

03.08.22

Own Your Career

Skill # 3: Networks

Develop the core skills needed to take control of your career development now and in the future

my learning hub



ScotRail
SCOTLAND'S RAILWAY





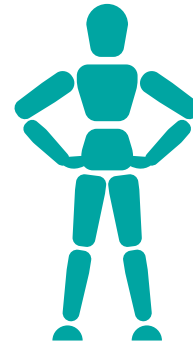
VALUES

The things that make you, and matter most in your work and life



STRENGTHS

The things that energise you and that you want to be known for



CONFIDENCE

The self-belief that guides your growth and builds your bravery at work

NETWORKS

The community you create to support your career development



FUTURE POSSIBILITIES

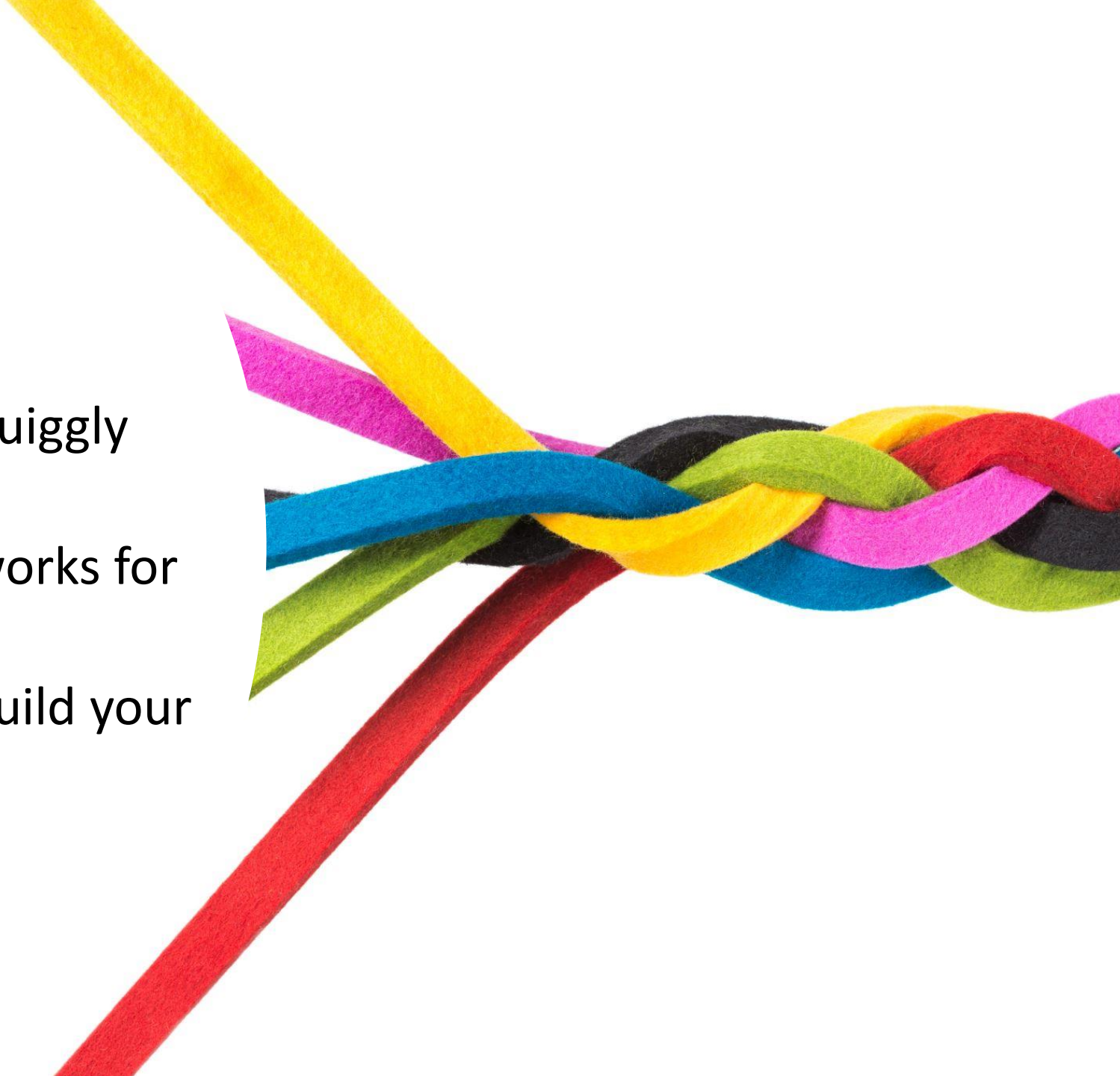
The ability to explore possibilities and define your own version of success



To take control of your career in this changing world of work you need to develop a set of five core career skills

Our Roadmap

- What networking is
- Why networking matters in squiggly careers.
- How to build a network that works for you.
- Practical actions to help you build your network with purpose.



