



THE UNIVERSITY OF WINNIPEG

CPA Networking

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Warm up exercises

BINGO

Please take a BINGO sheet.

Talk to others in the room and fill up as many spaces as you can.

You can only use one person once on your bingo sheet.

Whomever has a full house (all squares covered) or the highest # of squares covered wins a FBE Prize

Please put YOUR Name and Student # on the sheet

**“One important key to success is self confidence.
An important key to self confidence is preparation.”**

~ Arthur Ashe

**“Networking means the act of exchanging information
with people who can help you professionally.”**

~ Michele Jennae

Social Media Networking



LinkedIn – absolutely necessary



Twitter – not necessary but can be a good tool to follow CPA organizations



Meet-Ups – check out the meet ups in Winnipeg, some are work based, exercise based or interest based



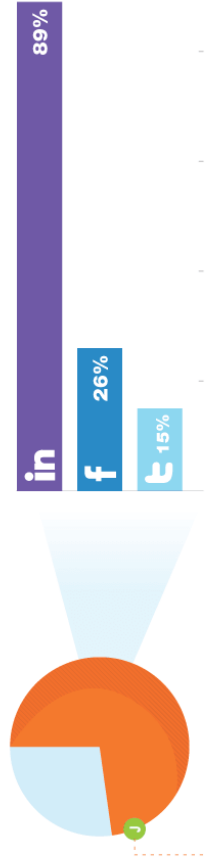
Facebook – make sure that everything is set to PRIVATE

JOB SEEKERS BEWARE:

SOCIAL PROFILES CAN HELP YOU LAND OR LOSE A JOB

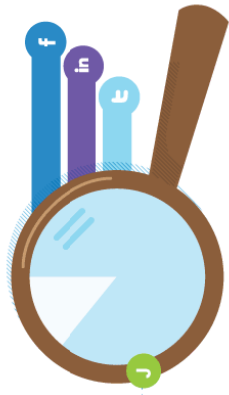
How to Make the Right First Impressions from Facebook, Twitter, and LinkedIn

Today, **92 percent** of companies use LinkedIn, Facebook, and/or Twitter for recruiting, which makes social networking essential when job hunting. Here's what you need to know about creating a positive impression to help you get hired.



73% of companies have found a new hire through a social network. Of these, **89%** have hired through LinkedIn, **26%** through Facebook, and **15%** via Twitter.

YOUR PROFILE MATTERS MORE THAN EVER



86% of recruiters review candidates' social network profiles—whether or not candidates share those links.

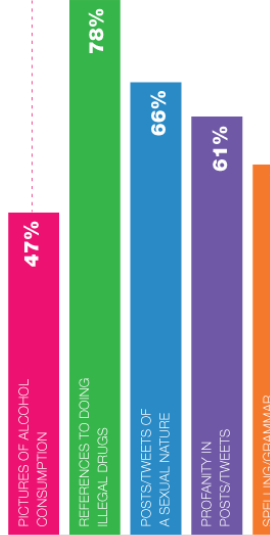
TIP: Prevent recruiters from mistaking another person's profile for yours. Include links to your LinkedIn, Facebook, and Twitter profiles on your résumé.



POOR SPELLING LOOKS WORSE THAN DRINKING

What you share, and how you share it, can help or hurt you in the eyes of potential employers. While **47 percent** of recruiters have a negative reaction to pictures of drinking, **54 percent** frown on spelling or grammar errors in posts and tweets.

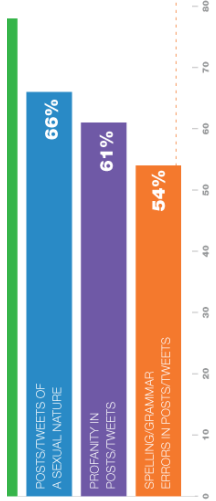
RECRUITERS REACT MOST NEGATIVELY TO:



facebook Potential Employee was tagged in his own photo

It's Friday! The one day of the week where drinking at work is not only allowed but encouraged!

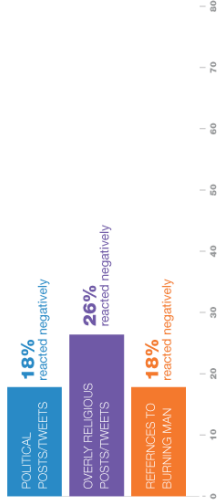
facebook Potential Employee



CONTENT RECRUITERS WANT TO SEE:



CONTENT TO POST WITH CAUTION:



THE BEST WAY TO GET HIRED: GET A REFERRAL!



