



WEBINAR TOPIC: NETWORKING & PERSONAL BRANDING

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Guest Speaker: Carl H. Steffens Jr.

A native to Silicon Valley, Carl H. Steffens holds a MBA from the Wharton Business School, along with a Bachelor's Degree in Electrical Engineering from University of California at Santa Barbara. Carl works for Palo Alto Networks as a Marketing Director for America's Enterprise, and has held previous positions with Neustar, Inc and Adobe. Carl is a graduate of Homestead High School in Cupertino, California.

Intro / Check-In Question:

What is your dream job? What are your personal experiences with networking and branding and what do you want to get out of this webinar?

Networking Basics

- Professional networking is developing a more one on one relationship
- Ask a lot of questions and keep the conversation based on the other person- don't talk about yourself too much
- Don't be shy, be prepared, and be purposeful with the questions one asks
- Don't put all your eggs in one basket- when job searching don't rely on just a single job apply for multiple jobs and pick the one best suited for you at the time
- Always be on your toes and have a very open mindset
- Go up to people and just ask what they do even if you are not interested in their job just to make more connections and get more knowledge about a certain industry
- No task is ever beneath you or your position
- Networking is more of a conversation- get a list of 10 questions then ask it to the interviewer is a simple way to network
- Be purposeful but don't be in a rush and don't be afraid to try something and don't jump around too much

Career Networking

- It is a combination of many things that helps people get a job not just relying on networking
- Online job searches are a great tool but looking for a job should be the starting point
- Once you apply try and find a way for the company to notice you and set you apart

- Be proactive by working and talking with people in companies that are actively looking for people to hire
- People see you based off two things one is based on your behavior and the other is based on the way you present yourself
- Being responsive and open makes you stand out and helps build relationships(important)
- Never turn down a job by telling people it's not a good job find a reason why it does not work for you at that time never turn down for a negative reason because then it will let you go back to if in a point in time where the job becomes a better fit
- Take advantage of where you live to discover new fields of work and never be afraid to move around to a place where the fields interest you more
- Have someone introduce you will be very helpful for the connection

College Networking

- Can't network your way into college
- If you are interested in that college to talk to the alumni
- If you are interested in a certain thing and a college has a certain program then talk to people in that department and then try to get them to help you get admitted in their program and get admitted into that certain program
- "Stay positive everything happens for a reason"
- You have time on your hands work hard and be committed in everything you do

Personal Brand

- Trying to establish your personal brand is very important in order to see if you are the right candidate for the company itself
- Know your natural skills that you want people to know you for
- Never brand yourself at a skill you are not good at and because then your true brand will not stick or be shown
- Being prepared shows one's personal brand

Other Skills

- "Say who you are and be who you say you are"
- How to develop confidence- find projects that will allow your skills to be exposed in a natural way and not force it
- Public speaking is not a skill that everyone needs in order to network
- Flow- a book about a state of optimal performance a flow state is a great state of mind because your skills will be on display