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The University of Manchester
Alliance Manchester Business School

Networking for Academic Success

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Excel *and* network

What your personal professional network can do and why women should do more of it!

If nothing else.... long-term emotional support mechanism 😊

Makes you an attractive employee / collaborator

Helps build your reputation

Support (future) projects

Leads to more co-authorship = *co-operation*

Creates opportunities and supports external engagement

Networking is not easy

“Networking” =>

- Buzzword with a punch or the joys of walking in a room full of strangers

Unwanted outcomes and managing expectations:

- Personal vs professional: separate, overlapping, complementary
- The *who*, but also the *how*, *when*, *why* (strong/weak nodes)

A question of balance:

- Internal and external networking
- What you do for others vs what you do for yourself

When networking is forced / fake, is it still good?

- Depends on who you are
- Conscious vs incidental networking (Not about selling yourself nor being insincere)

The high maintenance effect

- It takes time
- It is fragile

Building Resilience

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Thank you.