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NEXT STEP

The right way to network

The term "networking" is probably one of the most clichéd and misused terms in 21st century corporate culture. We have so many networking events going on around us that it gets confusing what it really is and how we should approach it. Keep reading to find out what networking entails in a professional context and how to make the most out of it.



ILLUSTRATION: AMIYA HALDER

1. Know the right people

Networking is all about knowing the right people and staying connected to them. There are two crucial ideas here: "the right people" and "staying connected". The concept of right people will always vary from person to person. Right people do not necessarily have to be from one's own profession or area of expertise. As a matter of fact, having connections whose possess diverse skills and experiences is always better than having a homogeneous network.

However, it is important to filter people by their inherent nature before considering them as part of the network. People who can have a positive impact on one's outlook towards life and work should always be the priority.

2. Balance contact frequency

This focuses on the "staying connected" part. How often should you buzz someone to ensure that the connection is still active without getting on their nerves? While there is no direct answer to such a delicate scenario, in my opinion, relevance is more

important than a fixed frequency. So always have something to offer when you knock. This "something" can be a piece of information that might be relevant to that person or simply a link to an event or any update about a mutual acquaintance. The idea is to not appear that you contact him/her only when you need something. However, it is also important to stay in touch every once in a while even if you do not have a solid reason because once the trail gets cold, it is really hard to work back to the previous level of understanding.

3. Be genuine

We often try to fake our behaviour and actions in order to blend in with the crowd we aspire to be a part of. This turns out to be problematic in the long run since no one can keep up a ruse forever. So it is important to be your original self even if there is a slight mismatch with the general crowd. In this case, the objective should be to alter particular behaviours of ourselves if we feel the need to. It is always best to become a better version of yourself than to pretend to be someone you are not.

4. Choose events wisely

As I said in the beginning, there are so many networking events going around that it is necessary to prioritise as per one's need. Choosing which event to go to should be based on exactly what you want to get out of that event. Just meeting new people and then later adding them on Facebook or LinkedIn is a waste of time and energy. Rather, the target should be to showcase yourself in the event somehow so that people take notice. Choosing events where your skills or experience is relevant and where you can add some form of value is the most beneficial. In this way, the new people you meet will remember you positively and it will be easier to communicate with them later on.

5. Try to enjoy networking

Last but not the least, try to enjoy the concept of getting to meet new people. If you are doing it only thinking about the gains, people will soon pick up on this and start avoiding you. No one likes an opportunist. Genuinely offer to help people. Once people

sense your sincerity, they will start to reciprocate and the benefits of networking will come automatically.

I will end with a firsthand story of how smart networking literally opens doors. A person I know recently landed a mid-level job at a top MNC with far less experience than what was asked for. This happened simply because the CV of this person reached the hands of the hiring manager from internal channels. The recruiter really liked his profile and wanted to meet him at least for an interview. The candidate aced the interview and landed the job. Now this would not have been possible without the magic of networking because in the regular process his CV would have been filtered out at early on for a lack of experience. So if done right, networking can do wonders.

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THE BOSSMAN

BY E. RAZA RONNY



YEARS LATER



IUB Alumni Job Fair 2017 held



Rashed Chowdhury, Chairman, Board of Trustees of IUB, along with Professor M. Omar Rahman, Vice Chancellor, IUB, inaugurated the day-long IUB Alumni Job Fair 2017 on May 23 at the university's campus in Bashundhara.

The Office of the Career Guidance and Placement of Independent University, Bangladesh (IUB) organised the day-long Alumni Job Fair 2017 on May 23 for students and graduates at the university campus in Bashundhara. It was the first-ever of its kind in that all participating organisations were

owned, managed and directed exclusively by IUB Alumni.

The main objectives of organising and implementing this Job Fair were two-fold: first, to create ample opportunities for students and graduates to know about various organisations in Bangladesh that are owned by IUB alumni; and

second, the participating companies and organisations also get plenty of scopes in selecting very resourceful and promising professionals.

A total number of 34 companies and organisations took part in the Job Fair. They collected CVs and offered jobs to IUB graduates.

Bit Makers launches FirstJob-bd.com

Bit Makers Limited, an IT-based company in Bangladesh, launched their new service FirstJob-bd.com, an online job portal dedicated to fresh graduates and entry-level

jobs.

Anyone can create their own CV using the versatile collection of different internationally recognised formats. There is also a

unique CV filtering option for the employers.

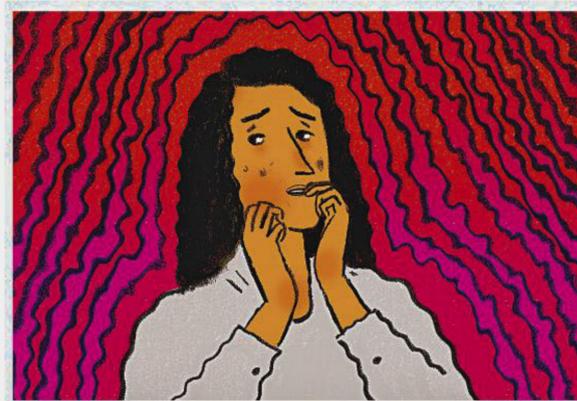
Choose your desired job from the large selection of posts and start your career today!



A seminar on Employability in the Age of the Fourth Industrial Revolution: Role of Innovative, Creative, and Entrepreneurial (ICE) Thinking was organised by Dhaka University Innovation and Entrepreneurship Lab on May 6 at the Faculty of Business Studies.

Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.



How worrying can be healthy

The negative health effects of worrying are endless. Chronic worrying means stress hormones are circulating in your blood stream for a prolonged period of time. Nutrition and women's health writer Theresa Francis-Cheung says high levels of these chemicals in the long run can begin to have a toxic effect of the glands, nervous system, and the heart, meaning an increased risk of heart attacks, strokes and stomach ulcers.

However, a recent paper in the journal *Social & Personality Psychology Compass* is claiming otherwise. "A review of the effects of worry revealed that worry is associated with recovery from traumatic events, adaptive preparation and planning, recovery from depression, and uptake of health-promoting behaviours," writes the researcher behind the breakthrough, Kate Sweeney, an associate professor of psychology at the University of California. But as you might have already guessed,

the claim comes with a catch.

Sweeney says worry is good for alerting us to the fact that there's something we need to be paying attention and maybe do something about: "From an evolutionary perspective, psychology folks might say that we develop these patterns of negative emotions, including worry, because they're useful."

Other research has revealed that Americans who worried about skin cancer were likelier to apply sunscreen, and those who worried about breast cancer were likelier to get regular mammograms. So worrying might just be your brain telling you to take action. As long as you are heeding these signals and taking an active approach to worries, the benefits are plentiful. For example, when it comes to waiting, worriers are more productive than others. If you're waiting for some medical test results or an offer letter from that big MNC, worrying can prompt you to make contingency

plans instead of doing nothing.

Sweeney's research is certainly not telling people to cultivate the worrywart in them or to dismiss severe anxiety issues they or their loved ones might be facing. In fact, her research says that saying 'Hey don't worry,' or 'Stop worrying,' is extremely harmful as it isolates the other person. "It's really harmful to feel that sense of not only am I suffering, but I'm suffering in the wrong way," she adds.

Worrying isn't the same as dwelling on the past. Instead it's an opportunity to look ahead and make the best out of your situation. Perhaps now you will practice your speech ahead of the big day and refurbish your CV even if you have applied for the dream job.

AMIYA HALDER

The writer is in-charge of the career publication of The Daily Star.