



PROJECT
LEARNING
TREE
CANADA

An Initiative of SFI



8 TIPS FOR SUCCESSFUL NETWORKING

- 1. First impressions matter:** Impress potential employers with a well thought-out and confident introduction. Smile and dress according to the event's dress-code. In many Western business cultures, strong eye contact, open body language (e.g. standing up straight, not crossing arms) and firm handshakes are considered polite and a sign of confidence. But keep in mind that these practices do not represent every culture's greetings or networking norms!
- 2. Learn about other cultures:** Take time to research appropriate greetings for the country or community you are in, observe what others are doing and ask questions.
- 3. Perfect your elevator pitch:** You should be able to summarize who you are and why someone should care within 30 seconds (i.e., the time it takes to ride up in an elevator with them). You can talk about your personal values, skills, work experience, and passions. Practice your pitch as often as possible. Remember that different people might be interested in you for different reasons, so think of different ways to present yourself depending on who you're talking to.
- 4. Actively listen:** Great communicators are great listeners. Pay attention to the overall idea the person you're speaking with is conveying, provide non-verbal and verbal feedback, and ask questions.

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ABOUT US

Project Learning Tree Canada (PLT Canada) advances environmental literacy, stewardship, and career pathways using trees and forests as windows on the world. We are committed to using the outdoors to engage youth in learning about the world around them—in rural, Indigenous and urban communities—and we inspire youth to take action for sustainable forests and a sustainable planet.



5. Find the common ground: Whether you're comparing professional objectives or personal interests, relationships start by discovering what you both have in common. Use your questions to identify and focus in on key topics that help the potential employer see where you could fit into their organization. Try to remember a few key bits of information to include in your message to them after the meeting (see next point).

6. Follow up: Don't wait for the other person to reach out to you. Follow up with people that you meet and thank them for their time. Use what you learned in your conversation (see above) to offer them something they might be interested in, like an article or news about a subject you talked about. You can even ask to meet in person to learn more about them and their organization.

7. Manage your online presence: Google yourself. This is what potential employers will see, so make sure they see the you that you want them to. Keep your personal social media accounts private unless they speak to your professional or educational image.

8. Use the power of LinkedIn: Use LinkedIn to showcase your resume, build your network, search jobs, research companies and receive recommendations and endorsements from co-workers and employers.

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