

CHECK IN HERE



Talking to strangers

My tips and tricks to networking

We use tech to connect human potential and
opportunity with dignity & humility

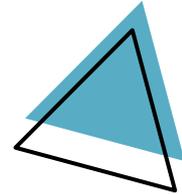
Our rules for today



- ✓ Please turn your **Camera on**, it's more friendly!
- ✓ Be **professional**. Don't join workshops from public transportation, on the street, or in any distracting environment. **Be present**.
- ✓ Make sure to **use your full name** as display name in Zoom (no nicknames).
- ✓ Save your **questions** for the end (or when the trainer lets you know).
- ✓ Be **mindful** of the time you take asking questions and **avoid asking multiple questions** in a row. Leave space for others to speak.
- ✓ **Keep in mind** that the trainers cannot provide individualized feedback when there are many participants (don't forget: you can get a mentor for that!)
- ✓ Make sure to **check in** with the **attendance form**.
- ✓ Yes, **we will share the presentation** slides with you after.



Hi, this is my story!





My goal today is to share my learnings of networking in Germany

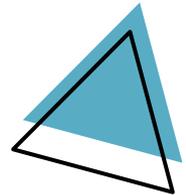
Agenda

- Stages of networking
- Idea Networking: a tool for people to open up
- How to network in different “channels”
 - Conferences & Meet-up
 - Recruiting events
 - LinkedIn
- Dos and Don'ts





You can't connect the dots looking forward; you can only connect them looking backwards. So, you have to trust that the dots will somehow connect in your future.



Networking: a very generic definition

Networking is a structured process that involves building and maintaining professional relationships.

Stages of networking

Research

identifying the individuals or organizations you wish to connect

The approach

Initiate contact through appropriate channels

The follow-up

maintain communication

The request

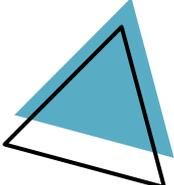
Once a rapport is established, you can make specific requests

Genius is 1% inspiration and 99% perspiration
Thomas Edison

A stylized orange triangle with a black outline, pointing downwards and to the right.

“15% of financial success is due to technical knowledge, about 85% is due to skill in human engineering (personality, arouse enthusiasm, ability to lead)”

Dale Carnegie

A stylized blue triangle with a black outline, pointing downwards and to the right.

You might have good ideas, but you need to **make yourself visible to get someone to care**, understand how to get along with others, and this is hard work.

How do you get someone to care in a professional setting?

What chatgpt answered when I asked?



- **Demonstrate Genuine Interest:** Show authentic curiosity about others and engage in active listening to build trust.
- **Offer Support and Assistance:** Proactively assist colleagues when opportunities arise.
- **Communicate Effectively:** Maintain open and transparent communication.
- **Show Appreciation:** Acknowledge and express gratitude for the contributions of others.
- **Maintain Professional Boundaries:** Ensure that interactions remain appropriate.

Idea networking: a tool for building connections

- Idea networking is using an “idea” in the form of a question to start a conversation with a person.
- The idea must be interesting for you and the person you ask. You need to provide VALUE (law of reciprocity)
- It is not about what you want but how to use your questions to make a connection
- Use open-ended and broad questions

How do you get someone to care?

Become interested in people, rather than people interested in you.



Good questions:



- I am curious to know how you are using #chatgpt in your content?
- How are new AI technologies impacting skills for tech talent?
- What are the soft skills interesting for data talent to develop?

Bad questions:



- What career options do you have for me?
- Whom can I meet who will help me get a job?
- Are you looking for people in the content marketing area?

Exercise: type in the chat some good questions you would ask

6 reasons why idea networking works as a tool to connect with people:



1. **Makes you approachable:** Idea networking is a great conversation starter and keeps you genuine and authentic
2. **Gets conversation flowing:** ask several open-ended questions and then share your own experience or stories
3. **Makes you listen actively:** you are paying attention to see if the person is busy or no longer wants to discuss (move on)
4. **Helps you find common ground:** you can ask them if they know someone who can help you
5. **Gives you confidence:** using idea networking will let you demonstrate your ideas, something people are looking for but don't even realize.
6. **Practices makes perfect:** there is no guarantee, but it improves your chances of connecting and you learn a lot while doing it

What is the benefit of using idea networking?



You are asking people what they think about your question, not their company. **You are not a job seeker you are fellow professional with a lively interest**

Networking tips & tricks

adapting to each “networking channel”

Conferences &
meet-ups

Goal: engaging and
connecting with people

Recruiting events
(online and in-
person)

Goal: standing out
amongst the crowds

LinkedIn

Goal: following-up and
reaching-out

Ask yourself: what do I want to achieve in this event, meet-up, recruiting event?

