

Strive to Thrive

Career Tips For TRSM Students

These reports leverage the expertise of BCH staff to share best practices for students & alumni.

Why Network?

Networking is when you exchange information among other people who share a common interest or common profession. Professionals utilize networking in order to...



Expand their circle of contacts

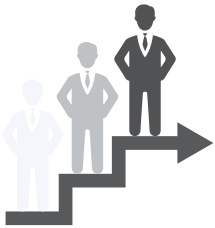


Learn about job prospects in their areas



Gain a better understanding of current events and trends in their field

Networking Helps You Advance in Your Career



Networking can help advance your career development and professional success. A strong network can help your future job search by making connections with a variety of professionals. You can learn about potential job opportunities before anyone else does, giving you the advantage when applying for a job. Networking can also benefit you long-term, as you might not need an opportunity right now, but you can leverage that connection in the future.

7 Tips for Networking

1

Connect with People You Find Interesting

If you are looking to develop a relationship, you are more likely to be successful if it's someone you are genuinely interested in. You will be more enthusiastic overall, and you'll be less likely to get stuck in the conversation.

2

Create Some Structure

Set an agenda and keep it short and sweet. By doing so, you are more likely to keep the conversation on track while providing your new connection the comfort of knowing where the conversation is headed. If the conversation gets derailed, refer back to your agenda, for structure.

Get Them Talking

3

The key to building a meaningful relationship is to share stories. Ask questions that are specific to your contact. For example, if the person you are meeting has a degree that is unrelated to their role, ask them about that! These are the interactions that become meaningful and memorable!

Keep it Conversational

4

Think about the individuals in your network or the mentors in your life. How do you speak to them? We all feel more comfortable when we add a little informal language to our conversation and stay true to who we are. Be professional and respectful, but don't be afraid to be authentic and show your personality!

Don't Be Transactional

5

It's very easy to tell if someone is interested in you and just the role you are in. Be genuine - and be truly interested in them as an individual. Transactional relationships often don't flourish.

Be Yourself

6

Your goal is to build a long-term connection. The best connections are made when you show your authentic self.

It Won't Always Go as Planned

7

No matter how comfortable you get during your coffee chats, sometimes you will have a bad day or experience. Prepare as much as you can, but if you mess up- don't worry- this is how you learn. Just move on.

Meet Winston, the Ted Rogers Alumni Who Created Our 7 Tips



WINSTON
DEVENDRARAJAH

Account Delivery Executive & Business Manager at Microsoft



"Networking was fundamental in providing me clarity on different ways to approach my career and it helped me generate opportunities to do so."

Winston Devendrarajah is an emerging leader with experience in sales, technology, and professional services. As a Ted Rogers Alumni with a passion for leadership, human behavior and networking, Winston engages in these interests by mentoring students and professionals, teaching workshops at TRSM and by engaging in digital transformation work at IBM, PwC and now Microsoft.

The Do's and Don'ts

DO	DON'T
Dress professionally and based on their dress code.	Dress inappropriately or wear strong perfume/ cologne.
Prepare relevant questions prior to the event.	Ask repetitive questions found on the job description or website.
Work the room. Speak with many individuals at the event. Connect with individuals on LinkedIn to stay in touch.	Let your cellphone interrupt the event.
Prepare your Elevator Pitch to showcase your value.	Cut someone off when they are speaking.
Ask about events and initiatives about the company, but be mindful of others waiting to speak.	Ask for a job or provide your resume.

In-Person vs. Virtual: What to Look Out For

IN-PERSON BEST PRACTICES	VIRTUAL BEST PRACTICES
Introduce yourself and give a firm handshake.	Have your camera on at all times with a clean background or virtual background.
Speak to unoccupied employers to make better connections.	Mute yourself when not speaking to avoid background noise.
Ask the individual interesting and unique questions that are open-ended to keep it conversational.	Join the breakout room that is least crowded, first, to make better connections.
Listen! Conversations are a two-way street. Actively listen, be present, and engage in the conversation.	Research the individual(s) on LinkedIn to ask questions regarding their past work experiences.
Build rapport - be genuine and sincere in both your verbal conversation and body language.	Participate in any polls, games, or other engagement activities throughout the presentation.
Make sure you connect with the individual on LinkedIn after the event to stay in touch for any future job opportunities within their company!	When connecting with the individual on LinkedIn, send them a note re-introducing yourself, so they would remember you!

