

Networking to Career Pathways

Navigating Professional Relationships for Career Success

Tom Colosimo CPPM, CMA



ISM—Twin Cities, Inc.

TOM COLOSIMO CPPM, CMA

CAREER ARCHITECT/COACH/NAVIGATOR FOR SUCCESS



2

CURRENTLY:

- INDEPENDENT CAREER COACH, CAREER STRATEGIST AND PRESENTER
- CROSSROADS CAREER NETWORK - WOODBURY
- TREASURER – MN CAREER DEVELOPMENT ASSOCIATION (MCDA) (2013 – PRESENT)
- WASHINGTON COUNTY DEVELOPMENT BOARD (2010-PRESENT) PAST CHAIR
 - Community career pathway programs
- CAREER COACHING – HIGH SCHOOLS AND UNIVERSITIES:
 - Junior Achievement, Best Prep, Business Professionals of America (BPA) Judge

PAST:

- CAREER ADVISOR – HIGHER EDUCATION – UNIVERSITY OF ST. THOMAS
- RECRUITER – AGENCY/CORPORATE
- ACCOUNTING PROFESSIONAL (25 YEARS) (MFG, RETAIL, BANKING COMPLIANCE)

Agenda

- Personal Branding
 - Who are you, how are you perceived, and does it match who you think you are?
- What Is Your Why?
 - What makes you who you are – your DNA?
- **Networking**
 - How do you learn, relate, engage and present your brand to others and what has **COVID** changed?

It's All About Your Brand – Who Are You??

▶ Definition:

A brand is a distinguishing symbol, mark, logo, name, word, sentence or a combination of these items that companies or individuals use to distinguish their product and/or services from others in the market.

Brands become known for a certain set of attributes

5

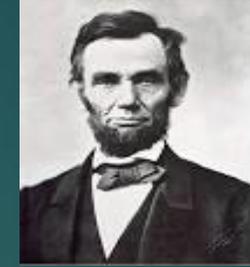
- ▶ **COMPANIES** can be known for their BRANDS
- ▶ Do you have positive or negative impressions of any of these brands? If so, why?
- ▶ Why should a company care about their brand?



Brands become known for a certain set of attributes

6

- ▶ **PEOPLE** can be known for their BRANDS
- ▶ Do you have positive or negative impressions of any of these people? If so, why?
- ▶ Why should person care about their brand?



Attributes

What describes your **ATTRIBUTES** - It's *YOUR* personal brand.

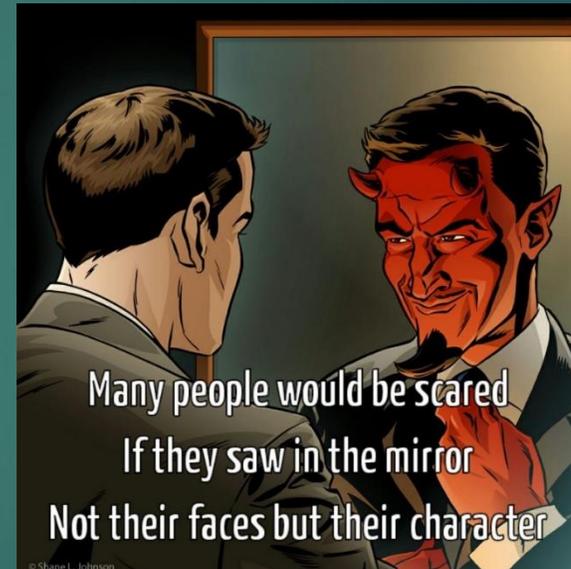
Word Cloud Example:



Does Who You Are Match The Brand You want to Convey?



Or not?



Brands become known for a certain set of attributes

10

- ▶ It is your REPUTATION
- ▶ What people think of you when they see you
- ▶ How you make people feel
- ▶ How much they trust you
- ▶ It's what they say or think about you when you're NOT there

What Do People Think When They Hear Your Name

?



Why should you care?

You Care Because It Matters...a lot!

