

**The CreAdult workshop module:
A Four-Phase Curriculum
Social Skills:
Meeting and networking with others for mutual benefit**

1. **Duration:** 60 min (classroom, excluded exploitation) or 3 hours – self-paced
2. **Learning Outcomes:** After completion of the module, participants should be able to
 - learn what is “Network for Mutual Benefit” and why it is important
 - learn how to become an effective online networker
 - get skills in using tools for networking online
3. **Materials required:** Projector to watch the videos, internet connection
4. **The four phases of the CreAdult curriculum:**

Energizer:

1. Mention about why “Social Skills: Meeting and networking with others for mutual benefit” is the core skill of the 21st Century by telling a real story.

Main activity:

1. Take the lecture video including the following topics.
 - Motivation
 - What is Network for Mutual Benefit
 - Why is networking important and what are the benefits of networking?
 - How to become an effective online networker
 - Tools for networking online

Evaluation:

1. Implement the interactive task 1 and 2

Exploitation:

1. Fulfil the home task 1, 2, 3, and 4

The Guidelines for adult education professionals

Social Skills: Meeting and networking with others for mutual benefit

Energizer:

The educator starts presenting the topic by explaining why “Social Skills: Meeting and networking with others for mutual benefit” is the core skill of the 21st Century. (See the introduction video transcript).

After the real story, the educator

- initiates a discussion about how participants feel and behave when they attend an event.

Main activity:

The educator deliver lecture using the presentation. The participants shall be actively involved during the presentation.

Hints and Tips for educator:

- Ask a question to the participant before starting to deliver the topics. For example, “Have you heard about Network for Mutual Benefit, what do you think about it?”

Evaluation:

After delivering lecture in the main activity, the educator asks the participants to implement the interactive tasks 1 and 2 on their own

Hints and Tips for educator:

- Make sure that the participants are actively involved in the process and
- Help them during the implementation part

Exploitation:

The participants are encouraged to implement the home task 1, 2, 3 and 4

Hints and Tips for educator:

- On the next day ask the participants whether they could star fulfilling or not.
- They can also work in groups of max 3 persons while implementing.

Annexes: Content for the Workshop Module: Social Skills: Meeting and networking with others for mutual benefit

- A-Introduction Video Transcript
- B-Lecture Video Transcript
- C-Gamification-Based Interactive Tasks
- D-Self Evaluation test
- E-References

A. Introduction Video Transcript

Hi! Welcome to **Social Skills Module: Meeting and networking with others for mutual benefit**
Networking Unlocks Opportunity!

How did you land your last job?

Have you checked an online job board?

Have you been told about a job opportunity by a friend of a friend who heard about it from a neighbor?

A LinkedIn survey reveals **85%** of all jobs are filled via networking.

Studies show that the chances of landing a job are **ten** times higher when you know someone at the company.

Here's an example of networking for you.

Mattias and Adem met at a company event once. They discovered several points of interest in common and exchanged contact information in the hopes of staying in touch. After a few years, Mattias decides to shift careers and apply for a different position. He uses LinkedIn to research the company in preparation for his interview. Mattias is surprised to learn that he and the head of Human Resources at his dream company share a mutual connection, Adem. He quickly contacts Adem and offers to put him in touch with the HR director.

In the business world, networking skills have a lot of power and are quite important. We've all been in situations where second - or third - degree relationships, sometimes known as friends of friends, have helped us connect with powerful people.

With transparency and an honest intent to build a relationship for mutual benefit, it is rewarding and successful in all aspects of life, including career, family, community, charity, education, and business.

B. Lecture Video Transcript

Let's start discovering **what** "Networking for Mutual Benefit" is and **why** it is important to your success, as well as **how** you become effective online networkers.

What is Network for Mutual Benefit

Putting the other person first is a method of networking that creates the best chance of developing a relationship that can be mutually beneficial.

The core idea of mutual benefit is finding, developing, and nurturing relationships that mutually move people forward in life.

When you Network for Mutual Benefit correctly, you can more easily and effectively obtain permission to ask for help, opportunity, or sales. It all starts with developing a relationship.

You create an ever-expanding network of connections who can trust you and are willing to help you because they see the importance of "mutual benefit" when you Network for Mutual Benefit

Traditionally, networking was thought of as a way to get business cards or contact information from individuals and businesses to recommend products, services or sponsorships. Contacts created during this activity are often collected in a computer system and forgotten after a while.

Networking for Mutual Benefit is not really about selling or begging for a job when you network for mutual benefit.

