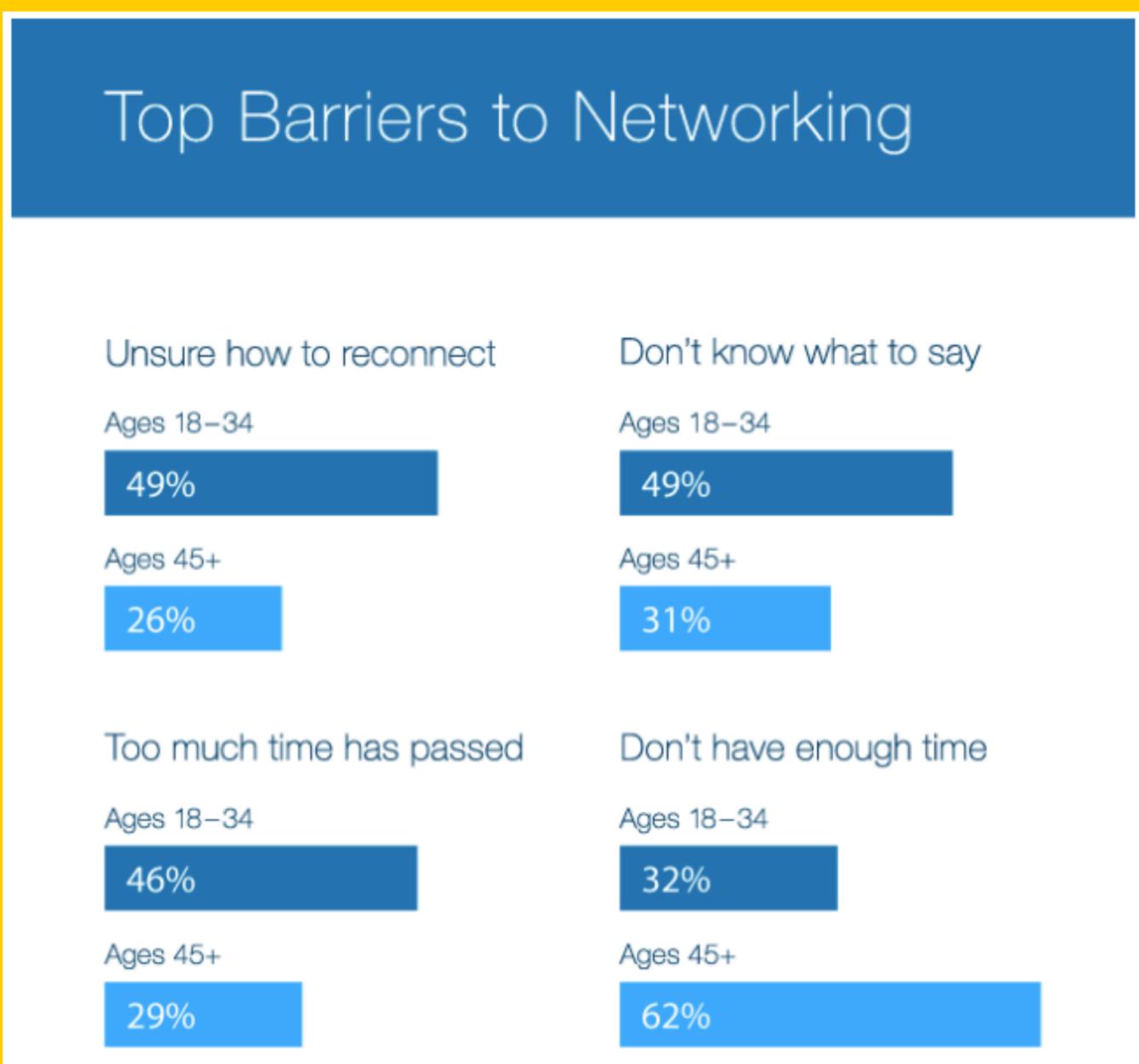


“I do not have a LinkedIn profile, is this important for networking? What kind of benefits does LinkedIn provide for industries such as education, that i am interested in?”

LIM JIA AI, 28, NATIONAL UNIVERSITY OF SINGAPORE

Read:

<https://blog.linkedin.com/2017/july/12/millennials-professional-networking-behaviors>





**What can shine bright externally is
what's within.**

**We believe in the innate potential you
have, and challenge you to take on
positive mindsets and ownership in
what you do.**

**Whichever challenges come your
way, take the opportunity to develop
your competencies, to be a stronger
leader of your own life!**

Unpegging the Issue – My network; my net worth?

TIP 01

Understand the true value of networking

We have made friends in our schooling phases and this process of friendship building continues in the working world! Think of networking as the process of making adult friends and getting to know more people from different sectors, industries and job functions.