1 in 7 employee referrals is hired.

Only **1 in 100** general candidates is hired.



65% of companies pay for referral hires, and **43%** pay more than \$1,000.

TIP:

Use social networks to learn about openings first and ask for a referral from contacts.



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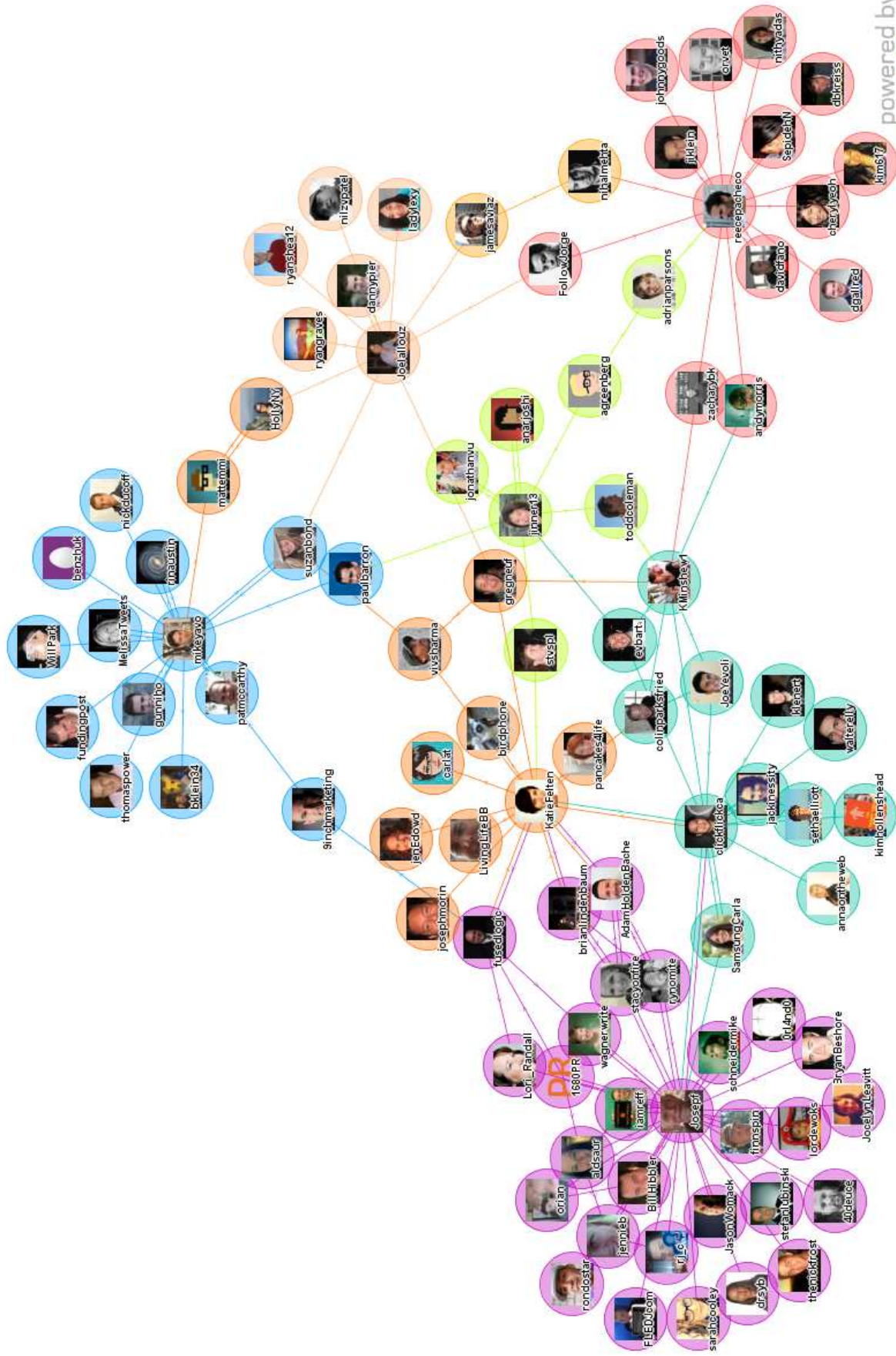
facebook Potential Employee I smoke too much pot to care if you judge me for smoking pot, LOL.