Goal: *Talk to at least 5 people and connect with them on LinkedIn*

My real-stories at conferences and meet-ups

Takeaway 1:

People don't like to feel used – be genuinely interested in people

Takeaway 2:

Listen first, and then find common ground to connect

Takeaway 3:

Be courageous and take opportunities



Summarizing:

Conferences & meetups

Dos

- Ask broad questions to get people to open up
- Make a connection with people by starting conversations
- Tell your story: who you are, what you do and what you are looking for
- Compliment speakers, or people that you are interested to know (sincere appreciation)
- Use breaks to engage with people, listen first and then find common ground to join conversations
- Ask to connect on LinkedIn
- A smile goes a long way

Don'ts

- Go up to people and ask for a job directly
- Seem too needy, desperate or too salesy
- Stay quiet or not engage with other people
- Stay in a corner or speaking only with one person, move around and start conversations
- Come unprepared, check for speakers or people at the events that you would like to meet.

My real-stories at recruiting events

Takeaway 1:

Show interest and curiosity
(make people feel important)

Takeaway 2:

Stand out

Takeaway 3:

Practice your introduction in
German



Summarizing:

Recruiting events

Dos

- Ask questions about the company, the growth, the challenges
- Tell your story: who you are, what you do and what you are looking for
- Stand out online by asking questions or using the chat
- Ask about job opportunities be specific in which areas or roles
- Practice your introduction in German to make a better first impression

Don'ts

- Have your camera off
- Drop your CV without engaging with people on the stands
- Be too picky, at the beginning any opportunity you can get helps you further

My real-messages on LinkedIn



Use case #1: Using my network to find a job

Camila Weirich · 1st
Creative Director, Consultant & Jewelry Designer

NOV 7, 2020



Adriana Carles (She/Her) · 8:29 PM

Hi Camila! I am taking advantage of the LinkedIn network to find out a bit more about foodspring as I have seen a position that piques my interest. While looking, I saw that we have many contacts in common, colleagues from my days working in Dafiti. Maybe you can tell me more about foodspring?



Adriana Carles (She/Her) · 8:32 AM

Hi Yang, I am taking advantage of the WHU network to reach out to you and ask a few questions about Syngenta. I have seen a position that seems really interesting, and upon research the company looks very exciting! Maybe I could ask you a few questions. Thanks for connecting!

Use case #3: Reaching out to recruiters



Adriana Carles (She/Her) · 8:17 PM

Hi Boza,
Thanks for accepting me into your network! I am taking the opportunity to write to you through LinkedIn, because I see in your profile that you are a recruiter in Munich.
I have recently started to look for new Job opportunities in Germany, and you will note from my profile that I have extensive marketing experience and management in a global marketplace and multicultural environments.
If you have any positions that would fit my profile I would appreciate it if you could have me in mind.
Let me know if you want me to send you my full CV.
Thanks in advance.
Best Regards,
Adriana



Boza Kolenovic · 2:37 PM

Hi Adriana,

Thanks for reaching out.
We have currently no positions opened in our Marketing Department.

However, you can definitely send me your CV at kolenovic@tyntec.com and I would be glad to let you know if there is a new vacancy available.

Best Regards,
Boza Kolenovic

MAR 11, 2017

MAY 18, 2017



Adriana Carles (She/Her) · 1:55 PM

Hallo Christian,
danke, dass du mich in deinem Netzwerk aufgenommen hast! Ich nutze das Networking von LinkedIn, um dich zu kontaktieren, weil ich in deinem Profil sehe, dass du ein Recruiter für Michael Page bist.

Ich bin vor kurzem nach Deutschland gezogen und habe begonnen, nach einer neuen Berufserfahrung zu suchen. Ich habe + 6 Jahre Marketing-Erfahrung und vielleicht bin ich das Talent, dass du für eine zukünftige Job-Position suchst.

Lass mich wissen, ob ich dir meinen vollen Lebenslauf schicken darf. Danke im Voraus.
Adriana

Latest message

Use case #2: Keeping in touch with interesting people

Dr. Aliaa Adel · 1st
Partner bei brandtouch*

NOV 7, 2020



Adriana Carles (She/Her) · 9:53 PM

Hi Aliaa,
I saw a post from you the other day, and just wanted to stop by and say Hi! 🙌 I hope this crazy Wirecard situation has not left you in a bad place with the boon. account. What a year, right?!

Anyways, I always remember our talks fondly and hope you are staying healthy!

Warm wishes,
Adriana

Sophia Cook (She/Her) · 1st
Senior IT Consultant bei codecentric AG | Founder <Shevelopers>

NOV 27, 2020

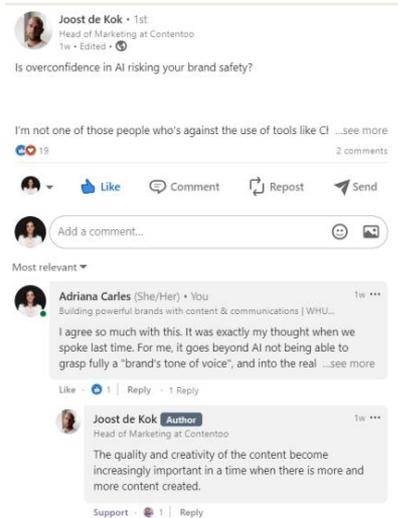


Adriana Carles (She/Her) · 4:03 PM

Hi Sophia! It was great talking yesterday at WomanHack so I wanted to stay in touch via LinkedIn. Have nice weekend!

