

## INTRODUCTION

Networking rests on building a web of inspiring connections that can lead you to new professional opportunities. Did you know 80 percent of jobs are found through a referral, according to *Business Insider*? Our mission involves creating opportunities for you to forge the connections you need to move your career forward. Career Development Center events and programs such as Torero Treks (career exploration trips), year-round career fairs, and online resources such as the Torero Employer and Alumni Mentors (T.E.A.M.) platform, Handshake job portal, and LinkedIn allow students and alumni to expand their networks and grow as professionals.



## GENERAL NETWORKING TIPS

Research professor and author of five #1 *New York Times* bestsellers Brené Brown says, "In order for connection to happen, we have to allow ourselves to be seen, really seen." Now, we know how frightening it can be to get ourselves out in the arena to connect, explore and engage. So, take a moment to take in the following tips and let opportunity find you.

- Join organizations both on LinkedIn and in the community such as professional organizations, sports clubs, and volunteer organizations. Make an effort to meet individuals outside of your typical social circle. Wharton business professor and author Adam Grant argues that it is our weaker connections that help us get ahead by providing us access to new information.
- Request informational interviews in your preferred organizations. Use this time intentionally to gain insider information you need to zero in on companies that are a perfect match for you.
- Tap into your strong ties – reconnect with former managers and professors. They are the ones who will vouch for you if you ever need that reference, testimonial or referral.
- Attend events, such as alumni events, group outings and volunteer projects to meet new people and expand your networks.
- Follow up with a thank you, let's stay in touch; send new contacts a LinkedIn invitation.



**TORERO EMPLOYER AND ALUMNI MENTORS (T.E.A.M.)**  
[mentoring.sandiego.edu](http://mentoring.sandiego.edu)

Did you know that mentees are 130 percent more likely to hold leadership positions? Torero Employer and Alumni Mentors (T.E.A.M.) is an easy to use university-wide platform for networking, sharing career advice, and building professional opportunities. Designed exclusively for the Torero community, this platform helps students and alumni successfully navigate their journey, build new connections, and develop their professional skills. Use T.E.A.M. to request informational interviews, seek out job shadowing or join groups based on common interests.

Joining is easy!

- Visit [mentoring.sandiego.edu](http://mentoring.sandiego.edu)
- Complete your profile (LinkedIn, Facebook, Email)
- Verify the email sent to your inbox
- Hold tight as USD verifies your account
- Start networking, sharing advice, posting jobs and more!



## HANDSHAKE

<https://www.sandiego.edu/careers/handshake/>

Handshake is the University of San Diego's official job portal connecting students and alumni to leading organizations, employers, USD's career counselors and even peers! You can use it to connect with more 22,000 employers across multiple industries, schedule career counseling appointments and sign up for Career Development Center fairs and events. A great hub for networking, make sure to also take a look at its multitude of online resources for your professional development!



## TORERO TREKS

Torero Treks are opportunities for University of San Diego undergraduate students to engage in career exploration by visiting leading companies across the nation. Torero Treks typically include visits to two to three organizations in a specific region or industry. These visits include alumni panels, office tours, and networking opportunities that allow students to learn about various career paths and to connect with professionals and USD alumni. By participating in a Torero Trek, students are able to practice and improve their networking skills and build professional connections with individuals in their chosen career path.



## LINKEDIN

[www.linkedin.com/alumni](http://www.linkedin.com/alumni)

Boasting half a billion total users, LinkedIn has 46 million students and recent graduates, and 350 million users from outside of the United States. If LinkedIn were a country, it would have the third largest population in the world!

Use LinkedIn to:

- Start connecting with who you know first—update former professors/supervisors on where you are in life. Invite them to connect.
- Identify fellow Toreros in your field and ask for informational interviews to expand your network. Make sure to personalize your connection requests!
- Find someone with a common interest, story, and purpose, and check out their career path.
- Research companies and people to expand your understanding of various career fields.
- Join and participate in relevant LinkedIn Groups to learn from others with similar interests. You can start a discussion or ask a question.
- Keep your networks fresh—remember to thank, follow up, and show appreciation.
- Share what inspires you to create informative content and a strong online presence.
- Ask for information or professional advice—don't ask for a job directly.