Your networks are people whom you can speak to, to grow your workplace exposure and hone your perspective!

Read:

<https://www.careeraddict.com/benefits-networking>



The screenshot shows the CareerAddict website interface. At the top, there's a navigation bar with 'CareerAddict' logo and links for 'Career Advice', 'Career Paths', 'Job Board', 'Career Test', 'CV Writing', and 'CV Templates'. Below this is a 'Browse Categories' dropdown menu with options like 'Job Search', 'CVs & Résumés', 'Interviews', 'Choosing a Career', and 'Graduates'. The main content area features an article titled '10 Important Benefits of Networking' by Mariliza Karrera, dated 11 May 2017. The article includes a large image of a group of professionals networking in a modern office setting. Below the image are social media sharing icons for Facebook, Twitter, LinkedIn, and Email. At the bottom of the article preview, there's a short paragraph starting with 'Most of us recognise that networking is beneficial to our careers...' and a small icon of three people connected by lines.



Unpegging the Issue – My network; my net worth?

TIP 01

Understand the true value of networking

Skillsets in practise: Introspection, Perspective taking

Do this:



Build a list of names of friends, who are part of your current and your potential network. You have broader reach than you think!

Your current network	Your potential network
<p>Names of your friends, seniors, mentors, relatives who are working.</p> <p><i>These are people whom you have primary access to, and can connect with them directly.</i></p>	<p>Names of new people whom you meet at events etc and people whom your Current Network can make a referral to.</p> <p><i>These are people whom you have secondary access to, and can connect with them through a referral.</i></p>



Do some research on each of these names listed. What are some areas of expertise or work experience that these people have, whom you can learn from?



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TIP 02

Invest in building relationships

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Strong networks are mutually beneficial and build upon relationships. Close networks are part of a community who can become your trusted allies and tribe as you seek advise and perspective towards work and the workplace.

While not all of your network contacts may turn into deep friendships that will see you through a lifetime, you should still invest in cultivating meaningful connections with your network.

Read:

<https://www.fastcompany.com/3035568/the-dawn-of-the-superconnectors-20-people-who-are-taking-networking-t>

09-19-14 | HIT THE GROUND RUNNING

15 People Who Are Taking Networking To A New Level

Meet the Superconnectors: How the new mavens of networking are playing a different (and more generous) game.



1/4



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TIP 02

Invest in building relationships

Skillset in practise: Relationship Building

Do this:



Do you invest time in giving value to your networks?

Use these questions think about how you can also support your networks in their journeys:

Investing Time

- Do you take time to catch up with your connections every now and then?
- Do you keep up with their latest developments via social media or chats?

Being Intentional

- What common topics of interest do you and your network share?
- What are some new emerging trends that will be interesting to talk to your network about?

Catalysing Opportunities

- Do you pass along new opportunities to your network when it's relevant to them?
- Who are some people in your network who will benefit from a mutual introduction by you?



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TIP 03

Build your communication muscle

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Communication takes practice. As you meet new and different people in the professional sector, you will learn new ways to engage in conversations.

Be intentional in building up your communication muscle - you will need to flex it before the muscle can become stronger.

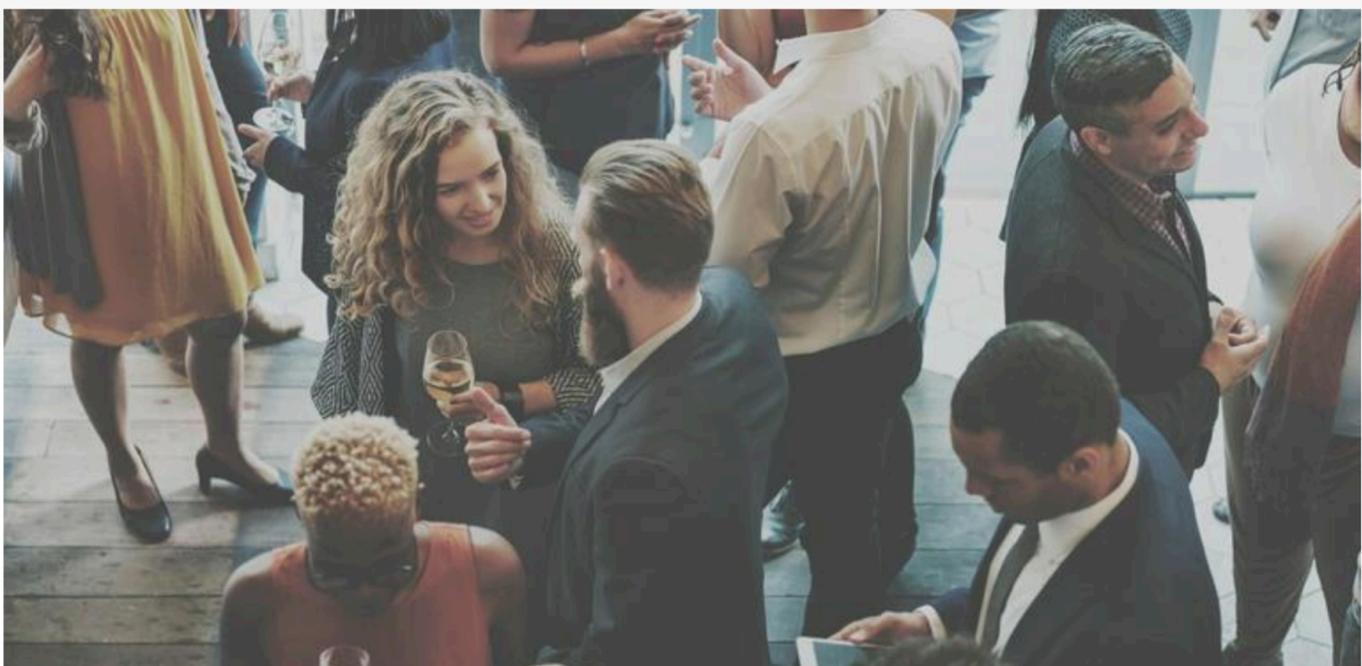
Read:

<https://www.themuse.com/advice/30-brilliant-networking-conversation-starters>

NETWORKING

30 Brilliant Networking Conversation Starters

by *The Muse Editor*



Rawpixel/Getty Images

When it comes to conversation, you're a natural. You can chat up a storm with just about anyone, you're a pro at listening, and you love meeting and connecting with new people.



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TIP 03

Build your communication muscle

Skillset in practise: Communication

Do this:



Look at your network list (*exercise in tip 02*) and pick 2 names for each of the categories below.

Not Familiar (you have met, but have not talked to)

Vaguely Familiar
(acquaintances)

Quite Familiar (you know well & have meaningful conversations with)

Prepare for chats with these different audience categories!

Think of 3 work-related questions (and how you will phrase them) that you can use as a conversation starter audience under each of these categories.



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TIP 04

Overcome your fears of networking

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We often have fear and resistance towards networking, because of misconceptions or fixed mindsets that we have of ourselves. The mindsets due to these self-limiting beliefs about our abilities need to be eliminated.

Networking is ultimately a skill we can pick up, and we can learn how to make meaningful connections with other people.

Read:

<https://www.bbc.com/worklife/article/20150116-take-the-scary-out-of-networking>

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TIP 04

Overcome your fears of networking

Skillset in practise: Confidence, Growth Mindset

Do this:



Check your understanding of networking, are these statements myth or fact?

- a. If I am introverted, I make a poor networker
Myth / Fact
- b. If I don't have a lot of trivia/ knowledge, I cannot carry out "small talk" in networking.
Myth / Fact
- c. I cannot network if have nothing to offer as a young person/ student.
Myth / Fact
- d. Networking is very superficial, I do not want to present myself artificially.
Myth / Fact
- e. I am not very thick skinned, I am not able to ask people for help to assist me in my goals
Myth / Fact



Reach out to 3 working adults and ask them about their experience (and challenges) in networking.

Validate the above statements and ask them for tips of overcome these networking challenges!



Glean in!

Here's what our coaches/mentors have to say!



“Three things about connecting with people:

- 1. Everyone has a story to share, including yourself.**
- 2. There's a difference between “networking” vs “connecting”. A networker wants something out of someone, and goes around making strategic connections with selfish intentions. A connector reaches out to form an alliance with another person, offering to be of service first. A networker values short term benefits, a connector looks beyond.**
- 3) You have nothing to lose, but a relationship to gain.”**

**JONATHAN CARL WONG, INDUSTRY MARKETING MANAGER
APAC PARTNER CENTER AT FACEBOOK**



Glean in!
**Here's what our
coaches/mentors
have to say!**



“There is no one size fits all to successful networking. Find out what works for you. For me, I network best over one-on-one coffee or lunch (or now one-on-one virtual meetings). Get to know the person and be genuinely interested and explore where you can add value.

Successful networking is about establishing mutually beneficial relationships. Find opportunities to add value to your network before they ask for help, offer assistance and you will get it in return several times over.

Reach out to your colleagues or friends, and offer support or work together for the best results, that is how the strongest bonds are forged.”

**JULIE YEO, MANAGING DIRECTOR
HEAD OF CORPORATE COMMUNICATIONS, SOUTHEAST ASIA AND
WEALTH MANAGEMENT ASIA PACIFIC AT UBS**



**INSTEAD OF
BETTER
GLASSES,
YOUR
NETWORK
GIVES YOU
BETTER
EYES .**

– RONALD BURT



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- ③ **Access our content pieces and educational resources to enrich your world view**
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