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# Networking and Self Marketing Strategies for Accounting and Commerce

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BUE & Career Services

2008

# Networking and Self Marketing

## Session Objectives



### **PART 1: Preparation and Research**

- Understand the reason for strategic networking
- How to research effectively and be well informed prior to attending networking events

### **PART 2: Networking and Self marketing strategies**

- Discover how to “work the room”
- Select key strategies for marketing own potential
- Understand follow-up techniques after networking

# Networking and Self Marketing

## *PART 1 - Preparation and Research*

### *Why not just apply for the job?*

Competitive advantage counts.

Engaging those who are part of the decision making process.

Networking is a branding exercise.

Prior to attending a networking event I should be clear about:

- What's on offer?
- What do I want?
- What do they want from me?
- Benefits - WII.FM ?
- Eligibility?





# Networking and Self Marketing

## Why not just apply for the job?

- Typical Accounting / Commerce positions
  - Forensic Accountant
  - Taxation Consultant
  - Management Accountant
  - Auditor
  - Treasurer
  - Financial Accountant

Visit: [O-Net on-line](http://online.onetcenter.org/find/)

<http://online.onetcenter.org/find/>

*Is this for me? Find out more by being effective:*

- *Analysing job ads*
- *Targeting industry opportunities*





LinkMe (Source: <http://www.linkme.com.au/>)

**Assistant Accountant**; Full Time; SA 5000

Industry	Engineering, Accounting, IT & Telecommunications
Job Type	Full Time
Location	Adelaide, SA
Ref No.	272549
Company Name	Talent2
Advertiser	Talent2
Closes In	24 days (30/03/2008)

- National Organisation
- Growth Industry
- A Company With A Social Conscience

As Australia's number one **green energy company Origin Energy** is committed to building a sustainable future for all Australians. With over 3,000 employees their operations span across Australia, New Zealand and the Pacific. With diverse operations covering exploration and production, generation and energy retailing, they offer great career opportunities with attractive benefits.

With a commitment to encouraging your personal and professional development, this outstanding opportunity calls for applicants seeking to further their accounting career within a supportive, team based environment. As the **Assistant Accountant within the Order to Cash team, you will be responsible for the delivery of large scale bank and accounts receivable reconciliations, administration of the accounts receivable and cash management models** of the Oracle Financials Systems, foreign currency verification, journal preparation, unclaimed moneys compliance and coordination of joint initiatives across the business.

You will have a commitment to delivering **exceptional customer service, possess strong time management skills, the ability to prioritise your work and operate as a good team player at all times**. You will have demonstrated experience in applying general accounting principles within a commercial environment and have exposure to concepts such as accrual accounting, foreign currency and exchange rate accounting. Completion of an accounting or finance related degree will be highly regarded.

To apply, please forward your details via the link below, alternatively, contact Renae Illsley at Talent2 on (08) 8463 0111.



**Accounting  
Job Ads**

**What do  
they want?**

**Assistant Accountant**

Full Time; SA 5000

Adelaide, SA

Industry: Engineering, Accounting, IT & Telecommunications

**What will I do?**

- Be responsible for the delivery of large scale bank and accounts receivable reconciliations, administration of the accounts receivable and cash management models

**What do they want from me?**


- Exceptional customer service, possess strong time management skills, the ability to prioritise your work and operate as a good team player at all times



Activity

### What transferable skills are required for Accounting and Commerce Graduates?

- Accuracy and attention to detail
- Verbal and written communication skills
- Numeracy
- Computer literacy
- Teamwork skills
- Analytical and problem-solving skills
- Interpersonal skills\*\*
- Understanding of business processes.



Can I validate these skills?

*AND my employability skills\*\* .....*



What are employers looking for?

**Employability Skills**

## Interpersonal skills

Motivation / Adaptability / Loyalty / Commitment / Honesty / Integrity / Reliability / Personal presentation / Sense of humour / Enthusiasm / Willingness to ask and learn ...

