

Power of Networking

Jevgenija Dehtjare, dr.oec. EKA SI head of development, certified career coach, career consultant, Network IQ™ Train-the-Trainer participant

Workshop objectives

- To expand your perspective on how networking (both digital and physical) can help you to:
 1. **Develop a network of useful contacts in your HEI**
 2. **In professional communities (also digital ones)**

aiming to find a new source of inspiration, support, ideas, projects, funding and to contribute to your own career development.

NETWORKING by Oxford dictionary

- ***the action or process of interacting with others to exchange information and develop professional or social contacts.***
- Business opportunities
- Building a team of people
- Creation of a list of people with mutual interest
- Making impression than can help later
- Learning from experience of others
- Develop your EQ skills and self confidence

How do you network?

- I visit conferences and STW, keeping business cards
- I do Google search for contacts and make sure my own record appears
- I add everyone to Facebook (Instagram, X, etc.)
- I ask colleagues if they know someone who might help me
- I have LinkedIn account, but keep it passive
- I have LinkedIn account, am active, participate in groups
- I am an active member of clubs, associations, etc.

Our club and associations



LINKEDIN – WHAT`S IN IT FOR ME?

- WHAT DO YOU THINK OF LINKEDIN?

REALITY



Anakin Skywalker

Assistant to the Emperor

VS

LinkedIn



Darth Vader, LORD

CEO, Death Star 1 & 2 |
Chief of Staff to the Supreme Chancellor |
Dark Lord of the Sith | Chosen One, Jedi Order |
Jedi Ghost | Ex-Jedi Knight |
Ex-General, Grand Army of the Republic |
Star Fighter Pilot | Podracing Prodigy |
Midichlorian Count Galaxy Record Holder |
Lobbyist | (Dark) Thought Leader | Activist |
Force Phenom | Inventor | Lightsabersmith |
Husband to Senator Amidala |
Father to a princess, which technically makes me a King |
Father, Luke's Father | Child of a Virgin Birth |
One-and-only Jedi Master Turn Sith Lord Turn Jedi Ghost

- WHAT`S YOUR PURPOSE TO USE LINKEDIN?

STW PARTICIPANTS LINKEDIN CHECK

- Closed accounts (no option to send message, just to follow)
- Doubled accounts
- No photo
- No affiliation with a university
- Different spelling of the university
- No recent activity

LINKEDIN FOR ACADEMIC STAFF

- Become findable
- LinkedIn summary = your own pitch, your USP, your personal brand
- Digital address book, digital business cards collection
- CV, certificates, links to your posts, presentations etc.
- Invitations to events and projects

LINKEDIN FOR ACADEMIC STAFF

- Groups, communities, Q&A – find a program, project, co-author, event
- Share your own events!
- Make a survey!
- Follow institutions and find a job or a project!
- It helps you to increase your ranking in Google
- Connects you to business industry and other stakeholders
- Provides you with industry news

International Conference ETECH

Emerging Trends in Economics, Culture and Humanities

Emerging Trends in Economics, Culture and Humanities
(etECH2024)

Event by JELENA TITKO

Apr 24, 2024, 6:00 PM - Apr 25, 2024, 11:00 PM (your local time) Add to calendar

Jūrmala, Jūrmala, LV

SemaraH Hotel Lielupe Spa & Conferences

Event link - <https://etech.eka.edu.lv/>



Dr. Karina Zalcmāne and 9 other attendees

Share



Details

Comments

Networking



Jevgenija Dehtjare • You

Head of the Development of the Scientific Institution at EKA, Doct...
2d •

I am so glad to announce EKA International Academic Week 2024
registration is now open! See you on April 22-26 in Riga!



Mon, Apr 22, 2024, 10:30 AM - Fri, Apr 26, 2024, 5:00 PM EEST

[View event](#)

EKA INTERNATIONAL ACADEMIC WEEK 2024, APRIL
22-26

Rīga, LV



2 attendees



Jevgenija Dehtjare • You

Head of the Development of the Scientific Institution at EKA, Doct...

1d • 🌐

Is there a better way to start your week than by helping a colleague?
It's just a 10-minute deal! Please fill out the survey to help me find out
which professional competencies should be improved by acad...see more

Professional competence perceived by academic staff members

Purpose of the study: to identify the attitude of academic staff to the need to regularly improve professional competence in changing conditions of the modern world and to determine a set of "cross-cutting skills" that need to be primarily improved.
By participating in this study, you automatically consent to the processing of your data. Your data protection and confidentiality will be maintained throughout the entire research process.
ESTIMATED SURVEY TIME: 12 MINUTES

* Indicates required question

Block A. Respondent's profile

1. Please mention the country where you currently work. *

Your answer

Professional competence perceived by academic staff members

docs.google.com • 1 min read



Jevgenija Dehtjare • You

Head of the Development of the Scientific Institution at EKA, Doct...