# LinkedIn Profile Checklist

**PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

**HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

**SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

**EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

**ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

**David Xiao**  
Econ Major and Aspiring Financial Analyst  
San Francisco Bay Area | Financial Services

Previous: Berkeley Ventures  
Education: University of California, Berkeley

153 connections

[www.linkedin.com/in/davidxiao/](#) [Contact Info](#)

**Background**

**Summary**

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

**Experience**

**Venture Capital Internship** Berkeley Ventures  
Berkeley Ventures  
May 2011 - September 2011 (5 months) | Berkeley, CA  
Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

**Organizations**

**Berkeley A Capella**  
Lead Singer  
March 2012 - Present  
Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

Continued >>

**EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

**VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

**SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

**HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!

**COURSES:** List the classes that show off the skills and interests you're most excited about.

**PROJECTS:** Whether you led a team assignment in school or built an app on your own; talk about what you did and how you did it.

**RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

## Education

**University of California, Berkeley**  
Economics, B.A.  
2010 - 2014 (expected)



## Volunteer Experience & Causes

### Big Buddy

Skyline High School  
September 2012 - May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.

## Skills & Expertise

Most endorsed for...

12 Economics

11 Start-ups

10 Due Diligence

10 Venture Capital

10 Management



## Honors & Awards

**The Achievement Award Program**  
UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.

## Courses

**University of California, Berkeley**

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (200A)

## Projects

**Venture Capital Financing in India**

May 2013

For our International Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



**David Xiao**  
Econ Major and Aspiring Financial Anal...



**Paul Smith**  
Student at UC Berkeley

## Recommendations

Received (3)

**Venture Capital Internship**  
Berkeley Ventures



**Tim Lee**  
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

Want more LinkedIn tips for students? Check out [students.linkedin.com](http://students.linkedin.com)

**LinkedIn**

LinkedIn is continuously improving their interface. Meet with a career counselor to work on your profile!

# LINKEDIN MESSAGES



## REQUESTING TO CONNECT

Good Morning/Afternoon First Name,

I am a USD Environmental Studies sophomore exploring careers in environmental compliance, and I found your profile through the USD alumni connections on LinkedIn. Do you have any hiring events coming up? I see you have 42 postings open and I wanted to learn more about (insert posting title). Would it be possible to schedule a short meeting or phone conversation with you to learn from your experience in the field? I appreciate your consideration.

Thank you,  
First Last  
Email  
Phone Number

### EMPLOYER TIP

Use an InMail message rather than requesting to connect on LinkedIn.



## FOLLOWING UP ON A JOB APPLICATION

Dear Ms. Thomas,

I am a Communications Studies junior at the University of San Diego, and I recently submitted my application for the Social Media Intern position that you posted on LinkedIn. I have met with Jane Smith and John Doe, who are University of San Diego alumni working in your organization, and they both strongly encouraged me to apply. I am very excited about the prospect of contributing my work to your social media marketing campaign. If you are able to provide a timeline of when I could expect to hear updates on my application, I would greatly appreciate it. Thank you so much for your time and consideration.

Sincerely,  
Name  
name@sandiego.edu  
(619) 260-4654

### EMPLOYER TIP

Why do this?  
You may stand out to a manager or recruiter who will then pull your application for review.



## ASKING FOR AN INTRODUCTION FROM A CONNECTION

Dear Professor Walter:

I noticed that you are connected on LinkedIn with Ms. Jane Smith, a medical device sales representative from XYZ Company. As we discussed in the past, I am very interested in exploring sales careers related to the medical and surgical devices, and I believe there is much I can learn from Ms. Smith's experience. Would it be possible for you to connect me with her? I would really appreciate your help. Thank you for considering my request.