- ▶ Hiring - Employment
- ▶ Teams - Projects
- ▶ Promotions – The Corporate Ladder to Success
- ▶ Resident expert
- ▶ Friendships
- ▶ Family – Your Inner Circle
- ▶ Community - Image
- ▶ Self-Awareness
- ▶ Confidence

What Makes You Who You Are!

Soft Skills
&
Hard Skills

What Makes You Who You Are!

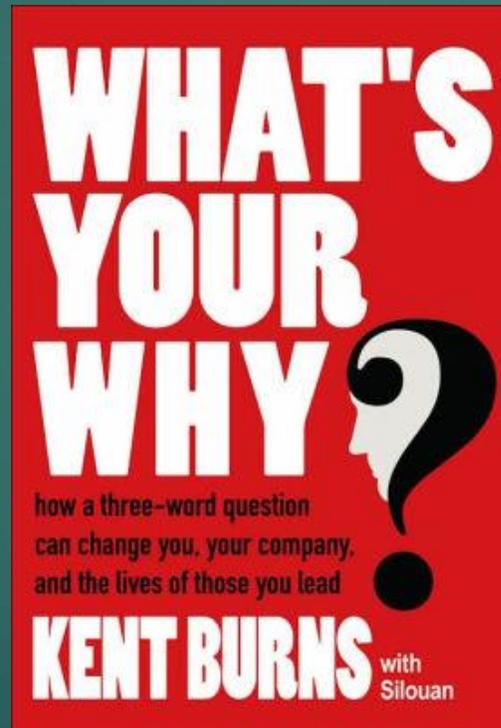
Soft Skills – Characteristics, your DNA, personality, what has developed you from womb through the environments you've lived in.

Hard Skills – Tools you've learned along the way; in school and on the job or as part of life experiences.

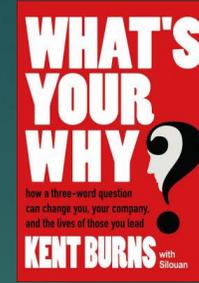
Which matter most?

What Is Your Why?

15



What is Your Why?



1. WHAT IS YOUR TREASURE AND WHAT DO YOU TREASURE?
2. WHAT FULFILLS YOU?
3. WHAT IS YOUR PURPOSE/CAUSE/BELIEF THAT DRIVES YOU?
4. WHAT CORE VALUES MOTIVATE YOU?
5. WHAT IS A MEANINGFUL LIFE TO YOU?



Networking!

https://dm0qx8t0i9gc9.cloudfront.net/watermarks/video/qEue9C6/people-connected-social-network-friends-linked-3d-animation_s0775m-1x_7293a7c1f7f7821cffb3737b3703d89c_P360.mp4

Networking!

WHY DO SOMETHING THAT CAN TAKE
SO MUCH TIME WITH UNKNOWN
RESULTS AND CAN BE STRESSFUL OR
FEARFUL?

Networking!

WHY?

**TO STAY RELEVANT IN SOCIETY AND
THE INDUSTRY MARKETPLACE**

Networking!

WHAT ELSE?

TO LEARN ABOUT;

- CAREERS - WHAT YOU NEED TO KNOW – JOBS IN THE INDUSTRY
- INDUSTRIES – COMPANIES IN THE INDUSTRY
- COMPANIES – CULTURE, PRODUCTS
- WHO'S WHO IN A COMPANY

Networking!

TO LEARN ABOUT;

- CAREERS – WHAT YOU NEED TO KNOW - JOBS IN THE INDUSTRY
- INDUSTRIES – COMPANIES IN THE INDUSTRY
- COMPANIES – CULTURE, PRODUCTS
- WHO'S WHO IN A COMPANY
- **INTERVIEWING CHARACTERISTICS**
- **BUILD YOUR NETWORK OF PEOPLE**

Networking – Targeting Your Goal with a FOCUS!



Informational Interview – “Small Talk”

<https://www.youtube.com/watch?v=gHUjpVnaasc>

Networking!

