



THE UNIVERSITY OF
MELBOURNE

Networking for Students and Graduates

University of Melbourne

Department of Management and Marketing Faculty of Business and Economics

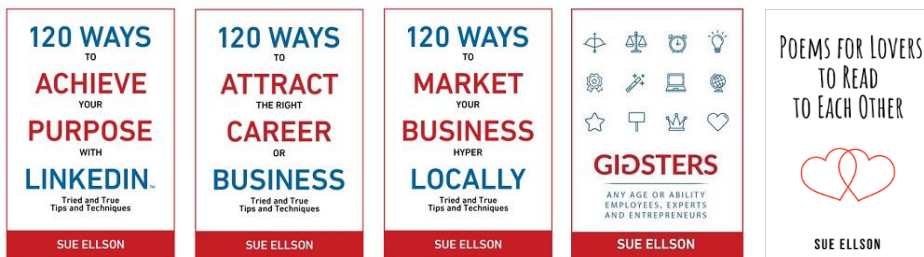
Sue Ellson

3:15pm – 4:15pm 8 May 2019

Prest Theatre FBE Theatre 1, Room G06, 111 Barry Street, Carlton
Melbourne, Victoria, Australia 3053

Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV

1982 Started work at Westpac in Adelaide
1987 Started digital literacy and training
1994 Moved to Melbourne from Adelaide
1994 Consulting – careers, business, marketing, training
2001 First website online NewcomersNetwork.com
2001 Member of the Australian Institute of Management
2003 Joined LinkedIn now 16,000 Connections, 900 profile views last 90 days, 950 search appearances 7 days
2005 Member of the Australian Human Resources Institute
2008 Independent LinkedIn Consultant
2012 Started Camberwell Network
2014 Teaching at the Centre for Adult Education (current)
2015 Associate Member of CDAA and Member of Australian Society of Authors
2016 Teaching at General Assembly and RMIT Short Courses
2016 wrote and self published three books –
120 Ways to Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways to Market Your Business Hyper Locally
2017 Teaching at Monash Training and Professional Development
2018 Answering questions on Quora.com – Top Writer 2018
2018 Member of Career Development Association of Australia (CDAA) and Writers Victoria
2018 Top 10 LinkedIn Expert in the Asia Pacific Region
2019 Writing and self publishing
Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs
Poems for lovers to read to each other (2020 release)
International research project follow up to 2004 Newcomers Network Research Project



Sue Ellson – Voluntary Work

1991 – 1992 Committee Member, Westbourne Park Netball Club
1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers South Australian Young Banker's Committee
1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
2001 – 2002 Committee Member, Cultural Tourism Industry Group
2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
2003 – 2007 Committee Member Victorian Community Committee for Harmony
2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
2013 – 2018 Volunteer Foster Carer RSPCA Victoria and Forever Friends
2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
2018 – now Answering questions on Quora.com
2001 – now Free Presentations, Training, Writing for various organisations and Social Enterprises Newcomers Network & Camberwell Network



#1

Understand your highest values, strengths and context

- visualise very clearly what you are seeking
 - create a framework for decision making
 - make sure it is realistic
 - keep at it

#2

Identify the networks you need to develop

- personal – family and friends
- professional – at work, industry, profession
 - social – sports, hobbies, interests

#3

Develop a system for maintaining your networks

- personal – face to face, social media, email news
- professional – face to face, LinkedIn, associations
 - social – face to face, social media

#4

Keep your networks alive

- **personal – keep in touch, two way communication, add new people of all ages and backgrounds**
- **professional – attend events, share online content, acknowledge others (reviews and recommendations)**
- **social – contribute, join committees, help out in a way that works for you**

#5

Improve your networking techniques

- attract the right people by being in the right places at the right time, sharing relevant positive content, avoiding gossip, add to LinkedIn
 - be culturally and professionally sensitive – understand the nuances of workplaces, company culture etc
- always put the other person at ease, include others and be willing to share without an expectation of return