I hate how jobs dont hire you if you dont have experience. **Where'd they get there** experience from? A Job right? OH OK!

POTENTIAL_EMPLOYEE

TIP: Make sure your privacy settings protect sensitive content so that recruiters see only the public information you want them to see. When in doubt, leave it out.





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How can you build your Network?

Professors/Instructors

Guest Speakers in class or on-campus

People you work with

LinkedIn – Follow the CPA Firms/Organizations you are interested in

Memberships in area specific or general organizations

- Winnipeg , Manitoba or Aboriginal Chamber of Commerce
- ICTAM
- Life Science Association of Manitoba
- Young Professionals Toastmasters

Who is currently in your network?

Family and Friends

Direct – people who you know and know you

Will return your phone call or email

Acquaintances -People who you have met quickly

Will return your call or email with additional background information

Other Acquaintances – old friends

Connected through social media but do not communicate with regularly

RESEARCH for a Networking Event

Review the organizations that are attending

What is the difference between a firm and an organization?

What type of positions are they hiring for?

Prepare a list of questions you want to ask each organization

What type of mentorship do you provide?

What projects can I be expected to work on?

Topics you can discuss to engage the other person

The Jets/The Bombers

Upcoming Concerts

Winter (yes, I know it's Winnipeg)

Wherever you volunteer

Extracurricular activity

What you like about their organization

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To do BEFORE Networking Events

Get a haircut if you haven't had one in a while.

Trim or file your nails – you'll be shaking hands all day!

Make sure your clothes are clean and pressed, and lay out or hang up your outfit the night before.

Plan your route, allowing for extra time in case of traffic or public transit delays. Print a map or save the directions on your smartphone.

Print or write down which organizations you want to talk to, and tuck them inside a notebook with a pen.

To do BEFORE Networking Events

Practice your introduction. You should be able to say who you are, what school you're from, what program and year you're in, and what kind of CPA training opportunity you're looking for all in one – two sentences.

Prepare what your transferable skills are:

Leadership

Teamwork

Communication

Interpersonal

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To do BEFORE Networking Events

Eat a healthy dinner and drink plenty of water so you're refreshed and hydrated.

Go to bed early.

Prepare your outfit the day before.

Remember to pack your business cards.

Tips - Dress

Dress to impress - suits, blazers, dress pants, skirts or dresses

Most people tend to wear darker clothing, if you have coloured professional clothing it will enhance your ability to visually stand out

also will make you more memorable to the people you are taking to

If you do not have coloured professional clothing, use accessories to enhance your wardrobe

statement necklace, vibrant tie or socks, etc.

Do not wear strong smelling deodorant, moisturizer, cologne or perfume

Make an effort to get to know the individual you are talking with

How do you Network?

Phone on vibrate or silent

Mentally prepare to ask your questions and talk about yourself

If you are right or left handed, hold your beverage in the other hand so that your shaking hand is not wet, cold or clammy

While in conversation, ask for a business card from the person you are talking to and give them one of yours

If available, pick up information about the firms

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How do you Network?

Do NOT ask about Salary

Stay in contact with people that you meet online and in person! (Follow up the event with a LinkedIn Request)

Work at making a valid connection

Share information

Networking is not what others can do for you, but what you can do for them –
ie. giving

Personal touch and contact

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During the event

Do NOT ask about Salary

Stay in contact with people that you meet online and in person! (Follow up the event with a LinkedIn Request)

Work at making a valid connection

Share information

Networking is not what others can do for you, but what you can do for them –
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Tips – After the event

Send a short, personalized email to every person that you met at the event within 24 hours

