

EY Center for Careers in Accounting and Information Systems

Networking | Building Relationships



**** Networking gets easier and better with Practice and with Purpose!**

What is Networking?

- Networking is an integral part of the **research** process (in addition to online research through company websites and other internet sources) - through networking, you can acquire more detailed **information, advice and referrals** to learn about your profession, career paths and opportunities, industries, employers, requisite skills, the recruiting/interview process, and other career-related information
- Networking provides access to information from direct sources and helps you confirm or contrast the information provided on the internet; it also provides the opportunity to obtain information from multiple sources and compare the information provided
- Networking ideally is a **relationship building** process which works best when it is mutually beneficial for both parties
- Networking is not just meeting professionals to get them to like you 😊
- Networking is not job search = networking is not asking to be hired or provided job leads; when you are networking, focus on doing the research, and not trying to land a specific job opening

With Whom Do You Network?

- Professionals in professions, industries, employers and roles that interest you
- Students who have experience with any of the above
- Learn to assess the information and advice that you receive from others given the experience, perspectives and biases they may have
- Learn to filter out misconceptions and mis-information, and distinguish between fact and opinion



Why Do Others Help?

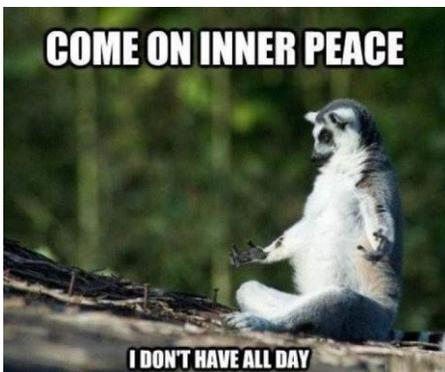
- It feels good to help someone else - to share one's experiences, and play a positive role in another's success
- It is a good way to "give back" as chances are they received assistance in the past
- It can be an investment if they ultimately help to hire you and you achieve success

What Networking Opportunities Do You Have at CSUN?

- Meet the Firms (February and September)
- EY Center for Careers "Career Success Program" (January and August)
- Firm Office Hours at the EY Center for Careers (February and September)
- Student Organization Meetings, Events & Workshops
- Firm Tours
- Firm Social Events & Activities
- LinkedIn (find professionals, especially CSUN alumni, with whom to network) (see the LinkedIn Guide on the EY Center website)
- Referrals from other students and professionals
- Coffee Chats (in person or on the phone) (see the Coffee Chat Guide on the EY Center website)



What is the Appropriate Networking Etiquette?



- Do not expect anything
 - Always **be considerate** of a professional's time and interest
 - **Be flexible** with your request and your availability (in-person/phone, time, length of conversation, place)
 - Do not take a lack of response as a personal rejection - **professionals are very BUSY!**
 - **Be patient - ask no more than twice** - wait at least one week between requests
- Do not push or insist that a professional speak, email or meet with you
 - Do not try to make a professional feel guilty for not responding or meeting with you
 - Always express your sincere appreciation for their time, interest and effort
 - Focus on developing a professional relationship based on your genuine interest in the employer, learning about the employer and how it matches your interests and goals, learning about the professional, and conveying how you can be of benefit to the employer

Additional Resources:

- To learn how to find CSUN alumni and other professionals with employers and/or in roles that interest you:
 - Use the LinkedIn Guide on the EY Center website
- To learn how to plan and conduct coffee chats with professionals:
 - Use the Coffee Chat Guide on the EY Center website