

Where Do I Go From Yale?

Developing a Networking Mindset

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Yale GRADUATE SCHOOL
OF ARTS AND SCIENCES



Today's Speakers



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“In today’s world, **networking is a necessity**. A mountain of research shows that professional networks lead to more job and business opportunities, broader and deeper knowledge, improved capacity to innovate, faster advancement, and greater status and authority. Building and nurturing professional relationships also improves the quality of work and increases job satisfaction.”

[Learn to Love Networking \(hbr.org\)](https://hbr.org)

Learning Objectives



- What is networking and why might it be important?
- What does your network look like?
- How do you develop and strengthen your network?

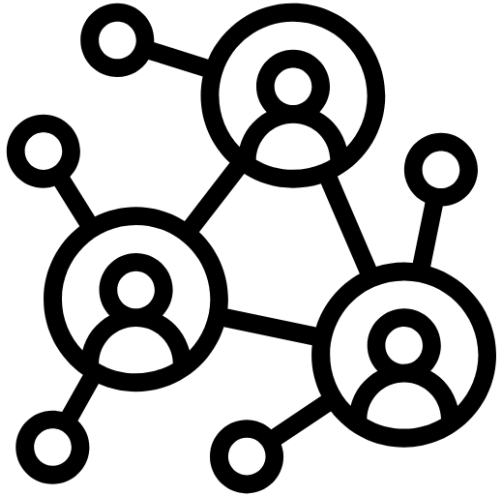


How this works best:

- Participation is encouraged
- Please ask questions, volunteer, and share
- We will be using the chat and invite you to come off mute



The Purpose of Networking



The purpose of networking

- Enhancing collaboration, knowledge sharing, and supporting individual and organizational goals.

Forging Connections

- Building relationships across roles creates a more integrated and supportive environment.

Engaging communities

- Encouraging reflection on current networks to foster new insights and stronger community ties.

? MYTH

People may think that networking is...

- only about politics and getting ahead
- done when all the “real work” is done
- about how many contacts you have
- only for extroverts
- insincere and manipulative

👍 REALITY

People with well-developed networks...

- have greater access to information, resources, support, funding and collaborations for themselves and others
- are more likely to hear about career opportunities
- are better able to implement ideas and influence people
- can nurture their networks organically when they don't need anything



Develop a networking mindset to build strategic connections

- Consider different areas of your life where you may have forged connections – *think broadly*
- Consider connections past, present and future
- Have an open mind and don't rule people out
- Ask peers for networking tips and suggestions
- Consider different expertise areas
- Lead with curiosity and practice active listening

You are part of networks already



Where are your networks likely to be?

- As a graduate student within a program or a lab
 - Advisor
 - Thesis committee
 - Student cohort
 - Former students of that department or lab
- As a researcher in your field
 - Scholars working in the same field
 - Scholars using similar methodologies
 - Peer reviewers
- As a recent graduate
 - Your co-workers
 - Your department
 - Your company
 - Yale alumni organizations
 - Hobbies



Understanding a Relationship-based Network

Relationship-based networking concepts



- Focus on relationship building, rather than transactional (e.g., only to get something out of the connection)
- Strengthen your network before you need to tap into it
- Foster a sense of community – you too are part of the network
- Take the opportunity to give to people in your network
- If you're always ready to help, it can be easier to receive help or ask for help later



Strategic connections build...

- Authentic relationships
- Career advancement
- Other opportunities



Strategic Relationship Building

- **Leadership Networking Habit**
- Networking is a continuous leadership practice beyond simple transactions or exchanges.
- **Cross-Functional Influence**
- Cultivating influence across different professional and personal domains enhances collaboration and impact.
- **Transparency and Trust**
- Fostering openness and trust builds strong, reliable relationships within organizations.
- **Leveraging Relationship Capital**
- Using connections strategically provides access to resources and opportunities for growth.

Ideas of where and how to build strategic connections



Peers within and beyond your department

Local professionals

Seminars

Professors and administration

Cross Campus

Clubs

Alumni networks and events (WDIGFY!)

Volunteer events and groups

LinkedIn and social media

On and off campus events

Conferences



Be authentic

- Be authentic; open up the conversation
- Opening a conversation about an area of passion drives connections
 - What do you do for fun?
 - What keeps you busy outside of school/work?
 - What was your career path or career goals?
 - Can you tell me more about that?
- Stay present. Focus on the moment and the conversation.
- Ask questions and LISTEN closely. Process what they say and respond thoughtfully. Ask a follow-up.



