



NETWORKING WITH EDHEC ALUMNI

1. NETWORKING IS FIRSTLY A STATE OF MIND
2. HOW TO BEHAVE ?
 - Best practices
 - Don't forget it!
 - Some specific advice for Social network

NETWORKING IS FIRSTLY A STATE OF MIND

1) Know who you are

Your story, your culture, your values, your skills enable you to be yourself and to contribute to the value of your networks.

Be conscious of your passions, your convictions, your professional and personal objectives in order to network accordingly to your centers of interest.

2) Be determined : define your objectives clearly

If you have no strategy you will absolutely waste your time: career, leisure activities, hobbies, neighborhood, it is up to you to choose.

3) Be patient

Rome wasn't built in one day. Your results will come at the end of several months in the best case.

4) Be responsible

Make a commitment, respect your commitments, participate and contribute to the activities of your networks so that your contacts can appreciate your cooperation and your contributions, express yourselves, make useful interventions ...

5) Be joyful

Your smile is communicative, have fun, the pleasure is an extraordinary engine. Know how to express your feelings, show humour to be nice and establish a constructive conviviality.

6) Know how to make a presentation of yourself

Orally in 15 words, in writing, with your business card, with your email signature, with your body movements and your clothes to have an authentic, positive and constructive impact on your network contacts.

7) Be careful to listen

Be very attentive to other people, establish a respectful exchange with short, average and long term to enrich your ideas and experiences of the others.

8) Be humble

Be humble and not modest. You can be ambitious for you and for the others, to go faster and further together, to reach your objectives with and thanks to the members of your networks.

9) Be generous and friendly

Give to receive in exchange. Do not calculate. Be not obsessed by the court-term.

Learn how to receive, learn how to ask for help, and learn to show recognition to the giver. Thank the one who gives something to you (a contact, a piece of information...).

The benevolence is communicative; it makes the good and is useful to facilitate the mutual aid and the cordial relations between all the members of your networks.

10) Stay curious

Approach both known and unknown people with an opened spirit. Look at the events/contacts which happen to you with curiosity. There are opportunities to learn permanently and progress.

11) Be reactive and proactive

React / answer when the others communicate with you, go towards the others, be proactive to strengthen your links and share your knowledge. Take initiatives by implying your network, be strength of proposition for an effective and long-lasting networking.

12) Be original

All the means are good to spoil those who like / help you. An invitation to have lunch, a ticket for Roland-Garros, a relevant press article.

HOW TO BEHAVE?

When you ask something to someone, you give him a value. Don't be afraid to contact the alumni to ask for information about their sector of activity, their job, their company ... and also for advice about your career plan, to adapt your CV, etc. Take advantage of these special contacts.

Remember however, that an EDHEC alumni owes you nothing. They're just ready to help if you're asking it gently. You have to show your motivation. You cannot act as if it was just normal. You have to motivate them to help you (now or in the future) and it is by adopting the just, relevant behavior and by being reactive. Here are best practice guidelines for using the network.

BEST PRACTICES

To obtain a first contact

- Target your contacts. Use the on-line directory to make relevant sorting: you can sort out by target companies, by function, by country, by city and by department.
- Start by sending an email (@edhec.com address). Thanks to this you won't bother anyone. Making an initial contact before calling is likely to pay off in the end.
- Don't put all your eggs in the same basket: contact several people to get different perspectives and increase your chances of getting answers and advices.

On a first contact

- Ask for advice
- Ask for some information on a business; how good is the bank/company in such business line?
- Be specific in your request: what are you looking for exactly? Why are you contacting this particular person? Thanks to this, the person you're contacting won't waste any time and you will be together more efficient on your contact.
- In French, Edhec alumni often expect to use "tutoiement" between each other. However, in practice, it's probably wise to wait that the alumni suggests it to you (unless he's actually quite young). Or at least wait after a few e-mails.

When contact is well established

- Ask for public documents published by the bank/the company : research especially (equity, rates, FX, credit, commodities (oil and gold...), economic)
- Ask for information and tips on the recruitment process, especially to the young alumni who went through it recently.
- Ask an alumni for help to review an e-mail you want to send to someone else, review your CV, review your application form (ideally an Edhec teacher or your Buddy Mentor can do it)
- When you get answers from alumni, if there is willingness to exchange from the alumni, BE REACTIVE.
- You may get a better exchange / feeling over the phone, or around a coffee

When you have an interview in a firm

- Do not hesitate to take contact with an Edhec alumni already working in the company/bank or in the business line to ask for advice. This will even prove your motivation. When possible, try and target the most appropriate alumni depending on your interview.
- Ask for information on the firm itself. Strengths and weaknesses, what should you know on the company for your interview. Make sure you've done all the possible research first (on the internet). The alumni is not there to read the website for you...

- Check in the directory who is or has been in this company, and especially in the specific department when possible. Check the year of promotion to assess the age and experience of the alumni and target the most appropriate alumni.