#6

**Continually challenge yourself
both personally and
professionally**

- be willing to be coached or mentored
- observe how the masters work and replicate
- go beyond your comfort zone – it will empower you

#7

Keep learning and adapting

- what is working today may need to be improved tomorrow
 - keep yourself up to date through continuous learning
- don't chase every shiny object but be ready for new trends

#8

**Ask yourself,
how much dynamic and
lifetime value do you have?**

- **online – are you current and active – own website, LinkedIn, Google Account?**
 - **offline – do you maintain and create new relationships – attend events, conferences, work social occasions?**
 - **remember that it never stops**

#9

Are you prepared to pay to play?

- **further education, training and professional development**
 - **professional coaching, advice and branding**
 - **maintain your health, fitness and personal styling**

#10

Be courteous

- smile even if you are concentrating
 - say thank you
 - always follow up

Networking face to face

- say hello and ask 'how did you find out about this event?'
- ask appropriate questions, listen to the answers, follow up
 - maintain eye contact and smile
- don't expect to 'marry' on a first 'date' – share information not requests
 - aim for a referral rather than a sale

Where to get some networking practice

- in public places – transport, parks, with a dog, with older people
 - when you arrive early at an event (or leave last)
- when you go with or without a friend (aim to go on your own)
 - by lurking or contributing online so you know more and can be prepared
- [Meetup.com](https://www.meetup.com), [Eventbrite.com.au](https://www.eventbrite.com.au), Professional Associations

Normal challenges

- it is normal to feel awkward sometimes – do what is difficult not dangerous
 - not everyone will like you – so find people that can join your tribe
 - some people will challenge you – they can be excellent teachers
- some situations will challenge you – so look for the lesson and take action
 - you will feel overwhelmed at times – remember to ask for help

What to avoid

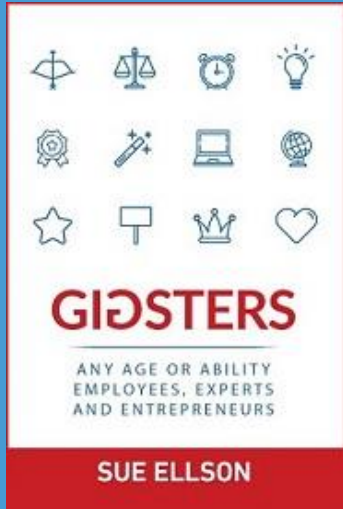
- being seen as a taker not a giver
- dismissing people who are not the CEO
- being inconsistent and sporadic with networking
- replacing difficult face to face conversations with email or text
- not attending any work functions (a lot happens socially or over coffee)
 - not sharing news and views appropriately
 - being critical or making negative statements
- going to an event and spending time on your mobile phone instead of networking

Suggested Actions

- **keep in regular contact with family and friends (they love you no matter what)**
 - **join and participate in one or more professional associations**
 - **be involved in one or more regular sports, hobbies or interests**
- **create and maintain your own website, LinkedIn Profile, Google account**
- **schedule one or more new learning activities every week (event, webinar, podcast, book, article reading)**
- **schedule one or more face to face professional networking activities every month**
 - **schedule one or more challenging for you activities once a month**
 - **schedule one or more achievable but challenging goals every year**

Your Network is your Net Worth

- how will you manage it? (LinkedIn?)
- how will you maintain it? (contact VIP's three times per year)
 - how will you give back to it?



Questions, Demonstrations and Thank you from Sue Ellson

- reviews on Google welcome <https://sueellson.com/reviews>
 - connections on LinkedIn welcome <https://www.linkedin.com/in/sueellson>
 - Networking at newcomersnetwork.eventbrite.com.au 2nd Wednesday monthly
 - camberwellnetworkers.eventbrite.com.au 3rd Wednesday monthly
 - gigsters.eventbrite.com.au 17 May 2019 only
- sueellson@sueellson.com