



عضو في مؤسسة قطر  
Member of Qatar Foundation

# Networking



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**Networking is an important element of your career development and should be an integral part of your career journey. Build your network to learn about industries, gain insight into an organization and job openings, seek out volunteer experiences, find a mentor and allow employers to get to know you.**

### **What is networking?**

Networking is the process of meeting and speaking with people to gather career-related information. It is as simple as having a conversation with someone about their job.

### **What is the purpose of networking?**

- Gain insight into an industry, organization or role.
- Learn about job openings.
- Seek opportunities to become involved with the organization.
- Allow employers to get to know you.
- Find a mentor.



### Who can I network with?

You can network with anyone, anywhere including:

- Professional associations.
- Student groups and clubs.
- Professional conferences and events.
- Online via LinkedIn.
- Friends, family and neighbors.
- Classmates/alumni.
- People you meet by chance at the coffee shop, mall, anywhere!



## How do I network effectively?

01

**Be clear about your purpose for speaking with that person.** Specify your reason, whether it is to gain information or to find out how you can get involved with their organization. Avoid asking if there are any vacancies available as they will simply direct you to their job posting site.

02

**Start early.** Building a meaningful relationship takes time. Invest time and energy early to cultivate an effective network.

03

**Focus your approach.** The aim isn't to introduce yourself to everyone at an event but rather to focus your efforts on cultivating mutually meaningful relationships with targeted individuals.

04

**Research ahead of time.** Be knowledgeable about the organization, industry and person you are speaking with so you can ask insightful and relevant questions.

05

**Utilize online sites** such as LinkedIn to connect with professionals in your desired field. Include a brief note indicating your purpose for wanting to connect. Follow organizations of interest and engage with them by sharing insightful reflections on their posts.

06

**Ensure the relationship is mutually beneficial.** Remember that networking is a two-way street and it's important to consider how you can support your network as well.

# 07

## Conduct informational interviews.

Informational Interviews are informal conversations with professionals to gather information about the industry, organization or position. Simply ask a person of interest if they have 30 minutes available for a quick chat. Sample questions you can ask include:

- What is an average day like at the organization?
- What do you enjoy about your role?
- What are some challenges in the industry or organization?
- What guidance would you give someone who is looking to break into the industry?

# 08

**Prepare an elevator pitch to utilize when networking.** An elevator pitch is a short, 30-second speech about your professional background and skills. Key points to include are:

- Your name and your current role/field of study.
- Your previous relevant experience.
- Your unique skill set/your selling point.
- Your purpose for speaking with them (gaining insight, seeking experience, etc.).