Nick Zweig
Moisés Buenfil
Betsy Castro-Duarte
According to experts, a substantial portion of our communication is nonverbal.
From our handshakes to our hairstyles, nonverbal details reveal who we are and impact how we relate to other people.
Every day, we respond to thousands of nonverbal cues and behaviors, including posture, facial expression, eye gaze, gestures and tone of voice.
*Confident Body Language*

- Keep your eyes forward
- Stand up straight with your shoulders back
- Proper grooming
- Smile
- Try not to cross your arms

Think about the positive things you bring to feel your self-worth
The *eyes* play an important role in nonverbal communication.
Normal, steady eye contact is often taken as a sign that a person is telling the truth and is trustworthy.

An inability to maintain eye contact can be seen as someone who may be lying.
American Preference:
- One hand only
- Full contact palm to palm
- Firm grip, not too strong, not too weak
- Look each other in the eye
- 2-3 pumps, don’t go too long
Tone of Voice

CONTRAST:

* Thank you
* Yes
* Excuse me

10% of conflict is due to a difference in opinion. 90% is due to the wrong tone of voice.
International Differences

Handshakes Around the World

United States

Introduce yourself by name with a firm handshake.

InterNations
Connecting Global Minds
Networking

MASTERING
THE ART OF
NETWORKING
It’s not **who** you know

*It’s who knows you*
*Why should you network?

* More people = More options
  * Employment
  * Internships
  * References
  * Recommendations

The bigger your network,
the easier your career prospects will eventually be!
*Begin building your network*

Use the connections you already have

* Family
* Friends
* Coworkers/colleagues
* Classmates
* Professors/advisors
Networking can occur anywhere, but there are three settings where it is most effective:

1. Business/academic conferences
2. LinkedIn
3. Professional Organizations
Conference Networking
Conference Networking

* **Before** the conference
  * Establish your networking style
  * Research the speakers and decide which panels to attend
  * Prepare updated business cards

* **During** the conference
  * Use your elevator speech
# Conference Networking

<table>
<thead>
<tr>
<th>Style</th>
<th>Traits</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swan</td>
<td>Introvert, needs a step-by-step plan to network</td>
<td>Organized and focused</td>
<td>Shy or hesitant to meet new people</td>
</tr>
<tr>
<td>Butterfly</td>
<td>Extrovert, tends to create many shallow connections</td>
<td>Outgoing and easy to talk to</td>
<td>Unorganized and do not follow up</td>
</tr>
<tr>
<td>Dolphin</td>
<td>Mixed, balances new connections with established ones</td>
<td>Friendly and able to multitask</td>
<td>Do not leave time for other activities in their lives</td>
</tr>
<tr>
<td>Lion</td>
<td>Mixed, focuses on creating several deep relationships</td>
<td>Able to personally connect with various people</td>
<td>Focus only on specific areas and may miss out on other opportunities</td>
</tr>
<tr>
<td>Style</td>
<td>Networking Strategies</td>
<td></td>
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<tr>
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</tr>
<tr>
<td>Swan</td>
<td>Create a detailed plan of who you would like to network with Make a goal of how many new people you want to meet Network with a friend to help you out of your shell</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Butterfly</td>
<td>Focus on quality over quantity Set follow-up dates with new connections Network with a friend to help ground you</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dolphin</td>
<td>Schedule non-networking activities with your connections Make time for friends and family Include more online networking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lion</td>
<td>Start networking at events that are not conventional for you Make a list of new people to network with Focus on getting out of your comfort zone</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Move to another seat and introduce yourself to someone you don’t know

Activity 1
Activity 1 Evaluation

* How did you introduce yourself?
* What did you include in your introduction?
* What was your first impression of your partner?
Conference Networking

* Elevator Speech
* Chance to describe yourself to the employer
* Set yourself apart from the rest
Greet the representative
Clearly state your name
Things you may include:
- Classification and Major
- Career objective
- Opportunities you are seeking
  - i.e. internships, entry level
- Relevant experience, skills, abilities
  - Work, internships, volunteer, etc
- Highlights of skills and strengths
- Knowledge of the company

Source: [www.jobweb.com](http://www.jobweb.com)
Activity 2

Introduce yourself to the same person you talked to in Activity 1 and pretend they are the employer. Use the elevator speech script as a guide.
Activity 2 Evaluation

* How did your approach change?
* What did you add/leave out?
*Conference Networking*

*After* the conference

* Follow up
* Make contact 1-2 days after conference ends
* Use email and/or social media
* Include information that will help the reader remember your conversation
* Make sure your social media is professional and appropriate
LinkedIn Networking
Networking

- **Prepare** your profile
  - Attend a workshop (Career Center)
  - Professional photo (Photoshoot @ Career Center)
  - Complete as many sections as possible
  - Add media and samples of your work
  - Have your profile proofread
LinkedIn Networking

*Connect* with your colleagues
* Reach out to relevant individuals in your field
* Join groups related to your career interests
* Follow important pages in your industry
*Keep your network engaged
* Make sure your profile stays visible by participating in groups
* Update your information often
* Stay active online by providing relevant content about your field
* Create and maintain your professional brand
*Professional Organization Networking*
*Professional Organization Networking*

* Joining an organization
  * Become an active member
  * Run for leadership positions
  * Consider joining an alumni group
Final Tips on Networking

* Incorporate networking into your everyday life
* Focus more on how you can help others instead of yourself
* Develop your own style by practicing
* Business Cards
* Extension of your professional self
* Your information facing towards the recipient
* Offering the card with both hands indicates great respect
* Right hand
* Invest in professional printing services
* Purchase a business card holder
* Carry sufficient cards for the occasion
*What to Include*

* Name
* Title
* Name of your organization
* Tagline on the type of service you offer
* Address
* Telephone number
* E-mail address
* Website
* LinkedIn URL “If your profile is ready for viewing”
* **Do** look at the card carefully when it is handed to you.
* **Do** scan the card or maintain it in a place where you can easily retrieve it.
* **Do** follow up with an email or telephone call and continue to communicate.

* **Don’t** write on the card (back or front) in front of the person who just gave it to you.
*Building & Repairing Relations*
* Serve on a committee
* Look for partnerships
* Don’t eat alone
* Say “Yes”
The Five Threats of Receiving Feedback
The Five Threats

David Rock created the acronym SCARF to capture the ways feedback threatens us:

**Status:** Feedback may seem condescending and make you feel that your status is being threatened.

**Certainty:** Feedback, especially when unexpected, can cause feelings of confusion.

**Autonomy:** Feedback that undermines your decisions can cause you to question your own judgment or worry that you will lose your power.

**Relatedness:** Feedback affects our relationship with the person we receive it from.

**Fairness:** Feedback can make you feel attacked or unfairly evaluated.
Making Feedback Work for You

* 1. Keep an open mind
* 2. Consider the source and intention of the feedback before reacting.
* 3. Avoid getting emotional or defensive.
* 4. Ask for specific feedback
* 5. Remember that feedback is necessary to improve on your weaknesses and validate your strengths.
* 6. Allow yourself to process feedback.
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Monday - Friday 7:30am-5:00pm