It's not simply about building a professional relationship and using that relationship to promote your career.

Networking for Mutual Benefit is more than simply shaking hands and exchanging business cards.

It's all about forming or maintaining relationships with other people ultimately.

It's always a two-way path when it comes to networking. It's all about helping each other to succeed together.

Real networking is about building real, long-term relationships based on trust. Whether you're waiting for your morning coffee, participating in an intramural sports league or attending a professional conference, networking is all about building, and fostering long-term, mutually beneficial connections with the individuals you meet.

Always keep this mutual benefit in mind as you expand your network.

Why is networking important and what are the benefits of networking?

Develop social skills – networking regularly will help you gain confidence in interacting with people, which can benefit future interactions with employees, customers, and suppliers. By constantly pushing yourself out there and meeting new people, you're stepping out of your comfort zone and developing vital social skills and self-confidence.

Build relationships - Networking allows you to connect and establish strong ties with key people in a variety of industries that you can call as needed. Although, the purpose of networking is to build and develop professional relationships, some of the most lasting friendships are formed through professional connections.

Get new ideas - Your network can be a great place to get new perspectives and ideas for your career. By exchanging information, you can get fresh ideas from the collective experience. Also, your network can be a great source of information about new business trends in your field, such as future regulatory requirements or technical improvements.

Advance your career - To advance your career, you need to be noticed. Attending professional and social meetings regularly can help you build your professional profile, helping you stand out when opportunities arise.

Solutions to problems - If you're facing a problem, networking may connect you with those who have faced similar challenges in the past and can provide helpful advice and prospective solutions to help you move forward.

Helping others - Just as networking can give you valuable business ideas and answers, you can give yourself a sense of pleasure and accomplishment by helping others. It will also help you improve your professional image.

Business opportunities - networking allows you to meet new individuals and organizations, which can lead to the discovery of new business opportunities or the formation of new partnerships in the pursuit of new business ventures.

Access new talent - If you're a business owner, have trouble filling job vacancies, or are looking for a specific skill set to incorporate into your company, networking can help you find the people you need.

If you have a company:

Benchmarking - networking enables your company to compare its performance with that of other businesses in your industry, revealing strengths and areas of improvement.

Raise your company's profile - networking draws attention to you and your company, and by making additional connections and contributing to networks regularly, your company will gain credibility.

New customers or suppliers – networking can help you find new customers or suppliers within the network or through referrals from others in the group.

New job search - It goes without saying that networking is very important when looking for a job. With proper employee referral, your chances of getting a job increase tenfold.

How to become an effective online networker

While offline networking is crucial, online networking has become increasingly more important in developing a strong professional network.

Traditional networking methods can be ineffective in situations such as the Covid-19 outbreak. After-work cocktails and weekend conferences with colleagues had been canceled due to the pandemic. The epidemic caused individuals to shift their networks, like everything else, to the Internet.

Regardless of time and distance, using social media and the Internet you can create an online personality, connect and make connections, gain knowledge, exchange ideas and information,

I am going to explain all you need to know about the best ways to achieve it:

Get online

The first step in online networking online is to actually get online!

Sharpen up your profiles

Make sure your LinkedIn profile is up to date and your photo is clean and professional. Then, populate your LinkedIn with all your coworkers and people you've met through professional meetings, as if you were at a business card convention.

You can do the same on Twitter.

Facebook groups specific to your industry are also a great option.

Stay active on social media

Share fascinating items you believe your colleagues will enjoy on LinkedIn, Twitter, and in your private Facebook groups. Also, don't forget to check out other people's posts. Take 10 minutes each day to go to your social media accounts and browse through things on your network, like, comment and retweet. This will increase the likelihood that people will share and like your content and develop a relationship with you over time. If you do this consistently, after three or four months you will start reaping the rewards of your online networking efforts.

Attend virtual networking events

Many institutions have moved their in-person networking events online. There are many panels, seminars and talks taking place online right now. You can attend an event that suits your interests and then add some of the attendees to your social media platforms. After a few activities, you'll notice a few familiar faces and start making real connections, just like in real life. It's also a great way to stay up to date with new developments and gain some intellectual stimulation.

Follow up

If you're running a business and want to propose interesting collaborations for the two of you, get in touch with your newly formed contact the day after online activities. Also, if you promised to associate your new contact with someone you already know, do so. Otherwise, you risk undermining your credibility and losing an opportunity to make a great connection.

Share content

Share interesting stories, articles, charts and news about your business and areas of expertise.

