RESOURCES FOR NETWORKING

- Principles of Networking Naturally
  http://carolross.typepad.com/Principles%20of%20Networking%20Naturally.pdf
- How to Network the Right Way: Eight Tips:
- How to Answer the Question, “What do you want to do?”:

WEBINARS

Mastering the Art of Bragging: What Today's Leaders and Other Humble Professionals Need to Know
http://alumni.northwestern.edu/ArtofBragging
Presented by Darcy Eikenberg ’86
You were taught it's not okay to brag, right? Join the club. But in today's world, there are important and surprising reasons why high performing professionals need to regain this lost skill and start sharing their success stories more freely. If you're ready for more recognition, rewards and visibility in your career, join us to learn the secret formula that teaches you how to brag so that others don't gag.

Your Personal Brand: What is it and why do you need one?
http://alumni.northwestern.edu/personalbrandwebinar
Presented by Eileen Masciale '84
What is a personal brand? Why do you need one? What steps can you take to improve your personal brand? Learn how you can leverage social media and easily accessible marketing tools to help you in your career, whether you are seeking new business, looking to make a career change, or hoping to elevate your standing in your industry.

Networking in the 21st Century: Why Your Network Sucks and What To Do About It
http://alumni.northwestern.edu/networkingwebinar
Presented by David J.P Fischer ’98
No matter what your goals are, who you know is as important as what you know. In the 21st century, networking is a combination of sales, marketing, relationship-building, and career management. It’s the difference between those who get by and those who are getting ahead! Too many people equate networking with rooms full of desperate job seekers handing out business cards and uncomfortable conversations with complete strangers. It doesn’t have to be that at all! Join David J.P. Fisher (WCAS ’98), author of Networking in the 21st Century: Why Your Network Sucks and What to Do About It, as he shows how networking and strong professional relationships are the new way to job security.
Land a Better Job and Earn 50% More Over Your Career
http://alumni.northwestern.edu/landabetterjob
Presented by Scott Swedberg
You’re 14x more likely to get a job offer if you’re referred for a position than if you apply without a referral. This webinar will teach you how to find potential referrals, start and navigate the conversations that will get you referred for your ideal job, and earn up to 50% more over your career.