BUILDING TACTICAL RELATIONSHIPS!



Networking!

BUILDING TACTICAL RELATIONSHIPS!

- FINDING PEOPLE WORKING IN THE CAREER FIELD
- MORE INSIGHTFUL THAN JUST EDUCATION
- LEARN REAL WORLD EXPERIENCES
- HELPS YOU BE PREPARED FOR THE FUTURE



Networking!

HOW DO YOU START?

Networking!

HOW DO YOU START?



- Have a good profile on **LinkedIn**
- Use **LinkedIn** to see who works in the area of interest
- Connect with them or use a “*personalized*” invitation to ask for connection

Networking!

WHAT HAS **COVID** CHANGED?

Networking!

COVID IMPACT:

- MORE VIRTUAL
- LINKEDIN INTRODUCTIONS
- PHONE OR ZOOM CHATS

Networking!

HOW DO YOU START?

COVID IMPACT:

- MORE VIRTUAL CHATS
- LINKEDIN INTRODUCTIONS
- PHONE CHATS
- HANDSHAKES OR HUGS ARE NOW FIST OR ELBOW BUMPS!

Networking!

- **BE GENUINE**



Networking!

- **BE GENUINE**
- **BE INTERESTING AND INTERESTED**
- **POSITIVE AND SMILE**



Networking!

FOR STRATEGIC NETWORKING:

- **Focus - know what you want and why!**
- **Building Relationships – work, community, industry**
- **Develop a good pitch! (Introduction)**
 - Elevator Pitch
 - 30 Second Pitch
 - 2 Minute Pitch

Networking!

FOR STRATEGIC NETWORKING:

- Be focused - know what you want and why!
- Build Relationships – work, community, industry
- Develop a good pitch! (Introduction)
 - Elevator Pitch
 - 30 Second Pitch
 - 2 Minute Pitch

The *“Tell me about yourself”* question

Networking!

The “Tell Me About Yourself” question

- Where you’ve been – skills, experience, quantifiable achievements
- Where you are – current activities
- Where you want to go – Vision – Goals and Objectives

In Summation - Networking Is:

RESEARCH AND BUILD RELATIONSHIPS!

- **TALK TO PEOPLE** YOU KNOW WHO KNOW PEOPLE IN AREA OF INTEREST
- USE **LINKEDIN** TO SEE WHO WORKS IN THE AREA OF INTEREST AND CONNECT WITH THEM OR ASK FOR CONNECTION
- ATTEND **PROFESSIONAL MEETINGS** WHERE SAME CAREER MINDED PEOPLE HANG OUT AND NETWORK WITH OTHERS (PMI)



Summary - Establishing Your Brand

- Be Interesting and Interested
- Trustworthy
- Honest
- Positive
- Critical thinker
- Likable but not fake
- Engaging
- Other?

How?

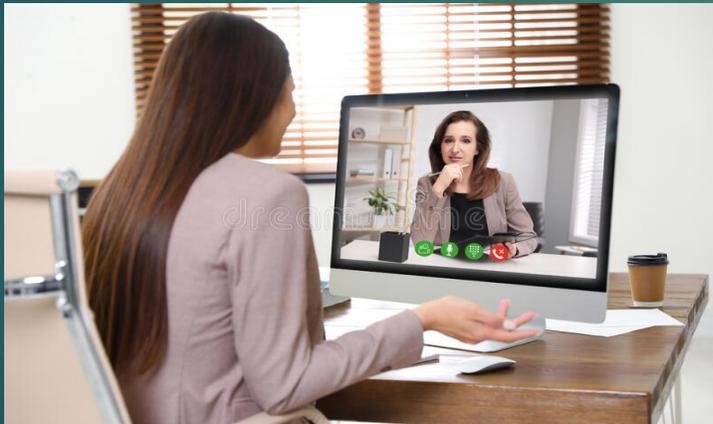
**VIRTUAL OR FACE TO FACE INFORMATIONAL INTERVIEWS
BE INTERESTED AND INTERESTING!**



How?