1w • Edited • 🌐

Me and my colleagues [JELENA TITKO](#) and [Edgars Čerkovskis](#) have visited Profiks Clean company today, a company that provides complete cleaning solutions. The aim of the visit was to get acquainted with the m...see more

Do you have waste sorting stations at your offices?

You can see how people vote. [Learn more](#)



10 votes • Poll closed • [Remove vote](#)



Like

Comment

Repost

Send



264 impressions

[View analytics](#)



Jevgenija Dehtjare • You

Head of the Development of the Scientific Institution at EKA, Doct...

1w • 📍

DO NOT MISS!!! FREE OF CHARGE COACHING AND NETWORKING FOR START-UPS ON THE EUROPEAN LEVEL BY NETWORKING IQ ALLIANCE!

REGISTRATION: bit.ly/3OWDYgh until 22/09/2023.

...see more



About Network IQ Alliance

Network IQ Alliance is a community of entrepreneurial universities from Spain, Poland, Latvia, Ireland and the UK, an innovative small and medium-sized enterprise (SME), a network of research institutes, an industry network, and a global network of science and technology parks in 78 countries.

Network IQ Alliance is funded by EIT Health and the European Commission.

Benefits of Network IQ:

- ✓ Strong sense of identity and self-confidence
- ✓ Strong personal brand equity in the digital ecosystem
- ✓ A safety net for daily support and high-performance
- ✓ Access to new opportunities globally
- ✓ Access to resources globally
- ✓ Access to an open innovation ecosystem
- ✓ Matchmaking with investors

Program Overview

Welcome to **Network Intelligence Program for Startups**, where we empower startups to transform connections into collaborations. Join us to learn how to forge meaningful relationships and effectively engage potential investors, leveraging the renowned Network IQ methodology developed by Dr. Daria Tatay, Honorary Professor at Alliance Manchester Business School.

Key Features

- Coaching
- Practical work
- Personalized feedback
- Globally scraped matchmaking
- Demo Day pitch

Program Schedule:

September 1st -22nd:Registration Period
September 25th -30th:Selection Phase
October 1st -18th:Training Part 1
October 19th -20th:Business Matchmaking Event
October 23rd -November 30th:Training Part 2
December 15th:Demo Day

Join us

to elevate your investment potential with Network Intelligence

Who can attend?

-Startups at any stage, preparing for or currently undergoing funding rounds in 2023 and 2024

The program is FREE

Deadline for application is **22/09/2023**

With **LIMITED** spots available

▶ Register here bit.ly/3OWDYgh

For more information:
Dominik Duma dominik.duma@umw.edu.pl
Cindy Moncada cindy.moncada@umf.edu.au

FOLLOW US! NETWORK IQ ALLIANCE



Julia Ozovane and 6 others

1 comment



Like



Comment



Repost



Send



196 impressions

[View analytics](#)



Erasmushy



Erasmushy | Erasmus+ and EU Projects Partner Searching and Project Dissemination Group

