Networking Lesson Plna

**Begin to effectively use personal networking and marketing strategies to promote yourself.**

1. Intro Activity to Networking from Matthew Kushin (on the next page)
2. Resource: Mastering Soft Skills for Workplace Success – Networking Unit (overview of lessons and activities on next page)
3. Networking PowerPoint and Handout
4. Networking role play activity – (California State University)
5. Informational Interview – Handout and potential assignment
6. Informational Interview Lessons pdf
   1. Scenario & questions
   2. Venn diagram, informational interview vs. job interview
   3. Generating questions for an informational interviews
7. Forbes article: How to land and ace an informational interview
8. Script for students to set up an informational interview
9. 5 tips to successfully market yourself - handout
10. Transferable skills (PowerPoint and myblueprint lesson located in the resume folder on the google drive) – this I taught right before resumes. You could refer back to this when discussing marketing strategies.
11. Elevator pitch – handout and activity (have students create a short elevator pitch introducing themselves and present to the class or in small groups)
12. Creating a portfolio (myblueprint) – potential project

Other ideas relating to marketing strategies that crossed my mind but I didn’t delve into…

* 1. Having students create a tagline or mission statement
  2. Having students create a business card
  3. Having students create an online portfolio or blog using a site such as Wix or Weebly

**Intro Activity to Networking from Matthew Kushin** <http://mattkushin.com/2015/11/30/176410868/>

**This is a good introductory activity to help students understand what a network actually is and who may be in their network.**

* At the start of class, I asked students to write out the names of the last 10 people they talked to on the left side of a blank sheet of paper.
* In a column to the right, I asked them to write what their relationship was with each person in the last. For example, was that your roommate, your brother, your best friend, your professor?
* In a column to the right of that, I asked them to write out the name of the person who introduced them to that person (if someone did and they could remember who it was). For example, if the person in your list is your boyfriend, and you introduced your boyfriend to your mother, you would write down “mother” in the 3rd column for that entry.
* Creating this list took about 5-7 minutes for the students to do. Many found it tough but interesting to think about.
* Then ask the students to flip the paper over. On the other side, I asked them to write out the names of the 10 people they had last spoken to (the same 10 that is the first column on the other side of the sheet) so that they were spread out all over the paper, like a big circle. I told them to then draw a line from 1 person to another if person 1 knows person 2. I gave them a few minutes to do this.
* At this point, some students started to say “Wow, everyone knows everyone.” For other students, little clusters emerged. We talked about this because it came up spontaneously – how some networks may have small groupings and how there may be an individual – such as you – that brings the different groups together.
* In summary, this activity brought to life the concept of networking. The trick was that the assignment was about the students and their lives. They learned something that directly applies to them, and they could see it directly as they were learning it.

**Resource: Mastering Soft Skills for Workplace Success - Networking**

https://www.dol.gov/odep/topics/youth/softskills/softskills.pdf

This is a great resource I found online with lessons on a variety of topics including, communication, enthusiasm and attitude, teamwork, networking, workplace ethics and more. Each topic includes a basic lesson and activity as well as an optional journal entry and extension activities.

Lesson 1: An Introduction to Networking

* Purpose: To introduce students to the process of networking and help them begin to understand its relevance to the career development process.
* Activity: in groups, come up with strategies to use when looking for a job.

Lesson 2: You Expect Me to do WHAT? TALK to People?

* Purpose: Networking can be scary and overwhelming. This activity allows students to initiate the three P’s - Prepare, Practice and Pull Yourself Together, to overcome any fear of networking.
* Activity: Read the scenario. Students figure out how Pradeep used the 3 P’s.

Lesson 3: Using Social Media to Network

* Debate the pros and cons of using social media to network.
* Activity: split students into groups and have them come up with a list of minimum 5 pros or cons for using social media to network. Share out and discuss as a class.

Lesson 4: Text vs. Email… Does It Really Matter?

* Purpose: To understand email etiquette.
* Activity: Students look at various email etiquette and come up with reasons why these rules may exist.

Lesson 5: It’s a Small World

* Purpose: To help students understand the difference between 1st, 2nd, and 3rd degree networks and to learn how to strengthen relationships within their network.
* Activity: Create a web of 1st, 2nd, 3rd degree networks and discuss strategies to strengthen relationships.