VIRTUAL INFORMATIONAL INTERVIEWS

- MEET WITH PEOPLE WHO WORK IN A FIELD OR COMPANY OF INTEREST
- BEST TO DO OVER A CUP OF COFFEE – NOT A LUNCH
- KEEP THE MEETING SHORT AND CONCISE – HAVE AN AGENDA



How?

VIRTUAL INFORMATIONAL INTERVIEWS

- MEET WITH PEOPLE WHO WORK IN A CAREER FIELD OR COMPANY
- BEST TO DO OVER A CUP OF COFFEE – NOT A LUNCH
- KEEP THE MEETING SHORT AND CONCISE – HAVE AN AGENDA
- LISTEN TO WHAT THEY SAY
- ASK WHO ELSE THEY KNOW
- ASK IF YOU CAN DO THINGS FOR THEM.
- SEND A SIMPLE THANK YOU CARD TO THEM



How? Other Ways:

Volunteering

- ▶ Professional Associations
- ▶ Community Groups
- ▶ Boards



How?

Volunteering

- ▶ Professional Associations
- ▶ Community Groups
- ▶ Boards

Focus Groups – Non-Profit Organizations

- ▶ Feed My Starving Children
- ▶ Habitat for Humanity
- ▶ Race for the Cure
- ▶ Simon Says Give
- ▶ Others?



Ongoing Networking – Maintaining Your Brand

WHEN NOT LOOKING FOR JOB CHANGE:

- CONNECT WITH PEOPLE WHO CAN HELP YOU LEARN LATEST TRENDS IN YOUR FIELD AND KEEP YOUR BRAND FRESH.

Ongoing Networking – Maintaining Your Knowledge

WHEN NOT LOOKING FOR JOB CHANGE:

- CONNECT WITH PEOPLE WHO CAN HELP YOU LEARN LATEST TRENDS IN YOUR FIELD AND KEEP YOUR BRAND FRESH.
- FIND PEOPLE WHO HAVE SIMILAR CAREER ASPIRATIONS AND PASSIONS YOU HAVE IN YOUR CAREER FIELD OR IN A FIELD YOU ARE THINKING OF MOVING TO.
- **STAY CONNECTED – STAY RELEVANT**

Networking! It Never Stops!



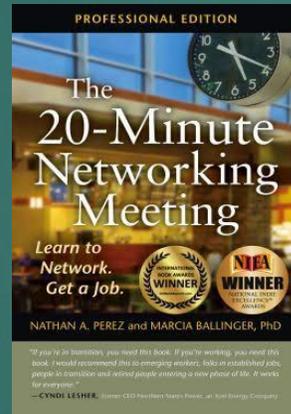
KEEP IN TOUCH - ONGOING

- Join organizations that focus on your trade for more networking
- Help others that are searching for jobs or new careers – pay it forward!
- Do not let your connections go stale – stay in touch!
- Keep learning new tools related to your industry

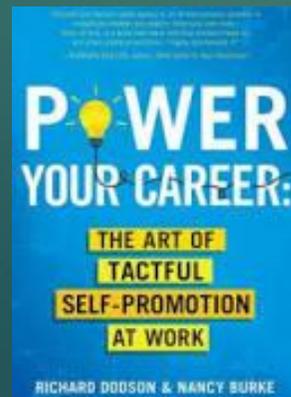


Book Recommendations

The 20 Minute Networking Meeting – Perez/Ballinger



Power Your Career: The Art of Tactful Self-Promotion at Work – Burke/Dodson



A Sailors Analogy – Tom C.

*“We cannot direct the wind
but we can adjust our sails.”*

Be ready for the winds of change!



Change is a constant – Be ready!

Career Pathways – Your Brand To Success

Questions?

48

Tom Colosimo



Navigating Professional Relationships for Career Success!

thecolosimos@comcast.net
612-386-3715

LinkedIn: <https://www.linkedin.com/in/tcccareercoach/>

<https://www.linkedin.com/in/tcccareercoach/>