## Communication

Listening actively / Speaking clearly / Writing effectively / Sharing information / Negotiating / Establishing networks / Being assertive / Multilingual / ...

## Teamwork

Working together with different ages, genders, race, religion, political persuasion / Being supportive / Identifying the strengths of team members ...

## Problem solving

Developing creative and innovative solutions / Showing independence and initiative / Testing assumptions ...

## Initiative / Enterprise

Adapting to new situations / Being creative / Identifying opportunities / Generating a range of options / Translating ideas into actions / Developing solutions ...

## Planning / Organising

Collecting, analyzing and organizing / Being resourceful / Taking initiative / Making decisions / Quality assurance / Establishing clear project goals / Planning the use of resources / Allocating people and resources / Time managing and priorities / Predicting –risks / evaluating alternatives / applying evaluation criteria ...

## Tech / IT Competence

Having range of basic IT skills / Using IT to organize data / Being willing to learn new IT skills / ...

## On going Learning

Being open to new ideas and techniques / Being willing to learn in all situations / Accommodating change ...

# Networking and Self Marketing

## PART 2: Networking Strategies

- Think of networking as a Project to manage **How?**
  - *Goals* – to attend industry specific functions
  - *Research* – find out about the type of people likely to be attending
  - *Task focused* – engage with 5 people and swap 10 business cards
  - *Outcomes* – strengthen 1 or 2 relationships by following up
- Know who you are and what you want *How?*
  - Be clear about **WHAT IS IMPORTANT TO YOU**
- Set up meetings 1:1 and networking functions. *How?*
  - Print *business cards* to distribute
  - Prepare *telephone scripts* and set up 1:1 meetings
  - Link into *industry specific networking functions* - check the net or relevant associations



Remember the  
NIKE slogan:  
**Just Do It!**



# Networking and Self Marketing

## Overcoming Obstacles

- **I HATE networking!!!** Why?
  - Feeling *intimidated*
  - Too shy and *lack confidence*
  - *Don't know what to say*
- **Remembering people's names is difficult.** How?
  - Use their name 4 times during the conversation
  - Swap business cards – write a note on the back to remind you
- **Getting into a networking group at an event.** How?
  - Observe the *body language*
  - *Stand near by*
  - *Play host* with a platter of food
- **Getting out of a networking group at an event.** How?
  - *Shake hands and smile*
  - “*Enjoyed talking with you – enjoy the rest of the evening*”
  - *Swap business cards* and say: “*Can I call you so we can discuss this further?*”