Kindly,  
First Last



See page 54 for more tips on communicating with employers.



An informational interview is a meeting with a professional in a field you would like to explore. It provides an opportunity to gather information and learn more about a career of interest.



## IDENTIFYING CONTACTS

Identify contacts in fields that interest you. One effective way to find contacts is through personal referrals. Ask your parents, friends, relatives and professors for names of people they know.

The LinkedIn alumni search tool (<http://linkedin.com/alumni>) provides an effective way to search for alumni who work in the location, organization or industry that interests you. T.E.A.M. ([mentoring.sandiego.edu](http://mentoring.sandiego.edu)) allows students to search for alumni mentors. Search on LinkedIn, the company website or Google for direct email addresses. Page 49 has sample LinkedIn messages.



## APPROACH

Before contacting a referral, do some basic research about the field. Clarify why you wish to meet a specific person and what you hope to gain from this interview. When you contact a referral, state who you are, that you are seeking career information and advice and when you would like to meet. Be confident and courteous in your communication. If possible, request an in-person meeting. This will allow you to see the working environment and, if you conduct several informational interviews, compare work settings.

## EMAIL AND LINKEDIN INTRODUCTION

Subject: USD Networking

Greetings,

I am a student at the University of San Diego and I am interested in a career in (BE SPECIFIC). I found your name through....

I am exploring careers in your field and have some questions about the profession. Would it be possible to schedule a short meeting at your office or phone conversation with you? Some questions I have are \_\_\_\_ (insert questions).

Please let me know if you would be willing to meet with me for 15 minutes. Thank you for considering my request.

Sincerely,

Your name

Class level or graduation year

Phone number

Email address





## SAMPLE QUESTIONS

- How do you spend a typical day or week in your job?
- What do you find most/least satisfying about your job?
- How did you obtain this position?
- What kinds of college degree/credentials/skills are needed?
- What kinds of part-time jobs or internships do you think would be helpful to enter this field?
- What types of people do well in this field?
- What are the opportunities for advancement?
- What is the employment outlook (locally, regionally, nationally)?
- Are you active in any professional organizations? Are students invited to attend?
- What advice can you give me on how to break into this field?
- Can you suggest anyone else I might contact?



## THE ACTUAL INTERVIEW

If you are using Skype or meeting in person, always dress professionally from head to toe. Ensure you are within an appropriate room that is clean and test any tech beforehand. CDev has interview rooms that can be reserved. Make sure to call in a minute or two before your scheduled time. Act professionally and establish rapport. Proceed through your prepared questions, allowing for follow-up questions.

If you have not finished the interview within the time you had requested, thank the person for helping you by saying, “I said I would only take 15 minutes of your time. I know how busy you are.” Extend the time only if the person you are interviewing strongly encourages you to do so.

If meeting at their office, dress as if you are attending an interview and confirm the correct address beforehand.



## FOLLOW UP

Write a short email or written thank you note and request to connect on LinkedIn within 24 hours of your interview. Employers want quick turnaround. If sending a written note, also send a short email within 24 hours. Keep the interview information on file for the future—this person may be an important contact for you.

### SAMPLE LINKEDIN MESSAGE

Thank you for meeting with me yesterday. I really appreciate your taking time to share your insights about the \_\_\_\_\_ industry. I would welcome the opportunity to stay in touch with you through LinkedIn. Sincerely, Paula Torero

## SAMPLE THANK YOU

Dear Ms. Smith,

Thank you for taking the time from your busy schedule to speak with me by phone today. Our meeting was informative and extremely insightful as I learned more about the \_\_\_\_\_ industry. I enjoyed hearing about your background and your knowledge of the \_\_\_\_\_ field is impressive. Following your advice, I will contact Mr. Gomez as I continue my career exploration.

Thank you again for your help and sharing such valuable information with me.

Sincerely,  
Paula Torero