

# Session 4 – Networking & Reflection

2nd March 2022 Laura Smith-Gulliver

**EQUATE** Scotland  
For Women in Science, Engineering & Technology

# Today

- Understand importance of reflection in work experience
- Reflect on apprenticeship so far
- Recognize the importance of networking
- Practice mapping your own network

# Reflection

- ▶ What is it ?
- ▶ How can it help me?





Let's reflect

# Benefits of reflection in the workplace

- ▶ Personal reviews
- ▶ Identify strengths and weakness
- ▶ Find out what you like doing or want to change
- ▶ Track your success
- ▶ Help prepare for interviews
- ▶ Help deal with challenges
- ▶ Identify gaps in knowledge

More  
reflection



The experience

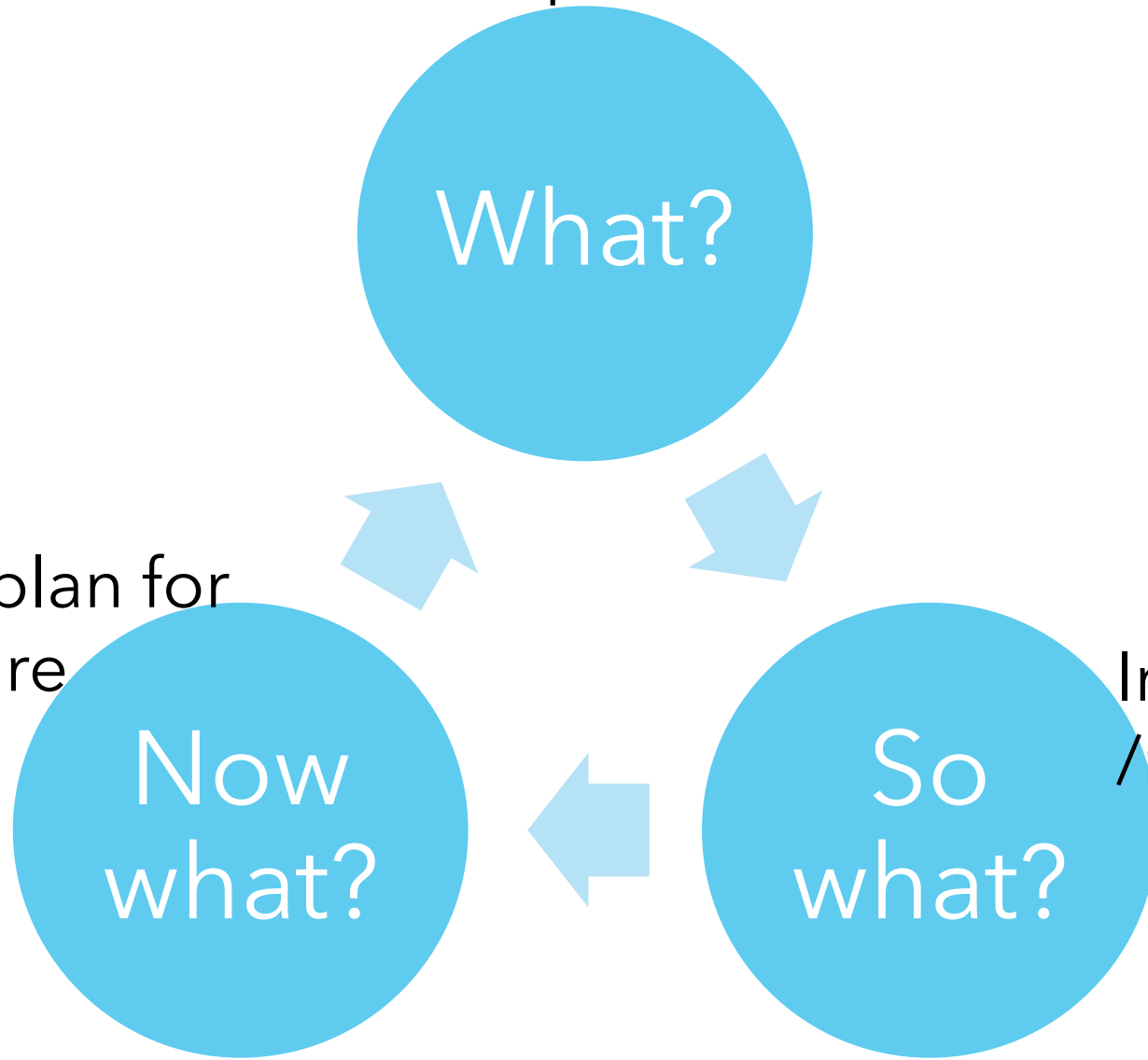
What?

Action plan for  
the future

Now  
what?

Implications  
/results

So  
what?