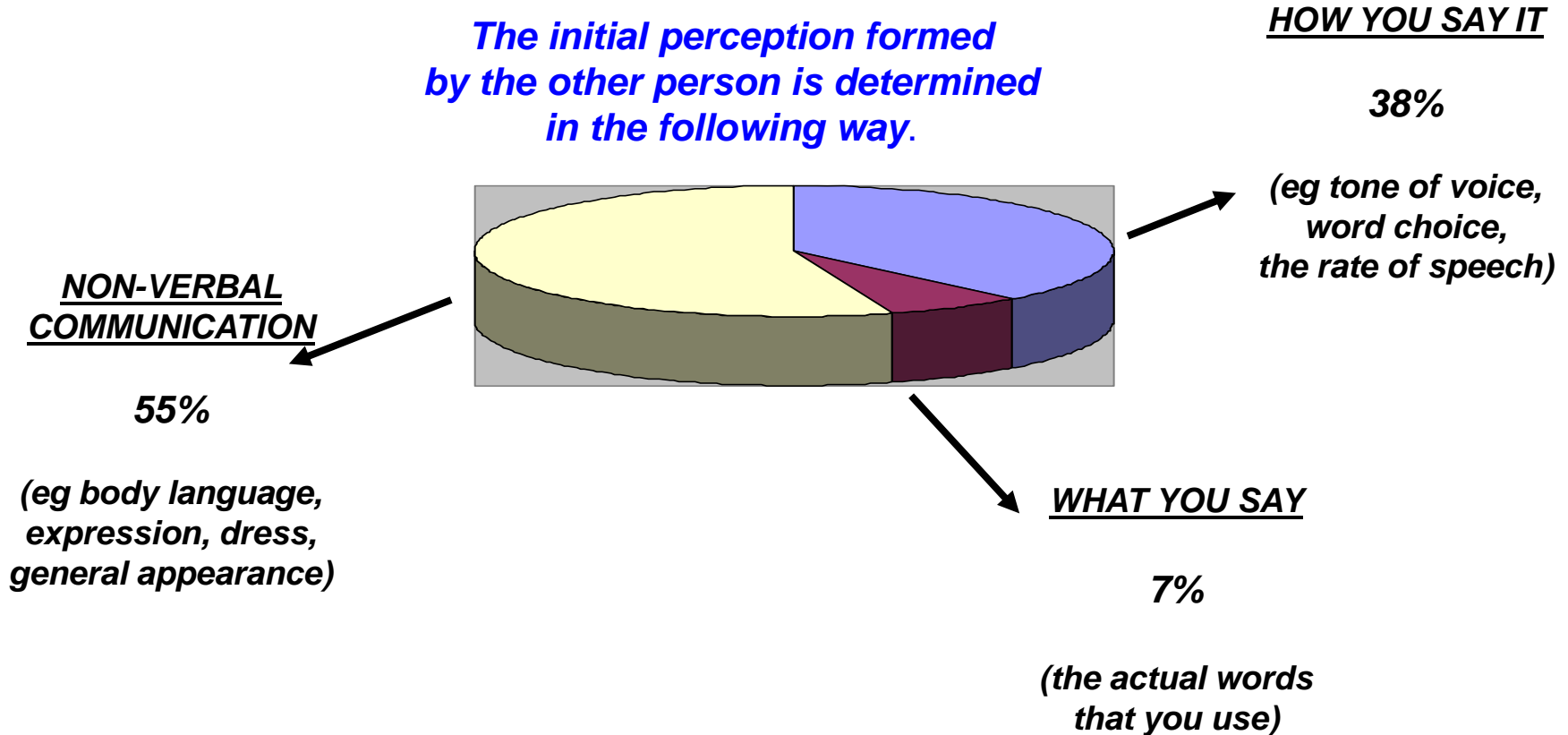


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# Networking and Self Marketing

*Your appearance / Your smile / Your posture / Your eye contact / Your hand shake*

*The initial perception formed by the other person is determined in the following way.*



# Networking Tips - Communicating

Source: *Network Now* by Diana Carroll - Diana PR 2005

<http://www.unisanet.unisa.edu.au/careers/Networking/tips.asp>

## Diana Carroll's **Top Tips for Managing the Mingling:**

- 1 **Just go** - Get out there and go!
- 2 **Be prepared** - Know the *who, what, when, where* and *why* of the function. Why are you going? Who do you want to talk to?
- 3 **Practise** - Create an engaging self-introduction and practice!
- 4 **The three E's** - Energy, Effort and Enthusiasm. Be positive, be friendly
- 5 **Say something** - Have courage. Ask questions
- 6 **Build relationships** - Time is limited, life is short! Get to know people
- 7 **Be positive** - Negativity is never attractive.
- 8 **Be polite** - Good manners open doors. Always RSVP; say "thank you"
- 9 **Avoid the sleaze factor** - Dress appropriately; behave properly;
- 10 **Thank you and goodnight** – "It's been lovely talking with you"

# Communicating

## Prepare an effective self introduction

Source: Network Now by Diana Carroll - Diana PR 2005

**Most people want to help**, so let them know what you want to do  
... Explain in 90 second ...

- I'm studying ..... and will graduate in (date)...
- I'm interested in working in ..... (industry) and I would like to start or working in (SA ; interstate; overseas) and then ....
- The type of roles I am seeking are because ....
- My key strengths are .....
- I have had some workplace experience (paid/unpaid) in ..... which has helped me develop skills / knowledge / experience in ..... etc
- My career goals for the future are ...
- Apart from my studies, I'm passionate about ....