Always

- Read twice your e-mail before sending it!
- Be nice, be polite
- Thank the person/people who helped you and spent some time for you.
- Always keep him informed, even with a very short e-mail. Give him some feedback. This also helps him to know if his advice was useful or not.
- Take part to the network
- **Give something back:** the network is an exchange. You've been helped, now you can help! You can give advice in your field of expertise, become an Edhec Resource person... there are plenty of ways you can help!
- **Take part in meetings:** get actively involved in your network. You can get precious advice, contacts, leads or perspectives that you wouldn't otherwise have thought about through a simple discussion with other alumni. Make yourself known and increase your chances of extending your circle of acquaintances. Hope to see you soon at the next Edhec meeting...!

DON'T FORGET IT!

- Never ever send collective e-mails! Even worse, with putting people in “bcc” !
- Do not send e-mails from your hotmail / gmail address. Use the e-mail@edhec.com. It will prevent the alumni from thinking you're frauding and that you're not really from Edhec.
- Do not be too formal but do not be too informal either. For example, you can not say “les temps sont durs” or «Libre à vous de...»
- Do not be too self-confident or arrogant. Most of the time, you know very little in comparison to the alumni you are contacting.
- Do not make mistake on the alumni's name.
- Do not ask or expect a job on a silver platter! Do not expect the alumni to do everything for you, but only to guide you, to give you the right contacts.
- Be realistic in your request. If you've done a 1-month internship in a sports shop, it may be hard to go directly to a trading floor in New York!
- No alumni would ever give you a job in his team just because you're from EDHEC Business School, if you're not really the best candidate! All alumni are ready to help each other, but when it comes to choose someone for their own team, you do need to compete as much as the others. When entering a proper recruitment process with an Edhec alumni, you must be as professional as possible, and surely not less than with others! This is also worth for Career fairs.
- Avoid e-mails with 10,000 questions. It's always better to go step by step. Ask a few questions first; get some reaction from the alumni, and then continue with a few more.
- When you ask for something, do not refer to the « Edhec spirit » to justify your request. Just say you are an Edhec.
- If you agree on an appointment or a phone call with an alumni, don't forget it. You cannot treat alumni just like « handkerchief » that you use and throw away. Otherwise they will remember it later on. This is also true for any professional relations.
- Although there are exceptions, most people think that their business line has got nothing to do with the others (trading vs M&A), so you shouldn't show that you're hesitating between the two, at least at the first instance.
- Tip: be very careful with forwarding e-mails and Do Not confuse “Reply” with “Forward” or vice versa, especially when doing bad jokes...
- When sending a CV / cover letter, make sure the name of the bank/company in the letter is the good one. Otherwise, it goes straight to the bin.
- Be careful with standard cover letters: talking about the “international” advantage when applying to the Française des Jeux
- When sending your CV in English, make sure it is effectively the English version, and also that it's not some sort of “franglais”.
- Do not lie on your CV, on languages for example

SOME SPECIFIC ADVICE FOR SOCIAL NETWORKS

1) Identify your networks

Take time to identify your real/physical networks so as to find them on the web 2.0. Ex : Kpmg Alumni - Edhec Alumni - Robert Half Alumni - London School of Economy Alumni.

The virtual for the virtual it is smoke!!! The virtual must be followed by real/physical meetings.

2) Be regular

Choose a rhythm and respect it

3) Choose the right weapons by targeting your publications and your presence on social networks.

Facebook: the network of the personal identity.

Facebook becomes also more and more Corporate. There are 3 millions professional pages. 45 % of the users of Facebook are between 35 and 44 years old.

- Every day, a member becomes a fan of 4 pages. What about you? Thus follow the companies which motivate you.
- Remain very watchful and careful on all your contents, on your inputs, on your photos. The recruiters sometimes use Facebook to know you better.

Linked-In, Viadeo, Xing: the professional identity.

- Take care of your photo: «An image is worth one thousand words». Use a photo where we shall recognize you by the first blow of eye. Do not use photos of your cat, your baby or of your new car. Do not change your photo every day.
- Join relevant hubs. Participate in debates or forums in a qualitative way. Send relevant articles to well targeted persons.
- Do not hesitate to put links towards articles, videos or photos which were published on your subject on the web.

Twitter: the site for micro-blogging.

Twitter is huge: 200 million accounts in the World, 2,4 million users in France. 460 000 new subscribers a day in the World. On average, 140 millions of tweets are sent a day.

- Ideal for press reviews and to select articles.
- The brevity of the message creates its impact.
- If you are present on this fashionable network, it is good for your Brand/personal image. You will have also access to a large number of prospects.



facebook.com/EdhecAlumniAssociation



linkedin.com/groups?gid=101521
(réservé aux adhérents Edhec Alumni)



twitter.com/EdhecAlumni

net@edhec.edu | +33(0)3 20 15 48 21