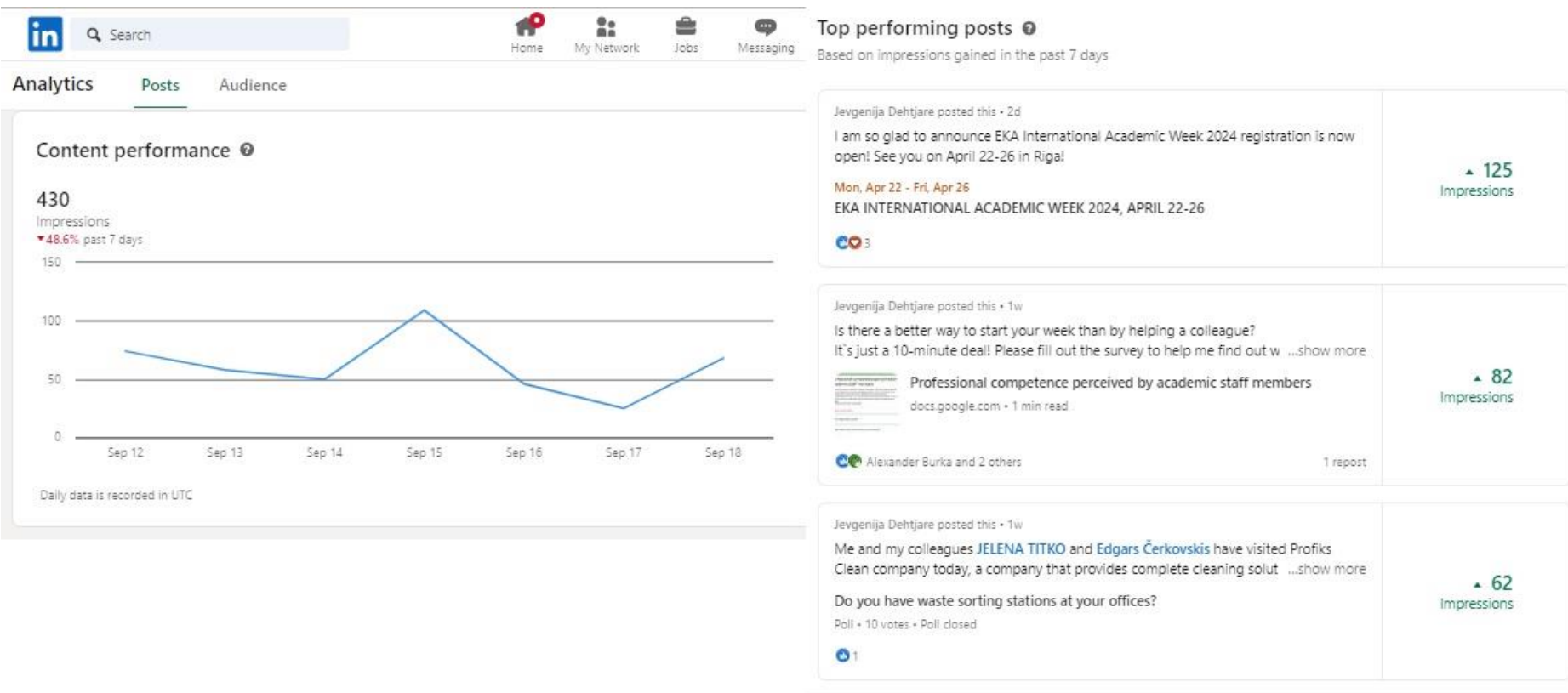
Public group



Teacher Training and Education

Listed group

LinkedIn posts analytics



LinkedIn posts analytics

Post analytics

↓ Export

Top demographics of unique viewers ?

Jevgenija Dehtjare posted this • 2w



Do you know what I like the most about [Ekonomikas un kultūras augstskola / EKA University of Applied Sciences](#)? It's how ...show

Company size ▾

1001-5000 employees · 17.5%

11-50 employees · 15.2%

51-200 employees · 13.0%

10,001+ employees · 10.5%

201-500 employees · 8.3%

Discovery ?

915

Impressions

Engagements ?

