

CAPE BRETON  
**CONNECTOR**  
PROGRAM

# Cape Breton Connections

## Networking 101

# What is networking?

**Networking is getting to know people, and people getting to know you, for professional or community purposes.**

Across North America

**only 20% of jobs are  
advertised.**

## How Do I Start?

Control the things you can control, like your social media accounts.

[LinkedIn](#) is the place to follow up on connections you have already made.

# How Do I Start?

Make a good first impression.

Phone and email etiquette is very important to practice.

What tone do you want to communicate to a potential employer or someone in your network?

# How do I network?

**The goal of networking is to get to know people in a professional setting and helping them get to know you.**

# How do I network?

## Two key components:

1. Developing a positive story about yourself.
2. Asking thoughtful questions of the other person and actively listening to their responses.

***Networking and asking questions can also help you discover what the other person is passionate about.***



Nobody likes networking, but it's amazing how easy it gets the more you do it. Focus on getting to know other people and giving them an opportunity to tell their story.

- **Wesley Colford**

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# What is the Connector Program?

The Connector Program matches community and business leaders (**Connectors**) with local and international graduates, newcomers, and other qualified professionals (**Connectees**) in their industry of expertise.

# 1. Match

The Connector Program matches pre-qualified international and local work-ready individuals (Connectees) with employers, community members, and business leaders, who are involved in the program as Connectors. The Connectee and Connector are matched based on industry experience, professional backgrounds, or the Connectee's expressed interest in a specific sector.

## 2. Connect

Once the program coordinator has made the match, the Connector and the Connectee meet face-to-face to discuss different topics such as industry backgrounds, skills and areas of expertise, and job opportunities to explore in Cape Breton.

# 3. Refer

Connectors are asked to refer the Connectee to a minimum of three people in their network, and then each of those connections are asked to then refer three more people. As a result, the Connectee's professional network grows exponentially and the opportunity for success increases dramatically. Referrals may be potential employers, contacts within their industry, or other people who will benefit from meeting with a skilled professional.

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**Thank you!**

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