Developing a Professional Network

First-Term ★ Module 6
First-Term ★ Module 6

AGENDA

- Mentoring
- 30-second commercial
- Build professional network
- Social media networking
VALUE OF A MENTOR

What is a mentor
Who is your mentor
BENEFITS

Transitioning military

- Support
- Skills transfer
- Networking

Companies

- Productivity
- Create internal consultants
- Increase recruitment and retention

Networking

- Faster promotion
- Higher salaries
- Job satisfaction
HOW MENTORING WORKS

Choose your mentor
Define your roles
Establish ground rules
National Resource Directory

Connecting Wounded Warriors, Service Members, Veterans, Their Families and Caregivers with Those Who Support Them.

Keywords
Keyword search (*required)

City, State Zip
Location search (optional)

Search within 10 miles of zip code.
New command
Qualifications board
Advancement board
Sailor of the Year
Networking
CREATE YOUR COMMERCIAL

“Tell me about yourself…”

Commercial includes:

- Name
- Role
- Skills and accomplishments
- Goals
- Open-ended question
Hello, my name is Jody Sailor. I just got out of the Navy, where I received excellent training in industrial operations and maintenance on my ship. I am looking to apply my technical and operational abilities at a consumer goods company or another manufacturing or maintenance operation in Cincinnati or elsewhere in the Midwest. I would love to get your advice on how I should proceed. May we set a time for coffee later this week?
ACTIVITY: Hello, My Name Is…

1. Create your commercial
   - Audience
   - Target skills

2. Practice
   - One-on-one with group members

3. Debrief
   - Most difficult
   - Difference between first and last
   - How will you use this
BUILDING YOUR PROFESSIONAL NETWORK

Who
- Shipmates
- Chiefs
- Instructors

Supervisors
- Officers
- Contractors

Two-way
Share information
IDENTIFY CONTACTS

- Co-workers
- Supervisors
- Teachers
- Former employers
- Neighbors
- Friends
NETWORKING EVENTS

**DO**

- Have a goal
- Dress for success
- Bring business cards
- Take notes
- Follow up
NETWORKING EVENTS

DON’T

Go with friends
Try to meet everyone
Forget to follow up
Which sites
How many friends
SOCIAL MEDIA FOR PROFESSIONALS

Connect outside your circle
View profiles
Send requests
SOCIAL MEDIA PROS

Find employers
Company information
Industry leaders
Get references
Job-related information
Raise your profile
SOCIAL MEDIA CONS

- Embarrassing information
- Keeping current
- Maintain privacy
- Difficulty standing out
- Blurring lines
SOCIAL MEDIA BEST PRACTICES

- Separate the personal from the professional
- Be selective
- Respond to comments
- Share information
- Stay active
## WRAP-UP

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