

Business and Social Networking for Career Success

How to Create a Pool of Business Contacts Successfully

BRIEF OUTLINE

Main Topics

Session 1: The basics of networking. Personal marketing.

Workshop: Personal marketing strategy development.

Session 2: Business networking in person and online social networking. Five efficient step-by-step tools.

Workshop: Networking skills practicing.

Session 3: How to introduce oneself and form mutually beneficial relationships with a potential employer/investor. **Workshop in small groups:** Interpersonal communication training. Individual feedback and advice from the Workshop trainers.

Session 4: Inspirational success stories of great people (Apple, Zappos, Virgin, and other leading companies' founders etc.). Successful Ukrainian student networking examples.

Methodology

In order to get practical networking skills, we will **practice the main techniques** in the workshop format.

In session 3, the participants will divide into the three small groups and play an interpersonal communication **role-playing game** within the group. In this session, every participant will get a multilateral feedback from the other participants and a piece of trainer's advice on his/her **way of communication improvement**.

Learning Outcomes

As a result of the training, the participants will be able to:

1. Develop their personal marketing strategy;
2. Create a memorable personal brand;
3. Set up a pool of contacts from which they can draw leads, referrals, and ideas;
4. Use these opportunities for their job search and career progress.

Workshop Trainers' Short Bios:

Konchenko Irina. More than 150 successful projects since 2003 – for System Capital Management, THK-British Petroleum, Intergal, PRCOM, UEFA and other leading Ukrainian and international organizations. Area of expertise – career management, middle and top management coaching, negotiations and sales. More than 8 years of successful negotiation practice.

Konovalova Yekaterina. Successful private business founder and director since 2002. More than 10 years of work experience in the field of practical psychology. Area of expertise – negotiations, sales, EQ.

Astaulova Nataliya. Several successful startups' founder. Area of expertise – business communication, EQ, career coaching. Nataliya provided training for more than 800 people. UEFA's appreciation in the «EURO 2012» project.