# What, so what, now what?

- ▶ **What:** I don't get involved in classes at college because I felt too nervous to speak up. There are questions I need to ask so I can understand the material.
- ▶ **So what?** I am staying in my comfort zone but I did this apprenticeship because I wanted to do new things. I am misunderstanding the work because I can't ask questions.
- ▶ **Now what?** To start I am going to challenge myself to speak up in a small class where I have pals. I will also speak to my tutor and explain I need support with some of the content as I wasn't sure how to engage - I can also ask them for more tips on next steps.



Activity/Discussion

**How good  
do you feel  
you are at  
networking?**

**Rate yourself from 1-10.**

Where 1 is 'Not comfortable' and '10- this is a strength of mine

- ▶ Networking in person
- ▶ Networking online?

Is there a difference? Why?

What is  
networking?  
How do we feel  
about networking?



# The Benefits of a Network

- ▶ Make **professional contacts**
- ▶ Hear about **job vacancies** and promotion opportunities (hidden job market)
- ▶ Find **mentors**
- ▶ Learn about other **careers/specialties**
- ▶ Learn more about **industry/sectors**
- ▶ Connect with people more **senior than you**
- ▶ Connect with people more **junior than you**
- ▶ Any other benefits?



# Networking isn't only useful for looking for a job

Networks deliver three unique advantages:

Private  
information

Access to  
people with  
diverse skill  
sets

Power

# How has networking changed during COVID?


- ▶ It's all **online**
- ▶ More **accessible** as you meet more people you normally wouldn't
- ▶ But **meaningful interactions** don't happen as often, or might take longer



# The benefits of online networking

- ▶ It's an **equaliser**
- ▶ You can **diversify your interests**
- ▶ Your physical presence and your online presence are interwoven and there is no separation. This is where **you can build your personal brand**





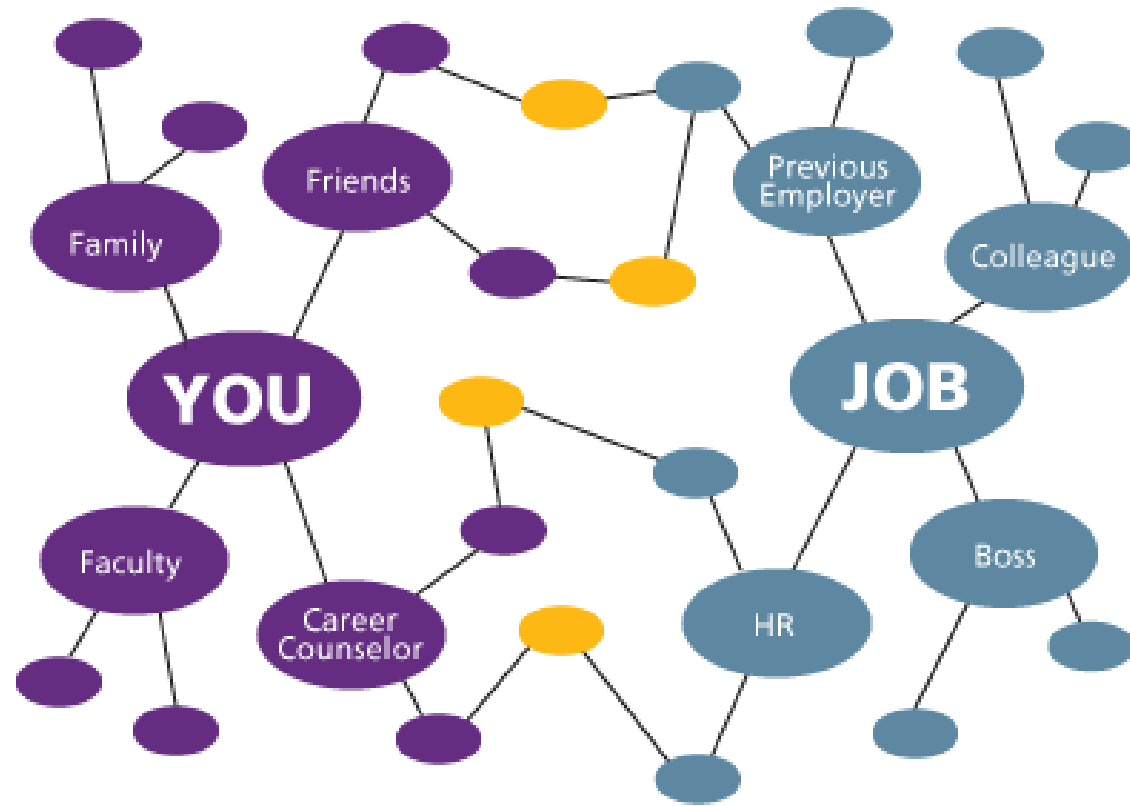
Consider  
Your Existing  
Network



## Consider your Existing Network

- ▶ Starting with current contacts can offer a **greater sense of support and connection** simply because of the existing relationship.
- ▶ **Girard's Law** of 250
- ▶ LinkedIn also has a **feature** that allows your existing connections to introduce you to their connections