Reactions

28 →

Comments

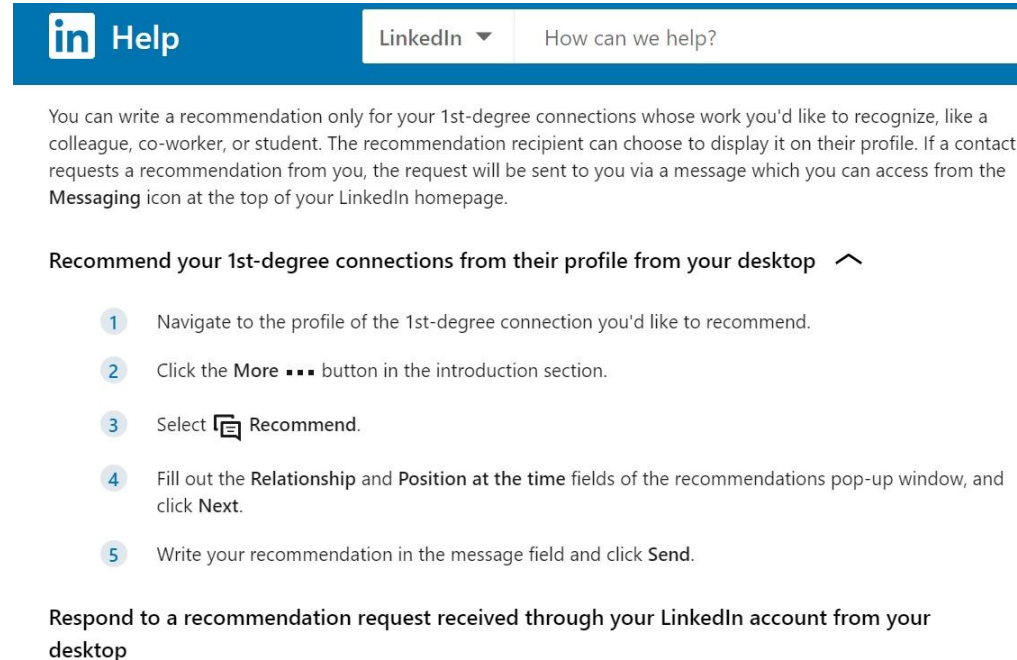
0 →

Reposts

0 →

LINKEDIN TIPS

- **Write monthly posts** on a topic related to your research area
- **Networking:** commenting, sharing info, forwarding posts, inviting people, posting jobs
- Provide **recommendations** to your colleagues
- Use hashtags like **#EKA**STW2023




The screenshot shows the LinkedIn Help interface. At the top is a blue header with the LinkedIn logo and the word "Help". To the right of the logo is a search bar containing "LinkedIn" and a dropdown arrow, followed by the text "How can we help?". Below the header, the main content area has a title "Recommend your 1st-degree connections from their profile from your desktop" with an upward arrow icon. The content includes a paragraph explaining that recommendations can only be written for 1st-degree connections and that the recipient can choose to display it. Below this is a 5-step numbered list: 1. Navigate to the profile of the 1st-degree connection you'd like to recommend. 2. Click the More ... button in the introduction section. 3. Select the Recommend button. 4. Fill out the Relationship and Position at the time fields of the recommendations pop-up window, and click Next. 5. Write your recommendation in the message field and click Send. At the bottom of the screenshot, there is a section titled "Respond to a recommendation request received through your LinkedIn account from your desktop".

Help

LinkedIn ▾ How can we help?

You can write a recommendation only for your 1st-degree connections whose work you'd like to recognize, like a colleague, co-worker, or student. The recommendation recipient can choose to display it on their profile. If a contact requests a recommendation from you, the request will be sent to you via a message which you can access from the **Messaging** icon at the top of your LinkedIn homepage.

Recommend your 1st-degree connections from their profile from your desktop ^

- 1 Navigate to the profile of the 1st-degree connection you'd like to recommend.
- 2 Click the **More** ... button in the introduction section.
- 3 Select  **Recommend**.
- 4 Fill out the **Relationship** and **Position at the time** fields of the recommendations pop-up window, and click **Next**.
- 5 Write your recommendation in the message field and click **Send**.

Respond to a recommendation request received through your LinkedIn account from your desktop

LINKEDIN SELF CHECK

- Make your profile visible and PUBLIC (Privacy&Settings -> Edit your profile)
- Make your headline / summary your selling pitch:
Your expertise? Your value proposition?

"Tourism program director, hospitality lecturer, researcher with a passion for undergraduate education and experience in travel industry management"

Try a rule: 3 key words + 1 value proposition

LINKEDIN SELF CHECK

- PHOTO! Smiling? Open? Style? Background? Expression? Quality?
- Best works and positions track (are all of your jobs necessary to show?) 10-15 years might be enough
- Highlight your publications, awards, certificates
- Your photo in a conference, STW?
- Group photo of STW with tags of other participants?!



WARNING! FAKE PROFILES!

- Fake name (Google check!)
- Fake photo (Google Image search check!) or too good photo
- Suspicious job title (as Consultant at Freelance)
- Lack/unclear personal info
- You receive many invites from the same company (often famous, like Microsoft)
- Click Report/Block



Lovely Samania · 2nd

Senior Sales Executive at B2C Info Solution Pvt. Ltd.

Ghaziabad, Uttar Pradesh, India · [Contact info](#)

500+ connections



Francesco Maria Lagani is a mutual connection



Connect



Message

More



Search



Lovely Samania

Senior Sales Executive at B2C Info Solution Pvt. Ltd.

Experience



Senior Sales Executive

B2C Info Solutions · Full-time

Jun 2022 - Present · 1 yr 4 mos

Noida, Uttar Pradesh, India

Skills: Business-to-Business (B2B) · Sales

Education



Institute of Management Technology, Ghaziabad

Bachelor's degree, Business/Corporate Communications

Skills

Business-to-Business (B2B)

Senior Sales Executive at B2C Info Solutions

Sales

Senior Sales Executive at B2C Info Solutions



Lovely Samania



Lovely Samania · 2nd

Senior Sales Executive at B2C Info Solution Pvt. Ltd.