What is
networking?

People helping
people



Why is networking important?

A diverse group of people, including men and women of various ethnicities, are standing in a line with their backs to the camera. They are all wearing their arms around the shoulders of the person next to them, creating a sense of unity and support. The background is a dark, textured wall, possibly a chalkboard.

1. Meaningful Relationships 2. Diverse Perspectives 3. Building your Brand

Building your Brand

“I want people to say I’m great at making data meaningful”

1. I could present at an event about the work I’ve done on reporting.
2. I could write a top tips guide.
3. I could offer to share what I’ve done in our team with other teams in the business.

Action #1: Building your Brand – Write down one thing you'd love people to say when you are not in the room and three ways you can develop that impression over the next six months.

“I want people to say _____”

1.

2.

3.

Seed, feed and weed
your network



A vibrant mosaic of a peacock is the central focus, set against a textured yellow background. The peacock's body is rendered in shades of blue and green, while its wings and tail are a mix of red, orange, and brown. Its most striking feature is its long, flowing tail feathers, which are a mosaic of various colors including blue, green, and white. To the left of the peacock, there are several red flowers with yellow centers. In the upper right corner, a blue rounded rectangle contains white text. The overall composition is rich in color and detail.

A McKinsey study of 1,000 companies across twelve countries found that firms in the top quartile for gender and ethnic diversity were significantly more likely to achieve above average profitability than the bottom quartile

And the same logic applies to your career network the more diverse it is the more effective you will find it