Be curious

- Research people you may interact with such as LinkedIn profiles, online bios, published papers
- Consider connecting with people leading up to an event to let them know you would like to meet up
- Follow-up after meeting, such as a short email including:
 - a subject line to help them remember you
 - appreciation for speaking with them
 - sharing something of interest to them
 - looking forward to continuing discussion and reminder of why you want to connect
 - invite response to proposed date/time options
- Personalize a LinkedIn invite



Strengths of introverts when networking

- **Strong listeners** - your interest in others may lead to curiosity about others versus talking about yourself – ask questions first!
- **Good observers** – can more easily learn more about others, and put others at ease by observing their demeanor, style and interests, which can help with establishing a connection
- **Use of social media / digital communications** – leverage to reach people in ways that can complement in person approaches

Adapted from “Taking the Work out of Networking”



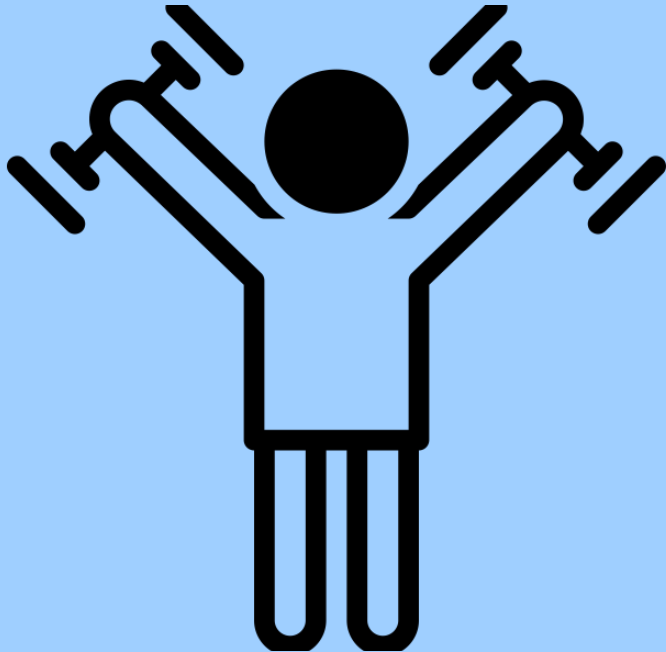
Identify Network Developmental Areas *And strengthen them!*



There is no
“ideal” or
“perfect”
network

Evaluate:

- Strength of your connections (strong vs. weak)
- Range of connections (same vs. different expertise areas)
- Status of connections (recent vs. long ago)



“While it may be intimidating to leave the safety of your circle, you should. **Strong, diverse networks** help you stay on top of the latest trends in your industry, meet new collaborators, and gain access to opportunities or resources that can help you be more effective in your work.”

[How to Strengthen Your Network When You're Just Starting Out \(hbr.org\)](https://hbr.org)

Be purposeful when strengthening your network



- Identify your career goals: next year? next five years?
- Who has the experience, advice or connections you need access to help you achieve your career goals?
- Be purposeful in crafting opportunities for connection
- Dedicate time to forging connections or reconnecting
- Ask for introductions from peers and professors; include why you want to connect
- Reconnect with your network (e.g., meetings, conferences, events) to renew relationships over time

Adapted from “How Women Leaders can use networking to supercharge their careers”

Tips to strengthen your network



- Nurture your network before you need to tap into it
- Let others know your interests & ask suggestions/contacts/introductions
- Create reasons for interacting with people outside your department
- Find opportunities to give and receive from people in your networks, whether you need help or not
- Attend seminars outside your department
- Explore new areas of interest outside of school (community organizations, alumni groups, etc.)
- Join volunteer activities and clubs
- Keep your online presences active and updated (such as building and maintaining a LinkedIn profile)
- Arrange informal meetings (coffee, lunch, etc.)
- Share gratitude or “thinking of you” can plant seeds of connection!