WEDNESDAY



Lovely Samania · 1:29 PM

Hello,

Greetings of the day!

We offer the following Services at an affordable cost:-

1. Website Design/Redesign
2. Mobile Apps Development
3. Virtual Resource

Do let me know your exact requirement, then we can connect further over a call/chat on Phone/Skype.

Thanks!

Sanjana

How to identify valuable connection?

- Is the profile real?
- Do they send a personalized request?
- Do they write the same language with you?
- Could this person be useful for you and your purposes? (Is there a benefit for you?)
- You can have 500+ connections, but does your network have high quality?

How to identify valuable connection?

- *The best way to use LinkedIn is to build a high-quality network and only connect with high-quality connections. Then, when you reach out to connect with your ideal connections, they will see that your network is full of people just like them when they research your profile.*

What is your LinkedIn networking purpose?

- Write down your purpose
- Ask 3 people to look at your LinkedIn profile and ask them: when you look at my profile, what do you think is really important to me?
- Compare yours and their answers.
- If there is a significant difference – revise your networking activities, their effectiveness and alignment with your bigger objective or mission.

How do I network if I hate networking?

Hello
my name is

Introvert

- **Set a goal** attending every networking event
- **Keep a number** to achieve (5 new researchers to meet tonight)
- **Be prepared** for the conversation well, make a home-task
- Don't arrive **first**
- Be prepared for **a small talk**
- **First impression** means a lot
- **Ask open questions**, listen attentively
- Remember about **body language and smile**
- Don't just hang out just with **people you know**

How do I network if I hate networking?

- Start with a **sincere compliment**
- **Drinking** doesn't make you a good networker
- **Keep a lot** of business cards OR share LinkedIn account
- Have a **pen**
- A food table is always a place where you can start a **conversation!**
- Join a **group** of talking people rather than individuals
- **Ask** someone to introduce you, use the other person's name to remind
- **Follow up the next day!**

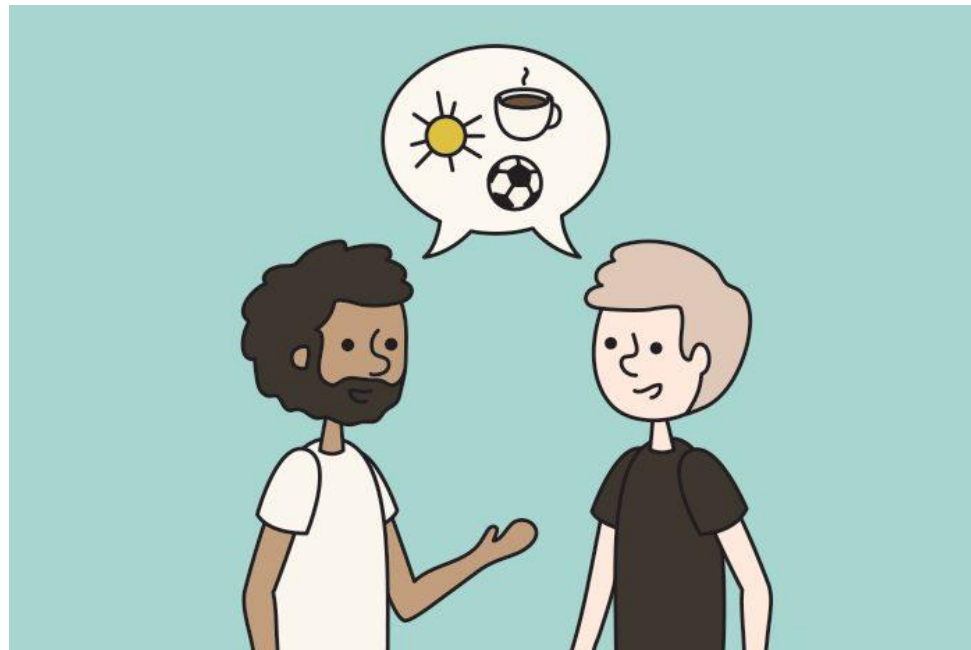
Tips to start a conversation

- What interests you about?
- What are you working on now?
- Which opportunities do you wish to explore?
- What do you like most about?

Think which challenges this contact may help you to solve and what do you have in common!

Use a FORM form to start a small talk

- FAMILY
- OCCUPATION
- RECREATION
- MOTIVATION



Networking skills TEST

- Please fill the test and count the results



FEEDBACK?



THANK YOU!