

Meeting at a glance

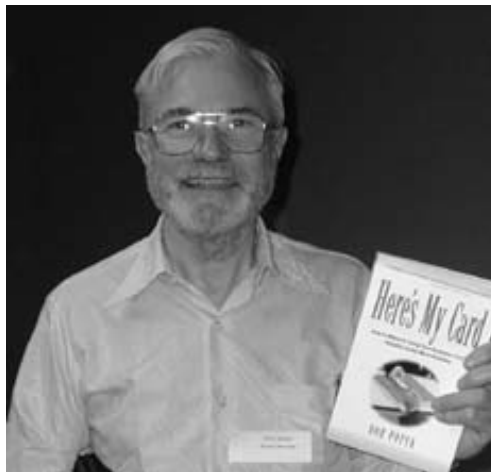
Effective networking

— Dianne Moscrip

It's Autumn! And that means a new year of STC meetings and speakers. Our first speaker was Emma Hamer of Bernard Haldane Associates. Hamer spoke about effective networking, as in what works and what doesn't. She defined networking as having purposeful conversations with people who can help you move towards your desired career goal.

"Purposeful" is the key word. Before you meet and greet all these new people, you have to do some homework of your own. This includes finding out what it is you really want to do, finding out as much as you can about that position, and speaking to people who are currently working in the career of your dreams.

Hamer reminded us of an old adage: *If you don't know where you're going, any road will take you there.* Then, she spoke about setting goals, defining your focus, revising your resume to reflect that newly found focus, and getting out and meeting people who can help you attain



Chris Metten wins the door prize at the September STC chapter meeting.

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the career you desire. It's all about people. Nothing beats a face-to-face meeting when initiating relationships.

Describing her networking strategy in detail, Hamer showed how to use a business plan to build your resume. She emphasized the importance of:

- Identifying your mission statement (career goals).
- Describing the product (your skills, competencies, and talents).
- Listing product test results (your past accomplishments).
- Preparing market research (identifying potential employers).
- Laying out a cost and benefit

analysis (itemizing what you can do for the employer).

Finally, she sent the record audience home with many ideas about how to break into the careers of their dreams. ■■

(Sheila Jones, from page 8...)

Vancouver, including building databases to communicate with broad constituencies and working on newsletters and special events. "The Musqueam Watershed Restoration Project, was a treat!" said Vesely. Volunteers helped with restoration — planting trees, removing garbage — and they were involved in data gathering to document the biodiversity of the watershed.

The foundation is not government funded. Its success is based on the credibility of its findings, communicated in a reasonable, balanced way. "We realize that economic issues are involved," says Vesely, "Jobs and costs are involved. But we hope to affect public opinion and change public policy." This process allows people to analyse the facts and make their own decisions.

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