

WE ARE
PASSIONATE
ABOUT PEOPLE,
THAT'S **WHY WE
DO RECRUITMENT
BETTER.**

NETWORKING

A GUIDE TO BUILDING MEANINGFUL
PROFESSIONAL NETWORKS.



1 WHAT IS NETWORKING?

Networking is the practice of creating and nurturing genuine professional relationships. Rather than simply asking for help when you need it, it's about staying connected, exchanging insights, and building mutual trust over time.

Many career opportunities aren't advertised publicly, and a significant number of people secure their next role through the people they already know.

Strong networks are built by keeping in touch regularly, not only during a job search.

The people who can advocate for you most effectively are those who've worked with you before, understand your strengths, and can introduce you to others in their own circles.

2 THE VALUE OF NETWORKING

Networking is more than simply meeting people—it's about cultivating meaningful professional relationships, exchanging ideas, learning from others' experiences, and uncovering opportunities that may never be advertised.

By staying connected and nurturing these relationships over time, you create a web of support, insight, and potential that can help you grow both personally and professionally.

- Gain fresh perspectives by sharing insights with others.
- Expand access to potential roles, introductions, and support.
- Every connection broadens your reach and creates new opportunities.

3 WAYS TO NETWORK

Effective networking is about giving as much as receiving—building genuine relationships based on trust, support, and mutual respect.

- Focus on helping others: ask, "How can I support you?" or "What can I do for you?"
- Show gratitude, acknowledge help you receive, and look for ways to give back.
- Start with people you know and trust: colleagues, former coworkers, friends, alumni, family friends, and community contacts.
- Connect with a few trusted recruiters who are honest and empathetic.
- By focusing on meaningful, value-driven relationships, you create a network that is supportive, influential, and long-lasting.

Networking happens in many ways—through conversations, shared experiences, and genuine engagement both online and offline.

- Schedule informal chats or coffee meetings to learn from others' experiences.
- Volunteer or get involved in community initiatives to build natural connections.
- Participate in online communities, LinkedIn groups, or industry forums.
- Leverage alumni networks and professional associations for events and mentorship.
- Seek mentors and offer mentorship to expand meaningful, reciprocal relationships.
- Attend conferences, workshops, and seminars to meet people in your field.
- Engage in hobbies, sports clubs, or interest groups where authentic connections can grow.

TOP RULES FOR NETWORKING

- Lead with generosity – think about how you can help others first.
- Be clear on your goals – know what you want and communicate it.
- Stay positive – a good attitude goes a long way.
- Show gratitude – thank people for their time and support.
- Build real relationships – focus on trust and shared values.
- Keep in touch – networking isn't just for when you need something.
- Expand wisely – include colleagues, alumni, friends, and trusted recruiters.

TURN YOUR NETWORK INTO YOUR JOB SEARCH ADVANTAGE.

Before reaching out to your network, take the time to clarify what you want in your next role. Be specific about:

- The type of company or culture you thrive in
- The role, responsibilities, and level of seniority
- Organisation size and location

When your contacts know exactly what you're looking for, it's much easier for them to support you. Let your network know you're on the lookout - spread the word widely and always thank people for their help. Ask for referrals, introductions, or advice on potential opportunities. Remember, many companies even offer referral bonuses, so connections can have a tangible incentive to help.

If you're currently unemployed, treat networking as a full-time priority. Dedicate regular time (even just an hour every few days) to reach out, follow up, and build meaningful relationships. Consistency and clarity will help you turn your network into a powerful tool for finding your next role.