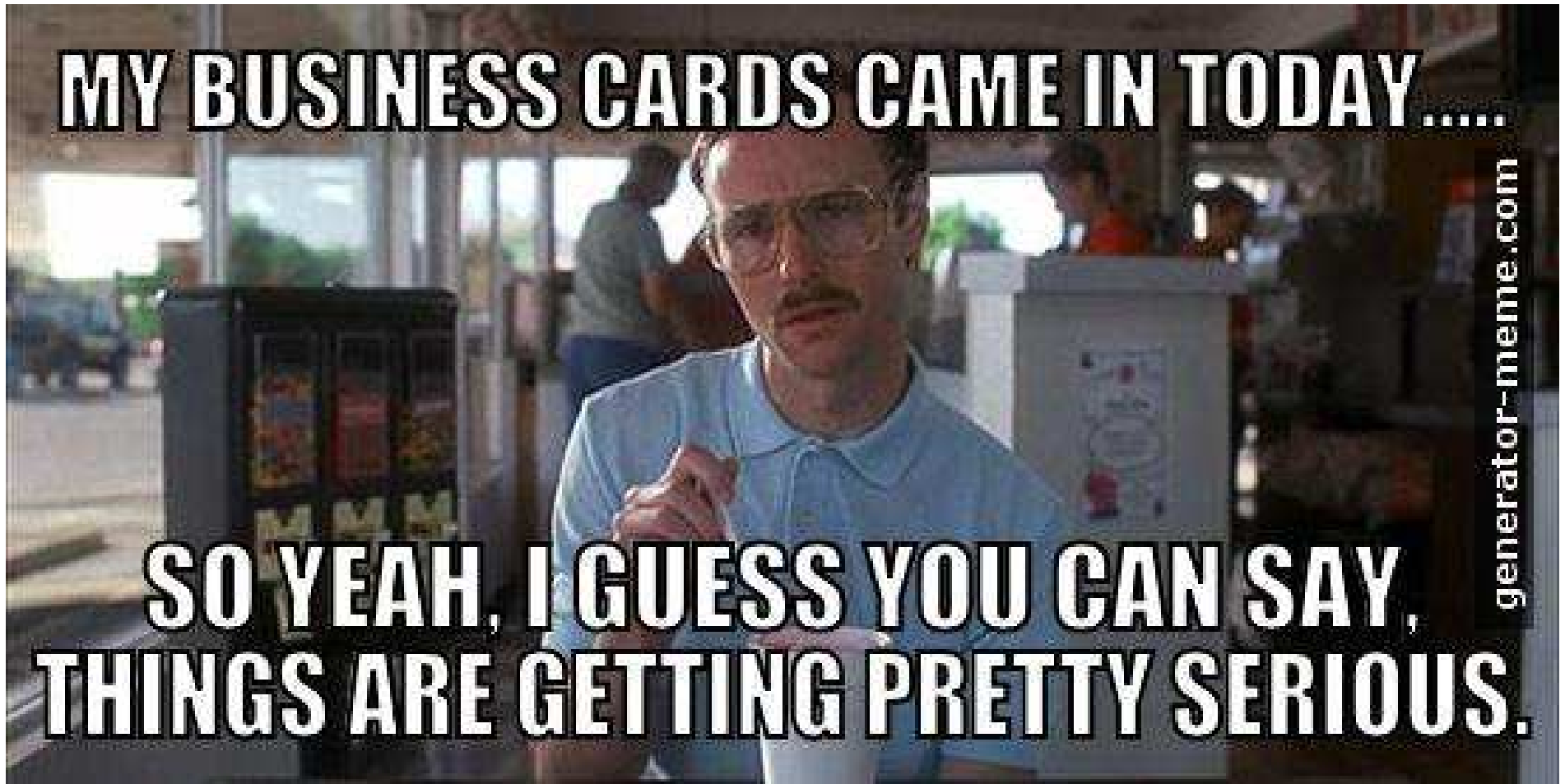
EXAMPLE:

It was a pleasure to meet you at the CPA Wine & Cheese event last night. I enjoyed learning more about/discussing XYZ from/with you and look forward to submitting my application.

Work on your CACEE Summary Form

insert the people you talked with at the event

GET BUSINESS CARDS



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The Handshake - Technique

Employ a one-handed shake. Throwing both hands into the mix is overly intimate.

Make sure your fingers are together and that your palm connects with the other person's palm squarely.

Make sure the skin between your index finger and thumb connect with the same area on the other person

Don't grab the other person's wrist, or their fingertips.

Don't shake anyone's hand without standing up. Ever. If you can't be bothered to stand, you don't need to shake hands.

With that in mind, don't refuse to shake someone's hand when they're sitting.

The Handshake - Delivery

A firm grasp indicates confidence. A crushing squeeze is uncomfortable.

Much like the real thing, no one wants to touch a “dead fish” handshake.

Eye contact is a must. A polite smile is almost always appropriate (trust your instincts).

A handshake is a gesture, not an event. Whether it's offered in greeting, farewell or accord, keep a handshake brief.

If you start forming detailed thoughts about how the other person's hand feels, it's gone on too long.

**Rarely does networking with friends work!
Because your goal is to stand out from the crowd, including your friends, working the room in pairs or groups usually means one person benefits while the other(s) will not.
You are your own person and should pick a firm that is right for you, not your friend**