***Get good at delivering your personal commercial !!***



Activity



So what's  
your  
story?



# Networking and Self Marketing

Ask Questions – and be an active listener

- Does your organisation have a **graduate recruitment program**?
- Are they **recruiting now**? What disciplines?
- How is your **graduate recruitment advertised**? When?
- Do you have a **graduate training program**?
- What is the **selection process** for graduates? **Eligibility?**
- What is a **typical career path** in your organisation
- Is there **ongoing training and dev** of employees?
- Can you **describe a typical day** in your work place?



» *Swap business cards if it is interesting*



# Networking and Self Marketing

**Name:**

**Qualifications / Discipline:**

**Mobile:**

**Email:**

**Lynne SOWERBY**

**Career Development**

**Mobile: 0438 871 278**

**Email: [lynne.sowerby@unisa.edu.au](mailto:lynne.sowerby@unisa.edu.au)**

Order some from a printer or ***make your own:***

1. Create a template
2. Print onto self adhesive labels (e.g. Avery)
3. Usually 14 labels/sheet
4. Attach to blank visiting cards (from stationery shop)



**Special offer  
via Network  
Now**



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# Networking and Self Marketing

Be ready to answer questions from other people

1. What are **you studying**?
2. **Why** did you choose that degree?
3. **What do you want to do** when you graduate?
4. What's **important to you** (motivates you)?
5. What would you like to be **doing in 3-5 years**?
6. Do you have any **preferences for location** with regards to employment?
7. **What expectations** do you have about your initial employment in your chosen field?

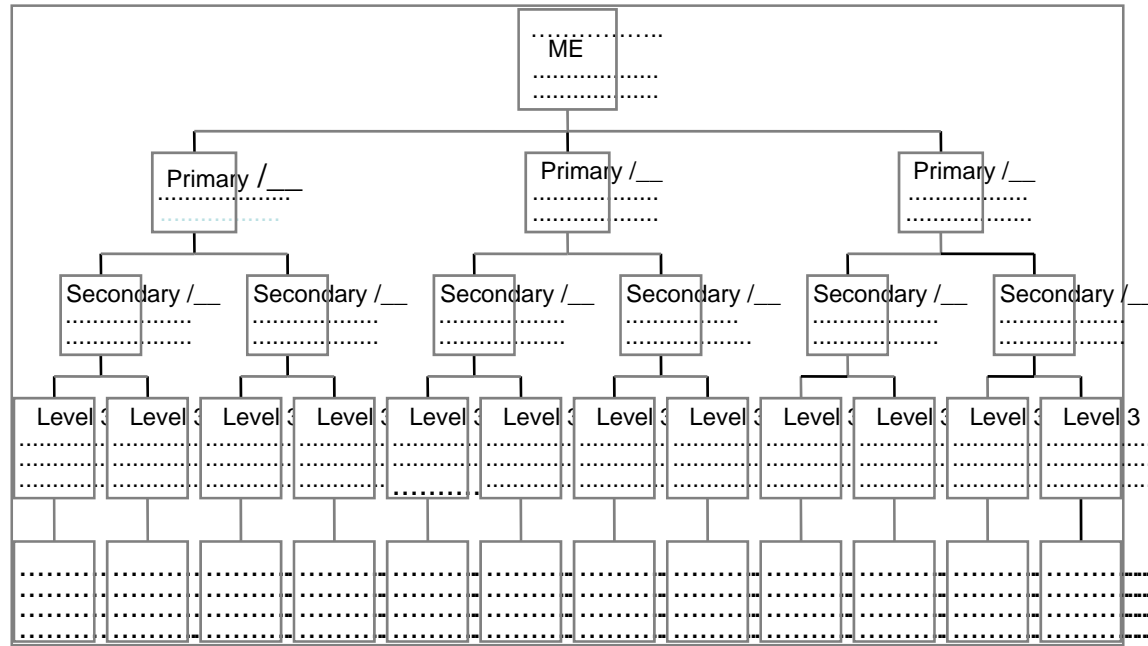


- ***Practise so that you can answer with confidence***

# Networking and Self Marketing

- Family
- Friends, parents of friends
- Other uni students
- Lecturers, tutors
- Co-workers from p/t work
- Sports clubs / gym
- Friends from school
- Church, community groups
- Interests, hobbies
- Doctor, accountant
- Places where you shop, drink, eat out etc