Conference and Seminar Networking Tips



- Review the presenters and posters at the conference to identify ones of interest for your research or career ambitions
- Research the relevant presenter's bio, publications, collaborations and research interests
- Consider contacting the presenter in advance to see if available to meet up while on campus
- Attend their presentation or poster session, and approach at the end of the session to introduce yourself
- Follow-up after meeting with a short email of thanks and requesting follow-up meeting if desired
- Build your online presence after a conference by posting on LinkedIn with photos and your experiences

These suggestions can apply to seminar and event speakers as well



Wrap up



Additional ways to strengthen your professional network

Attend events such as conferences, seminars, and workshops to meet new people and expand your network. Participate in panel discussions or present your research to showcase your expertise and build your reputation

Collaborate on projects with peers, mentors, and experts from their network on research projects. This can lead to new ideas, insights, and approaches that can drive innovation and accelerate your own work

Send a thank you as a follow-up. A quick note after meeting them. Mention something you appreciated.

Share an article or resource. "I saw this and thought of you."

Congratulate them on their news. Promotions, publications, even a cool post on LinkedIn.

Leverage opportunities to connect with classmates, professors and field leaders leveraging events, clubs and professionals inside and outside Yale

What new actions will you take after today's session?

1

What new connections will you make?

2

Which existing connections will you strengthen?

3

How can you help another person in your network?

Ways to give within your network – the “Five Minute Favor”



“A five-minute favor is just a small way to add large value to other people’s lives.” – Wharton Professor Adam Grant

- Introduce people who may benefit from meeting each other
- Share a relevant article, book, tool, resource or publication relevant to someone's research or interest
- Recommend an upcoming seminar, workshop or networking event
- Recognize or recommend someone on social media
- Send a “thinking of you” note
- Share knowledge and ideas
- Send a note of encouragement
- Answer a quick question
- Send a helpful link
- Provide constructive feedback
- Send a note of appreciation
- Like, share, and comment on social media
- Provide a quick tutorial
- Share funding or job opportunities relevant to someone else



Career exploration with Yale alums for
GSAS students and recent grads

Networking Tips



Map your networks

Consider contacts past, present and future in different areas of your life: within your lab, your program, or your field of expertise. Don't forget to include Yale alumni orgs!



Identify areas for developing your network

Consider the size of your network, its range, the strength of your connections, the frequency of contact, and the strength of those ties. What areas do you need to develop?



Nurture your network by giving

Strengthen the relationships in your network before you need to draw from them. Find opportunities to giving and providing opportunities to people in your networks.



Understand the relationships in your network

These should encompass different levels of strength, diversity in backgrounds and experiences, and extend beyond your professional role or affiliation.



Leave the safety of your circle

Strong, diverse networks help you stay on top of the latest trends in your industry, meet new collaborators, and gain access to opportunities or resources that can help you be more effective in your work.



Master the art of conversation

Sharing a story can help open a memorable conversation. Shared experiences create connection. Find common ground quickly, like your time at Yale!



Build on your strengths

Introverts can bring strong listening and observation skills to the conversation. You can also leverage online communities and social media to complement in person conversations.



Cultivate connections

Keep your online presences active and updated. Build and maintain an active profile on LinkedIn or in other professional communities online. Join CrossCampus and sign up for the mentoring program!



Explore new areas of interest

Explore new areas of interest outside of school (community organizations, alumni groups, etc.) and let others know your interests. Ask for contacts, introductions, or suggestions. Volunteer! Join a club!



Be purposeful when strengthening your network

Identify who has the experience, advice or connections you need access to help you achieve your career goals. Dedicate time and purpose in crafting opportunities for connection. Attend *Where Do I Go From Yale*. Follow up via email with a panelist.

Remember, staying purposeful and proactive about expanding your network while strengthening relationships by giving can help you forge new connections, explore diverse opportunities, and enable you to flourish in your career.

