Networking for Professionals Course Outline
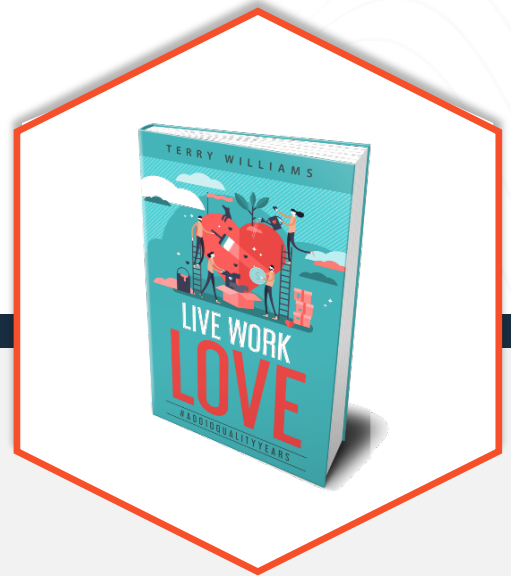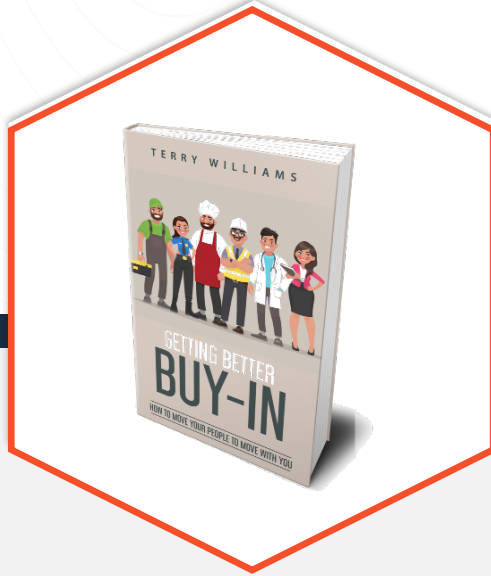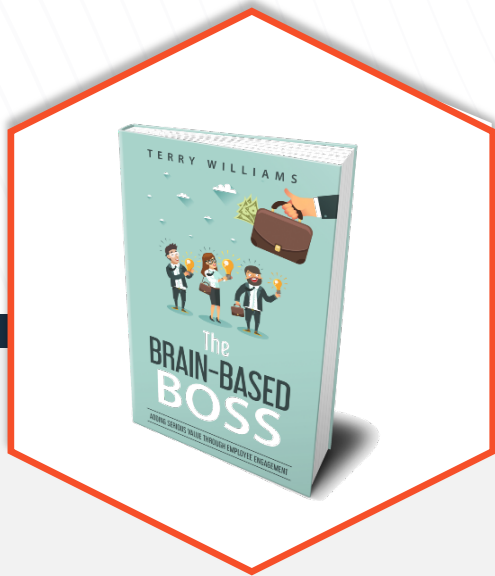
COURSE LENGTH: ½ Day

OUTCOMES

- **The Value of Networking** – Why strong industry connections lead to better career and business opportunities.
- **In-Person Networking Strategies** – How to make a great first impression at industry events, initiate conversations, and follow up effectively.
- **Mastering Your Elevator Pitch** – Craft and deliver a concise, engaging introduction that leaves a lasting impact.
- **Online Networking & LinkedIn Best Practices** – Optimize your profile, engage with industry leaders, and send professional connection requests.
- **Common Networking Pitfalls & How to Avoid Them** – Learn what not to do when building your professional network.
- **Practical Exercises** – Apply what you've learned through live networking drills and LinkedIn engagement activities.

Relationships matter as much as technical expertise. This **interactive workshop** is designed to help emerging professionals **develop practical networking skills** to enhance career opportunities, strengthen industry connections, and build valuable business relationships.

Whether you're looking to **build new client relationships, stay informed on industry trends, or open doors to career growth**, this workshop provides **actionable tools and confidence-building techniques** to help you network like a pro.

You'll see a variety of learning strategies: cooperative / collaborative, constructive, experiential, Socratic, accelerated learning. Participants will experience rotation of paired / small group work, the creation or completion of partial existing content to adapt it to their own situations, the tactical use of purposeful questions to guide people to self-discovery rather than just telling, intermittent problem-solving team-based challenges, a welcoming learning environment that gets the learners and their brains ready to learn.

People are different and some topics lend themselves to being best delivered by particular styles. Therefore, what you get is *variety*, and a professional, experienced facilitator able to take examples and scenarios from the real-world of the participants and workshop them together in real-time, as opposed to didactic linear delivery of generic content. These methods ensure a productive, effective, and efficient balance between the delivery of academic content, and a practical and relevant session that is engaging, memorable, and interactive.

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