Assessing your network

Current Role
Network

Future Role
Network

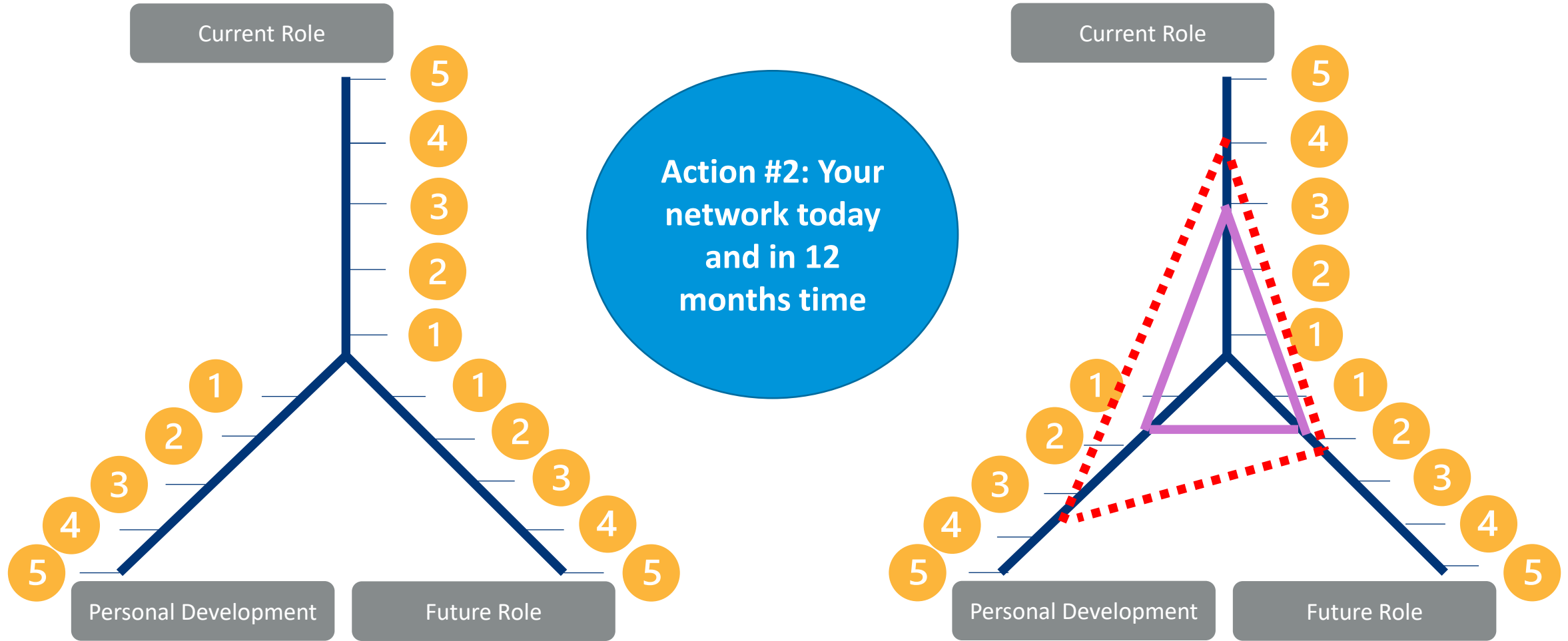
Personal
Development
Network

Assessing your network

The people
who help you
succeed in
your job

The people
who help you
explore
career
possibilities

The people
who help you
be your best



A group of meerkats standing on a rock, looking in various directions. The meerkats are of various sizes, suggesting a mix of adults and juveniles. They are standing on a dark, textured rock surface. The background is a soft, out-of-focus green and yellow, suggesting a natural outdoor setting. The lighting is bright, highlighting the texture of their fur.

How do you build your network?

Building your network

Action #3: Decide how to build your networks

Current Role Network

1. Create the right relationship for you and those around you.
2. Develop the right external relationships for the role.
3. Make your super strengths known.

Future Role Network

1. Share your interests.
2. Start a side project.
3. Go to where people already are.

Personal Development Network

1. Seek out a collection of 'meaningful' and 'of the moment' mentors.
2. Earn a sponsor.
3. Discover your learning community.

Creating Career Karma

Give and Get



GIVE and get

Action #4: Decide on something you can give to your network

My strengths/passions	How could this be useful to other people?

GIVE and get

Action #4: Decide on something you can give to your network

My strengths/passions	How could this be useful to other people?
Developing others	<ol style="list-style-type: none"> 1. Buddy up with new people who join the team and offer to have weekly catch-ups for three months. 2. Offer to run a 'Lunch & Learn' on a skill that you have developed.
Being organised	<ol style="list-style-type: none"> 1. Ask the organisers of events that you have attended and enjoyed if they need any volunteers to help organise future events. 2. Volunteer to help your manager in organising team days and social events
Eye for detail	<ol style="list-style-type: none"> 1. Offer to proof-check important documents for colleagues – to be that 2nd pair of eyes. 2. Volunteer for work where having an eye for detail is critical.

Give and GET

Action #5: What are the three things I'd like to learn in the next 12 months that will help me to develop and grow my career?

Learning Objective	Who can help?
e.g. I want to learn how to use storytelling to improve how I engage people when I present?	

Who can help you?

Speak to
people you
already
know

Do your
research
and contact
the experts

Ask a
connector
to join the
dots



The community you create to support your career development

Why networking is important

- Meaningful relationships
- Diverse perspectives
- Building your Brand

#1 – Write down one thing you'd love people to say about you when you are not in the room and three ideas for how you will develop that impression over the next three months.

Building a network that works for you

- The three Ds of networking
- Assessing your network
- Building your network
- Creating career karma

#2 – Assess your networks (current career; future career; personal development) and decide how you will develop these over the next 12 months.

#3 – Decide how you will build your networks – what actions will you take?

#4 – Decide on something you will give your network

#5 – What are the three things I'd like to learn in the next 12 months and how will I get help?



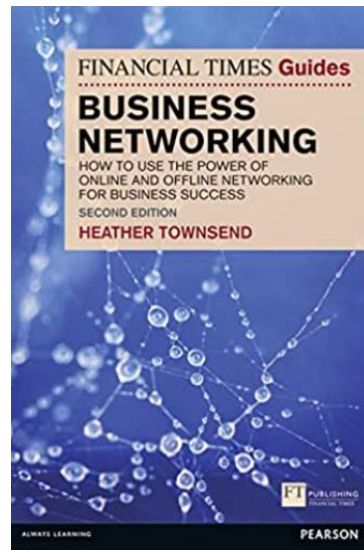
Resources

my learning hub





How to build a network podcast (30 mins)



Squiggly Careers PodSheets

How to build and be part of a career community EPISODE 273

Creating communities around our careers

Communities are connected by a stronger sense of belonging than the people you might know in your network.

They are the **social glue** that binds us together for the greater good.