Mapping Your Network Worksheet



	Peers/students	Faculty/administration	Personal/outside of school/Hobbies
Strong connections (close)			
Medium Connections			
Weak connections (distant)			

Medium connection = neither close nor distant connection



Network development areas checklist – *circle all that apply*

Network Size	Small	Large	Just right		
Diversity	Mostly people like me	Diverse people	Somewhere in between	People in early, middle and late stages of their career	Mostly peers
Connection strength	Mostly weak	Mostly strong	Mostly medium	A mixture	
Influence	Limited connections with “influential” people	Many connections with “influential” people	Somewhere in between		
Status of connections	More recent	A year ago	Greater than one to three years ago		
Network type	Mostly peer contacts	Mostly personal contacts	Mostly faculty/ administrative contacts		



The Office of Career Strategy can help

Early-Mid Stages

- **Identify** career goals and develop a plan
- **Explore** career paths
- **Build** professional networks
- **Gain** experience and expand transferable skill-set

Late Stage

- **Manage** job search timelines
- **Engage** with employers and find positions
- **Polish** application materials
- **Practice** interviewing
- **Negotiate** salaries and make decisions

For more information, visit us at ocs.yale.edu




Cross Campus – *Yale's Online Community-Building Platform*

 Membership: 23,000 alums and 7,000 students

 Yale College and Grad/Professional

 Members each have profiles

 Easy/intuitive filters

 “Find Other Yalies” (who, what, where, why)

 Pre-arranged 1:1 (3-month) student-alum mentorships (15,000 so far)

I Cross Campus, do you?

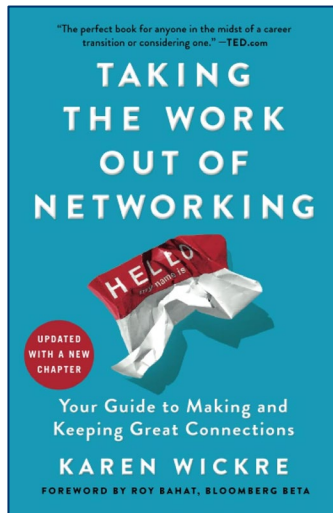


Yale / Cross
Campus

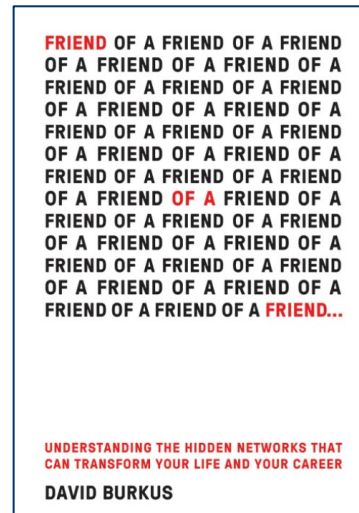
Books



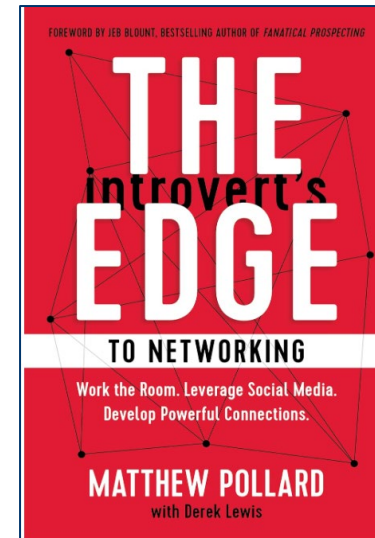
Give and Take



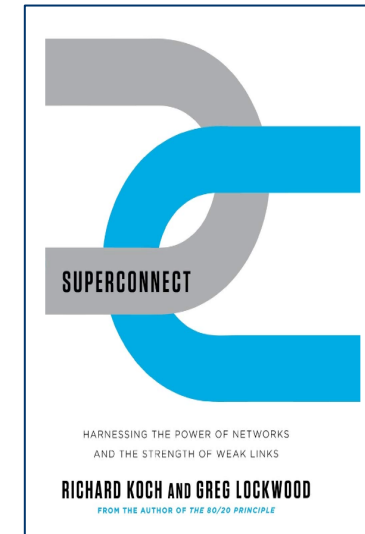
Taking the Work out of Networking



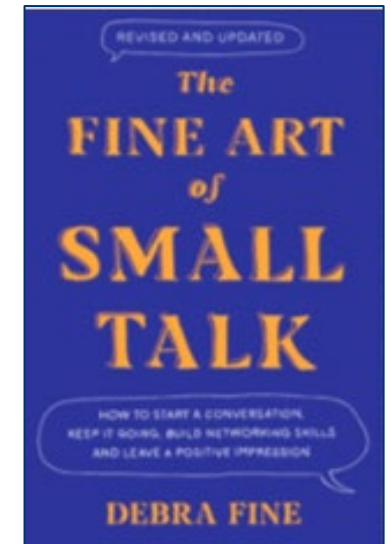
Friend of a Friend



The Introvert's Edge to Networking



Superconnect: Harnessing the Power of Networks and the Strength of Weak Links



The Fine Art of Networking



[Networking For People Who Hate Networking | WorkLife with Adam Grant - YouTube](#)