Give referrals

Look for opportunities for yourself and others in your network. If you seek out ways to connect with them, you will form strong relationships with people and your connections will remember you for it.

When you read an article that you think your people will like, share it with them. Send it in a LinkedIn message or a nice email. You should take advantage of this communication to follow their news and add value to them.

Keep relationships alive

Set up your social media accounts to send and receive automatic notifications. So, you and your connections are always up to date on each other's activities.

If you're connected to LinkedIn, chat with them to say hello or post new information.

Be genuine

Following and being authentic are the two most important aspects of building a network.

Show vulnerability

Don't be afraid to show the real you! Make your failure public. Share what you've learned from these failures and feel free to add pictures or videos.

Go forth and network

Practice makes perfect. The more you network, the better you get at it.

Tool for online networking

LinkedIn

The platform is primarily used for professional networking and career development and allows job seekers to post their CVs and employers to post jobs.

LinkedIn allows members create profiles and connect with each other in an online social network which may represent real-world professional relationships. Members can invite anyone to become a connection. LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more.

LinkedIn is your strongest tool for networking online. Share interesting articles, contribute to the conversation, and make comments on other articles, whether to participate in a friendly debate or to say thank you for writing the piece.

Yes, the more connections you have, the more visible you become but quality is key. Connect to people you have met, whom you know well enough to feel confident introducing to others in your network, and whom you are interested in learning from.

C. Gamification-Based Interactive Tasks

Interactive task 1

If you don't have a LinkedIn account, create one according to the following video

If you already have a one, check if your profile in line with the criteria explained in the following video.

How to get started on LinkedIn in 2022 - step-by-step for beginners

<https://www.youtube.com/watch?v=qG4NF-2tt4c>

LinkedIn for Job Seekers - Find a job on LinkedIn

<https://www.youtube.com/watch?v=NFZAzOxWBcU>

Interactive task 2

Review your phone book. Identify 10 friends or relatives with whom you have not communicated for a long time.

Send messages that match your level of relationship with the people you specified.

Home task 1

Sharpen up your profiles according to the following video

<https://www.youtube.com/watch?v=qG4NF-2tt4c>

Home task 2

During last 5 days I took 10 minutes each day

to go to my [LinkedIn](#) accounts and browse through things on my network,

to like and comment the posts.

Home task 3

Book a virtual networking event related to your field of interest

Home task 4

During last 5 days

I looked for opportunities for others in my network. And I determined an article, news, or other materials that I think my people will like.

I sent it in a LinkedIn message.

I sent it via email to specific person in my network.

D. Self-Evaluation test

How effective am I an online networker?

Whether I'm actively looking for work or not, I'm always networked so my network is available when I need it.

Disagree (1p)

Agree (2p)

Totally agree (3p)

I check my news feed several times a week to maintain my online presence and keep in touch with my peers.

Disagree (1p)

Agree (2p)

Totally agree (3p)

When I start networking online, I try to connect with industry peers rather than popular thought leaders. (While following well-known influencers is a good way to stay up to date and keep up with the news of the day, the people I really need to know are people I can work with.)

Disagree (1p) Agree (2p) Totally agree (3p)

Keep up with trending topics, follow important people, and subscribe to popular sources of online content.

Disagree (1p) Agree (2p) Totally agree (3p)

I offer my views on topics related to my field of interest and try to have productive conversations in the comment section. My views will give my online colleagues an idea of who I am.

Disagree (1p) Agree (2p) Totally agree (3p)

I also keep an eye out for online conferences and other virtual events.

Disagree (1p) Agree (2p) Totally agree (3p)

Being helpful is a great approach to developing a relationship that can be mutually beneficial online. When your only ways to network are online it can be difficult to make an impression but lending a hand to those who need it is a great way to build a good reputation.

Disagree (1p) Agree (2p) Totally agree (3p)

Promoting a webinar or blog that I think is interesting helps out not only the people who created it but peers in my network who might find it useful.

Disagree (1p) Agree (2p) Totally agree (3p)

19 – 24: You are a very effective online networker

13 – 18: You are a moderately effective online networker

8 – 12: You need to improve oneself to become an effective online networker

E. References

Teddy Burriss, Social Networking Consultant and Networking Strategist

Deena Baikowitz, Chief Networking Officer and co-founder of Fireball Network, Scotiabank

Caitlin Mazur, Freelance Writer, Zippia

Julia Hurtado, Advisor, Capital Placement

Sahil Khanna, Digital Marketing Expert and the Founder of Intellectual Indies

Michael Page, Career Advisor, My Career Future

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