“ We are social animals who cannot function effectively without a social system that is larger than ourselves. ”

Henry Mintzberg

What happens when you're part of a career community

1 You increase your impact 2 You build your personal brand 3 You accelerate your learning

7 top tips to help you build a career community

- 1 **Be clear about your purpose:** Start with a passion that you care about & connect people to it. *What is a passion you want to scale?*
- 2 **Curate, don't constrain the conversation:** Bring people together and let them find flow. *How can you stay in listen mode?*
- 3 **Use technology tightly:** To sustain community, use the platforms that work best. *How can you keep people connected?*
- 4 **Focus on your friendlies:** Start small and with the most supportive people around you. *Who could you build with?*
- 5 **Try out different approaches:** Communities evolve and change and can be iterative. *How could your community be even better if...?*
- 6 **Seek regular feedback, updates & learning:** Success is personal to you, what you stand for and what you set out to do.
- 7 **Be proactive as part of other communities:** Be in learn-it-all mode within communities. *What best practice could you try out?*

Top tips to engage with & learn in a community

- ≈ **Engage.** What you give is as important as what you gain.
- ≈ **Support others.** Connect, like, share, message & subscribe.
- ≈ **Stay in touch.** Be proactive - stay close to community members
- ≈ **Follow your passion.** Think about what you like and follow those communities.

Coach Yourself Questions

❓ What are 3 words to describe your ideal community?

❓ If you could create any community, what would its purpose be?

Recommended resources

- 📖 [Rebuilding companies as communities](#) by academic Henry Mintzberg as published in HBR
- 🎧 [Squiggly Careers Poem](#)
Spoken word poetry on navigating your squiggly career by Pritesh Raj Chauhan
- 👂 [How to be a learn-it-all](#)
Squiggly Careers episode #243

Amazing if

How to build and be part of a career community

HBR IdeaCast / Episode 257

Getting Networking Right

0:00 | 15:19

▶ ⏪ ⏩

Rob Cross, associate professor at the University of Virginia's McIntire School of Commerce and coauthor of the HBR article "A Smarter Way to Network."

Harvard Business Review

Innovation | How to Build Your Network

Innovation

How to Build Your Network

by Brian Uzzi and Shannon Dunlap

From the Magazine (December 2005)

the muse JOBS COMPANIES AD

Search jobs or companies

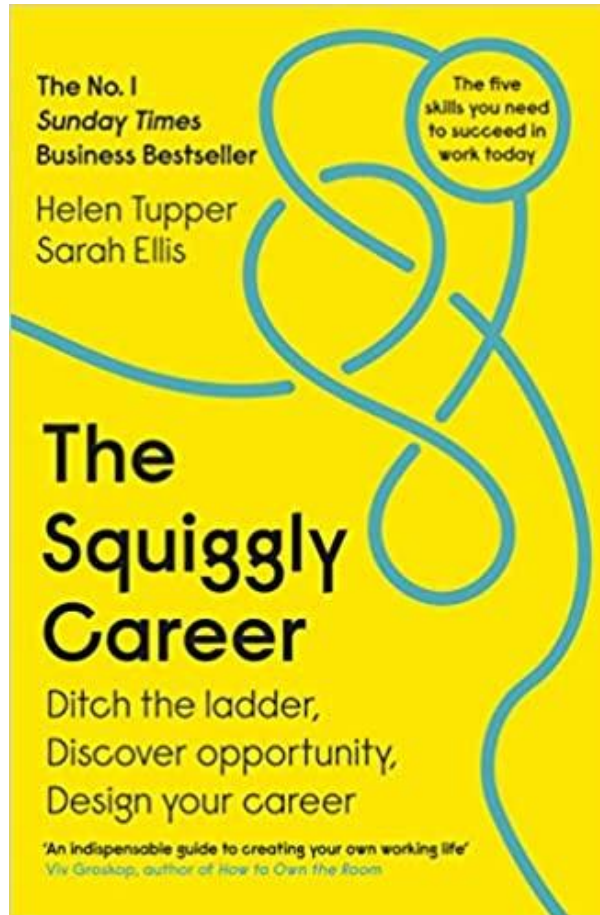
JOB SEARCH
CAREER PATHS
SUCCESSING AT WORK
DIVERSITY AND INCLUSION

NETWORKING

How to Build a Helpful and Well-Connected Professional Network From Scratch

by [Leslie Moser](#)

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🐦
🌐
✉️



Amazing if Toolkit

Links to lots of resources on the 5 core career skills including networks (podcasts; videos; tip sheets)