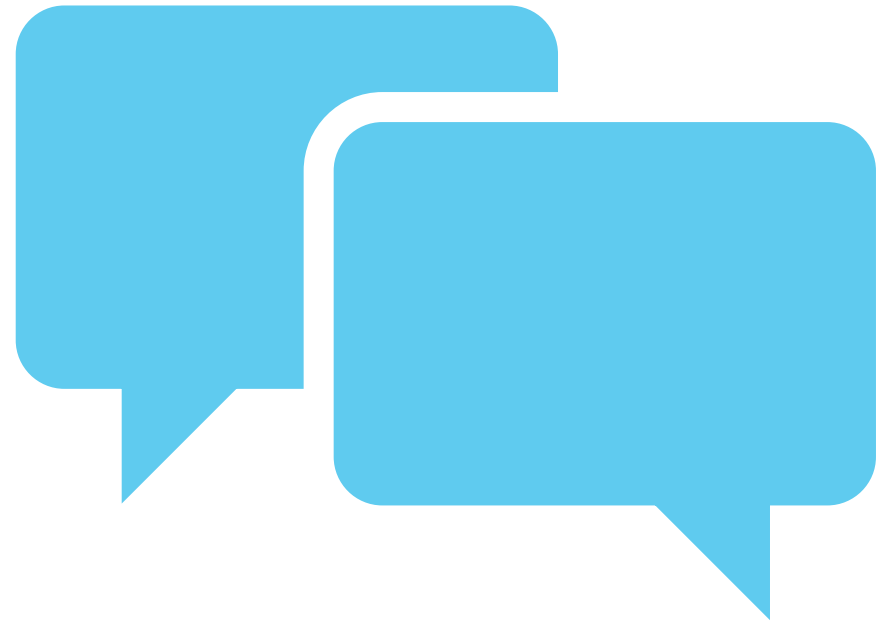


# My Network Mind Map

Activity/Discussion

**Breakout:**

Discussion,  
who is on our  
mind map





# How can you build your network

- ▶ Attend **events** at, through your training provider and externally using the following to source opportunities:
- ▶ Work/Academia
- ▶ Eventbrite
- ▶ Professional bodies
- ▶ LinkedIn
  - ▶ Searches
  - ▶ Connection surfing
- ▶ Social Media



**Painting with Wool: Winter Landscapes**  
Sat, Jan 22, 10:00  
Royal Botanic Garden Edinburgh • Edinburgh  
Starts at £40.50  
Royal Botanic Garden Edinburgh  
👤 62 followers



**E-commerce Masterclass: How To Build An Online Business — Kirkcaldy**  
Tue, Dec 28, 22:00  
Online - Anywhere w/Fast Wifi and Sound, Kirkcaldy • Kirkcaldy  
Free



**#WinterWarmer - FREE #GiveltAGo Cycling Sessions - Zetland Park Grangemouth**  
Mon, Dec 27, 11:00 + 9 more events  
Zetland Park • Grangemouth  
Free  
Falkirk Junior Bike Club  
👤 57 followers





Start with  
LinkedIn

# Make your LinkedIn profile stand out

- ▶ Choose a **professional photo**
- ▶ Don't forget the **banner!**
- ▶ Demonstrate your **skills and achievements**



# Make your LinkedIn profile stand out



- ▶ **Personalise** your headline and summary
- ▶ **Use multimedia** to demonstrate your knowledge and interests
- ▶ A LinkedIn **profile isn't a CV** but it needs similar time and attention.
- ▶ Join **LinkedIn groups/Other online communities**

# Join an online community



- ▶ **Social media groups** and chats
- ▶ **LinkedIn Groups** including Equate's
- ▶ **Professional Forums**
- ▶ **Free training** and webinars (Equate)
- ▶ Stuff that matters podcast  
Equate

# Move Beyond LinkedIn



- ▶ **Contribute** to the social networking community
- ▶ **Timing** is everything
- ▶ **Don't overshare**
- ▶ **Personal vs professional** accounts



# Connect the right way

- ▶ Make **meaningful** connections
- ▶ Contact people for **specific reasons**
- ▶ Share, Connect & **Nurture Relationships**
- ▶ Send a '**snail mail**'
- ▶ **Do this through:**  
Chat/groups on LinkedIn and Twitter or their professional email



# Informational Interviews

- ▶ **Your network** can help you find people to speak to.
- ▶ People **want to help**
- ▶ Be **explicit** about what you would like from the interview



# Informational Interviews

- 1. Technical questions:** 'Duties of the role' 'Similar job titles' 'What learning is 'necessary' and what is 'nice to have'. What are the experiential experiences they are looking for? 'What keywords are recruiters looking for?' "what fields does this role work in?"
- 2. Organisational questions:** "How does the company treat people regarding duties/pay/opportunities?" "How does the company feel about flexible working?" "What are the demands/frustrations?" "Where are opportunities advertised?"
- 3. Personal Questions:** "What did you wish you knew when you started?" "What do you find most satisfying?" "What is most dissatisfying about he work?" "how would you describe the culture?"
- 4. Say Thank You**

# EQUATE Scotland

For Women in Science, Engineering & Technology

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