Developing a Professional Network

Mid-Career ★ 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

• Faster promotion
• Higher salaries
• Job satisfaction

Transitioning military

• Support
• Skills transfer
• Networking

Companies

• Productivity
• Create internal consultants
• Increase recruitment and retention

Networking
HOW MENTORING WORKS

Choose your mentor
Define your roles
Establish ground rules
FINDING MENTORSHIP OPPORTUNITIES

National Resource Directory

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

Keywords
Keyword search (*required)
- All of the terms
- Any of the terms

City, State Zip
Location search (optional)
Search within 10 miles of zip code.

Search
30-SECOND COMMERCIAL

- 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
   • What was most difficult
   • Difference between first and last
   • How you will use this
BUILDING YOUR PROFESSIONAL NETWORK

Who
Shipmates  Supervisors
Chiefs      Officers
Instructors 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
ONLINE NETWORKING

Which sites

How many friends
SOCIAL MEDIA FOR PROFESSIONALS

- Connect outside your circle
- View profiles
- Send requests

Mid-Career ★ Module 6
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

- Mentoring
- 30-second commercial
- Build professional network
- Social media networking
- Light bulb moment