Create Your Elevator Pitch



Refer to the **"Tell me about yourself" report here**. Elevator pitches are an opportunity to introduce yourself and your skills in a persuasive manner. When delivering an elevator pitch, know what you want to achieve. Elevator pitches generally take around 30 seconds!



Start your elevator pitch by introducing yourself and the program you are in. Then speak about your current role, student groups involvement, and what makes you a candidate worth hiring. **Speak to your top skills when describing your current role**, that way the recruiter can connect with your strengths.



Talk about any big accomplishments or awards you have had. You can also mention a time where you were faced with a challenge at work and what you did to overcome it. Once you end your elevator speech, allow the recruiter to respond to any questions they may have.

Create a Strong LinkedIn Profile



LinkedIn is the most common site used for networking with industry professionals. It is a great tool for connecting with hiring managers and recruiters. LinkedIn is used by 774 million users worldwide!



Connect with people on LinkedIn who interest you the most. Use the search tab and enter 'TRSM' or 'Ted Rogers School of Management' to search for alumni in your desired field. Connect with them by sending them a note introducing yourself and why you'd like to meet for a coffee chat.



During your coffee chat, ask them questions about their position, experiences and interests. **Strengthen the connection, over time, by sharing updates, news and/or other relevant things.**



Sample Messaging

TO A HIRING MANAGER/RECRUITER

Hi Amy,

I came across your LinkedIn profile while researching a job opening at Apple.

Does the position 'Human Resources Specialist' report into you? I've spent the last four years in recruitment and community outreach and can offer your team a mix of expertise in Technical recruitment, Diversity recruitment, and Career Education.

If you are the individual who is hiring for this role, I would love to learn more about what you are looking for, specifically.

With gratitude,
Sarah Anderson

TO AN INDUSTRY EXPERT

Hi Huzaifa,

I'm impressed by how quickly you have advanced in the last 6 years, from the 'HR Generalist' role to 'Director of People and Talent' at Shopify.

I'm hoping to follow this type of career path myself, and am hoping you might have the time to share a few tips and lessons learned with me.

With gratitude,
Sarah Anderson

Learn More for Free

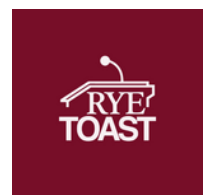
Learning Courses

- [Networking Foundations: Networking Basics](#)
(Kevin Wallace)
- [The Ultimate Guide to Professional Networking](#)
(Dana Robinson)
- [Professional Networking](#) (Dorie Clark)

TRSM Student Groups



[My Networking Club](#)



[TMU Toastmasters](#)

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming events.

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



Career Consultant Contributor Paige Fong

Paige is Career Consultant and TRSM Alumni, with talent acquisition experience in the public sector and non-profits. She is passionate about career development, building meaningful relationships, and empowering others to apply their strengths.



Student Contributor Ajenth Suthanathan

Ajenth is a 3rd Year Human Resources Management student working part-time at the BCH. He is an aspiring HR professional looking to join the Talent Acquisition field.



Student Contributor Myuri Mohan

Myuri is a 3rd-year Law and Business student and an Events Operations Coordinator at the Business Career Hub. She is a member of the Ted Rogers Students' Society and is passionate about academia.

Data Sources

- 1 [RMG 799 - LinkedIn & Virtual Networking Strategies \(Sarah Anderson\) - Google Slides](#)
- 2 [Brew a Connection: How to have a Killer Coffee Chat - Google Slides](#)
- 3 [Tomaszewski, M. \(2022\) How to Write an Elevator Pitch \(Examples & Speech Template\).](#)
- 4 [Augustine, A. \(2022\) The Importance of Networking_\(and How to Do It Well\).](#)
- 5 [Kagan, J. \(2021\) Networking](#)