

THE WEB DIGEST

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HOW TO EFFECTIVELY NETWORK AND WHY IT MATTERS



WOMEN ENTERING BUSINESS



How to Network On LinkedIn

BY TAHLISHA LOMBARDO - SPONSORSHIP DIRECTOR

Have you ever been told this phrase by someone: "It's not what you know, it's who you know"? You most likely definitely have.

And as frustrating it is for any job seeker to hear this for the millionth time, unlike most clichés, this one is actually more achievable than you think! But let me convince you how, because in today's day and age simply 'just applying' for roles won't cut it.

Although personal connections are always handy, within my own job hunting, I've learnt a connection doesn't have to equal being one of a personal nature.

LinkedIn – let me tell you how this changed the game for me!

LinkedIn is essentially how you network with anyone who works the position you wish to be in and the recruiters that are hiring for your dream job!

I had the pleasure to connect with Sarah D'oliveira, a HR recruiter from Quantum at the IWDB networking event. She gave me an insightful perspective on how to effectively network on LinkedIn. She summarised her experiences interacting with students on LinkedIn with Do's and Don'ts:

Dos

- Ask recruiters inquisitive questions about the role, company culture
- Be passionate about what you want to pursue – ask yourself: do you really want to work for this company?
- Attend networking events and career fairs to build relationships with recruiters

Don'ts

- Ask about job positions upfront
- Ask for information readily available on the job advertisement

Recruiters like Sarah want to help you flourish in their company! Just reach out.



Why Networking Matters

BY KAMIA SOOD - IT DIRECTOR

Networking is quite important for any individual to undertake. The benefits it provides and skills it teaches one can limit your advantage should you not have tried to network. But surely, there are more reasons for it than just building connections.

Networking helps you understand the industry you are heading into. By interacting with people from various companies, sectors and walks of life you are broadening the view and getting a deeper understanding of the field you are headed into.

A greater understanding therefore helps one understand what niche or speciality their interests greatly align in. This is crucial as we don't want to be dazed by the glories of the industry as a whole that one does not know where to focus our efforts towards.

Building Confidence

Networking also enables one to practice their communication skills in a less-daunting environment. To introduce yourself and talk about yourself can be quite scary and nerve-racking, especially in an interview setting.

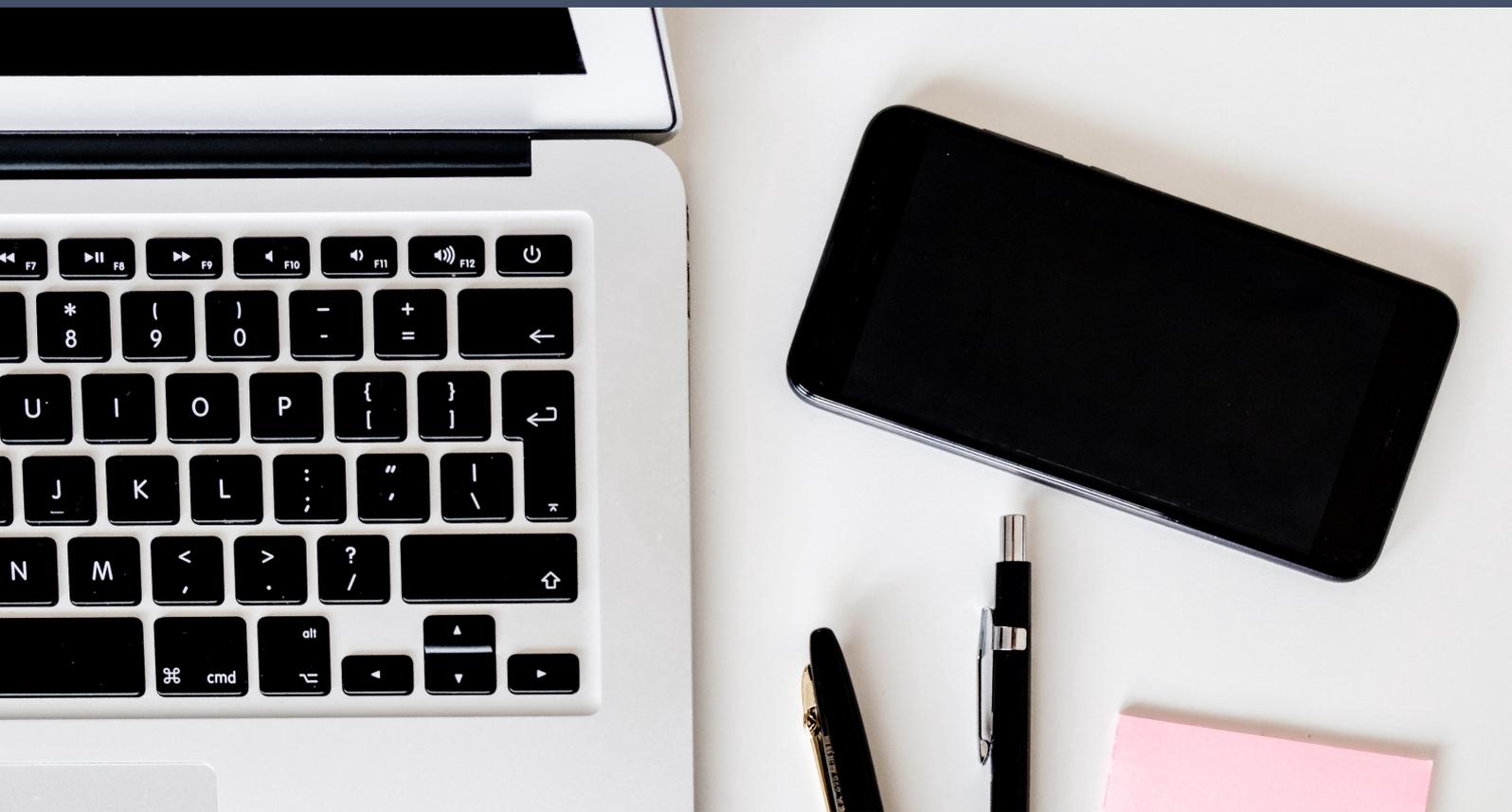
Through networking as you interact with new people, you'll be polishing this skill as you introduce yourself as you would in an interview setting, talking about your strengths, passions and interests. Therefore, networking enables one to practice key-interview questions in a 'safe' environment.

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The necessity of networking extends beyond meeting new people and forming connections. You get the best understanding of the industry and the niche you're interested in through your connection's firsthand experiences and also get opportunities to develop yourself and polish your skills in a new and unfamiliar environment.

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