[WorkLife with Adam Grant: Finding—and becoming—great mentors and sponsors with Carla Harris on Apple Podcasts](#)



[How Do I Build My Network from Scratch? \(hbr.org\)](#)

MANAGING YOURSELF

How to Build Your Network

By Brian Uzzi and Shannon Dunlap

Strong personal networks don't just happen at the watercooler. They have to be carefully constructed. Here's how to strengthen your connections.

How to Build your Network



Landing a Job is All About Who You Know (Again) - WSJ

Professional Networks

Learn to Love Networking

by Francesca Gino, Maryam Kouchaki, and Tiziana Casciaro

From the Magazine (May 2016)

Summary. "I hate networking." It's a familiar refrain. But in today's world, networking is a necessity—and fortunately, an aversion to it can be overcome. Drawing on laboratory experiments and on studies at a large law firm, the authors have identified four strategies that can help people become more excited about and effective at building relationships:

1. Focus on learning. Adopt a "promotion mindset" and concentrate on the positive, and you're more likely to perceive networking as an opportunity for discovery rather than a chore.
2. Identify common interests. Consider how your goals align with those of people you meet, and networking will feel more authentic.
3. Think broadly about what you can give. Remember that you have something valuable to offer, whether it's knowledge, guidance, or recognition.
4. Find a higher purpose. Frame your networking in terms of a larger goal—the collective benefits for your company, city, and the activity will feel more authentic and will lead to connections that bear fruit for everyone. **class**

Learn to Love Networking (hbr.org)

RETURNERS

How to map your network

1. Get that networking is important but I have no idea where to start!

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How to Map Your Network

Northeastern University Graduate Programs

7 Networking Tips for Graduate Students

By Rhayna Joubert | July 21, 2024

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Networking Tips for Graduate Students

The Strength of Weak Ties¹

Mark S. Granovetter
Johns Hopkins University

Analysis of social networks is suggested as a tool for linking micro and macro levels of sociological theory. The procedure is illustrated by elaboration of the macro implications of one aspect of small-scale interaction: the strength of dyadic ties. It is argued that the degree of overlap of two individuals' friendship networks varies directly with the strength of their tie to one another. The impact of this principle on diffusion of influence and information, mobility opportunity, and community organization is explored. Stress is laid on the cohesive power of weak ties. Most network models deal, implicitly, with strong ties, thus confining their applicability to small, well-defined groups. Emphasis on weak ties lends itself to discussions of relations between groups and to analysis of segments of social structure not easily defined in terms of primary groups.

A fundamental weakness of current sociological theory is that it does not relate micro-level interactions to macro-level patterns in any convincing way. Large-scale statistical, as well as qualitative, studies offer a good deal of insight into such macro phenomena as social mobility, community organization, and political structure. At the micro level, a large and increasing body of data and theory offers useful and illuminating ideas about what transpires within the confines of the small group. But how interaction in small groups aggregates to form large-scale patterns eludes us in most cases. I will argue, in this paper, that the analysis of processes in interpersonal networks provides the most fruitful micro-macro bridge. In one way or another, it is through these networks that small-scale interaction becomes translated into large-scale patterns, and that these, in turn, feed back into small groups.

Sociometry, the precursor of network analysis, has always been curiously peripheral—invisible, really—in sociological theory. This is partly because it has usually been studied and applied only as a branch of social psychology; it is also because of the inherent complexities of precise network analysis. We have had neither the theory nor the measurement and sampling techniques to move sociometry from the usual small-group level to that of larger structures. While a number of stimulating and suggestive

¹This paper originated in discussions with Harrison White, to whom I am indebted for many suggestions and ideas. Earlier drafts were read by John Chalm, James Davis, William Michelson, Nancy Lee, Peter Rossi, Charles Tilly, and an anonymous referee; their criticisms resulted in significant improvements.

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The Strength of Weak Ties