- **Make a list of potential contacts.**
- **Make no assumptions about what, or who, they know!**
- **Aim to have at least 50 names, *including*:**





# Networking and Self Marketing Summary



## PART 1: *Why we need to prepare and research?*

- Understanding the reason for strategic networking
- Knowing what to research and how to be well informed prior to attending networking events

## PART 2: *What strategies assist us to network effectively?*

- Discovering how to “work the room” Top Tips
- Selecting key strategies for marketing our own potential
- Understanding follow-up techniques after networking

# Networking and Self Marketing

## Next steps?

- **Think of networking as a Project to manage** *How?*
  - **Research** – find out about the type of people likely to be attending
  - **Set Goals** – engage with 5 people and swap 10 business cards
- **Know who you are and what you want** *How?*
  - Be clear about **WHAT IS IMPORTANT TO ME?**
  - Know my **ideal job preferences**
  - **What am I prepared to trade off?**
- **Identify the best people to start networking with** *How?*
  - **Brainstorm and make a list to build upon**
- **Set up meetings 1:1 and networking functions.** *How?*
  - **Prepare telephone scripts** and set up 1:1 meetings
  - Link into industry **specific networking functions;** check the net or relevant associations

**•Remember the Nike slogan:  
•Just Do It !!!**

# Networking and Self Marketing Key Online Resources


- Pathways <http://online.onetcenter.org/find/>
- Job Market  
[www.seek.com.au](http://www.seek.com.au)  
[www.mycareer.com.au](http://www.mycareer.com.au)  
[www.careerone.com.au](http://www.careerone.com.au)  
*LinkMe* <http://www.linkme.com.au/>
- Online Job descriptions, via: **Seek & CareerOne**
- Networking tips  
<http://www.unisanet.unisa.edu.au/careers/Networking/tips.asp>
- Alumni database: Jo Slade's careers site: BUE home page:  
<http://www.unisa.edu.au/business/careers/default.asp>

# Networking and Self Marketing

## Other Resources

- Speak to Gerard Stone about more contacts  
Also Alumni about the industries that employ graduates
- Attend **Industry presentations at City West**
- Visit the **Adelaide Career Information Centre**: 1st Floor, 55 Currie St, Adelaide
- Network with industry contacts, e.g.
  - CPA Australia, [www.cpaaustralia.com.au](http://www.cpaaustralia.com.au)
  - Institute of Chartered Accountants in Australia (ICAA), [www.icaa.org.au](http://www.icaa.org.au)
  - South Australian Auditor-General's Department, [www.audit.sa.gov.au/](http://www.audit.sa.gov.au/)
  - Taxation Institute of Australia, [www.taxinstitute.com.au/](http://www.taxinstitute.com.au/)

# Networking and Self Marketing Careers Resources



Fill in the  
Evaluation  
sheet  
please

## Further Assistance

- **Careers Workshops info** via targeted emails
- **NetworkNow** event: <http://www.unisa.edu.au/alumni/networknow/default.asp>
- **Global Experience BUGE** <http://www.unisa.edu.au/globalexperience/default.asp>
- **Alumni website:** <http://www.unisa.edu.au/business/careers/Alumniadvice.asp>

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**One-on-one Careers advice** - Appointments via *Learning Connection*

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**Online Careers support:** [www.unisa.edu.au/careers/Student/](http://www.unisa.edu.au/careers/Student/)

via **BUE home page:** <http://www.unisa.edu.au/business/careers/default.asp>