My real-interactions on LinkedIn

Commenting on post



Joost de Kok • 1st
Head of Marketing at Contentoo
1w • Edited • 🌐

Is overconfidence in AI risking your brand safety?

I'm not one of those people who's against the use of tools like AI ...see more
👍 19 2 comments

Like Comment Repost Send

Add a comment...

Most relevant ▾

Adriana Carles (She/Her) • You
Building powerful brands with content & communications | WHU...
1w • ••

I agree so much with this. It was exactly my thought when we spoke last time. For me, it goes beyond AI not being able to grasp fully a "brand's tone of voice", and into the real ...see more

Like 1 | Reply 1 Reply

Joost de Kok **Author**
Head of Marketing at Contentoo
1w • ••

The quality and creativity of the content become increasingly important in a time when there is more and more content created.

Support 1 | Reply

Reacting on post



Adriana Carles celebrates this

Bruce Craven (He/Him) • 1st
Faculty, Executive Education & Adjunct Associate Professor at Columbia Bu...
3w • Edited • 🌐

In my first drafts of writing "Win or Die: Leadership Secrets from Game of Thrones"... I wrote so many pages of leadership content about the character JON SNOW, I could have had a second book on just that character ...see more



Follow-up post after conference



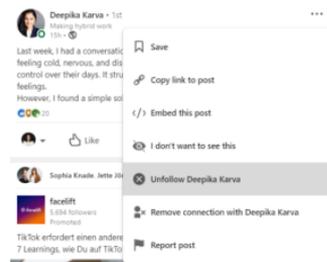
Adriana Carles (She/Her) • YOU
Building powerful brands with content & communications | WHU MBA
7mo • Edited • 🌐

Last week, I went to an interesting and fun 🤖 TikTok e-commerce event, and learned some insights that I wanted to share with my network:

- It seems obvious, but not always so, that companies should not make ads on Tiktok, instead the creative assets (videos) need to be native and authentic to the platform. People prefer brands that don't just create ads.
- Combining branding with conversion campaigns resulted in 2x-3x better performance.
- 61% of the best ad creatives had the tips in the image below 📄

I also enjoyed meeting fellow professional Venezuelans, because we are not many in Germany but we are leaving our mark 🇻🇪 . **Jose Andres Garcia Frediani** **Karolina Chourio Escobar** 🙌

#branding #tiktokforbusiness #videocontent



Deepika Karva • 1st
Sharing hybrid work
10h • ••

Last week, I had a conversational feeling cold, nervous, and dis control over their days. It stuu feelings. However, I found a simple so

👍 20

Like

Sophia Knade Jette 2h

facelift 1.4k followers
TikTok erfordert einen andere 7 Learnings, wie Du auf TikTok

- Save
- Copy link to post
- Embed this post
- I don't want to see this
- Unfollow Deepika Karva
- Remove connection with Deepika Karva
- Report post

Tip: unfollow people you are connected to that are not interesting to your network, so your feed is relevant (cousins, friends from back home)

Summarizing:

LinkedIn



Dos

- Connect and follow people
- Create personalized messages for recruiters
- Comment & like on the posts of people you meet (to keep you in their mind)
- Post about something in your areas, or something that interest you (be authentic)
- Write to people in the companies about advice on the companies
- Follow 20/80 rule: post 20%, interact 80%

Don'ts

- Write to people a message or comment asking for a job (chances are very low)
- Stay absent for too long
- Have your profile outdated or without a picture

If 80% of success in life is showing up,
then 20% is following up (networking)

Now, let's connect



Adriana Carles

Building powerful brands with content &
communications | WHU MBA



Questions?

Thank you!

Resources: techgroups



Wtech berlin

Girls in Tech

Women in Tech 2023

Women in Tech Berlin

womenwhocode.com/berlin

<https://techmeetups.com/event/munich-tech-job-fair-by-techmeetups/>

<https://www.her-career.com/en/expo/>

<https://womenhack.com/>

<https://www.womeninbigdata.org/>

<https://www.meetup.com/Women-in-Big-Data-Munich/>

<https://www.linkedin.com/groups/13577877/>

<https://www.meetup.com/Women-in-Big-Data-NRW/>

https://www.meetup.com/women-techmakers-frankfurt_rhein-main/

<https://www.eventbrite.co.uk/e/berlin-tech-job-fair-2023-tickets-479869962977?aff=ebdssbdestsearch>

<https://www.wearedevelopers.com/world-congress>

<https://www.wearedevelopers.com/world-congress/call-for-volunteers-wearedevelopers-world-congress-23>

<https://gocarrots.org/>

Resources: books that have helped me along my journey



1. Talking to Strangers By Robert Bennett
2. The 7th sense. William Duggan
3. How to Win Friends and Influence People. Dale Carnegie.
4. Think like a rocket scientist. Ozan Varol
5. Think Again. Adam Grant
6. Range. David Epstein
7. The culture map. Erin Meyer