



***Best practices for networking
efficiently with***





Dear students,

You are now part of ESSCA Alumni, a century-old network which includes more than 15 000 graduates.

Because « networking » is a state of mind !

It's being aware of the strength of the network and the power of its links. It's knowing that one can find answers to their questions within the network, as well as commercial contacts, advice, an address, a good deal, a place of refuge.

However, a network only functions with reciprocity, so: « give what you receive » !

This document will reveal the best practices for you to « make use » of this network efficiently and in a sustainable manner. Pleasant reading ! « **ESSCA is for life!** »

Stanislas de Gastines

President (Class of 95)

SOME ADVICE FOR HOW TO ACT

1) Know yourself

Your history, your culture, your values, your strong points, your skills...to be yourself and contribute to the value of your networks.

Be conscious of your passions, your convictions, your professional and personal goals...

To network based on your areas of interest.

2) Be humble

Be humble but not modest. Be ambitious even, for yourself and others, to go further and faster together, to reach your objectives with and thanks to the members of your networks.

3) Know how to present yourself

Orally in 15 words, in writing, with your business card, your email signature, your body language and your clothes...in order to have an authentic, positive and constructive impact on your network contacts.

4) Be responsible

Commit, honour your commitments, participate and contribute to the activities of your networks so that your contacts appreciate your cooperation and your contributions, express yourself and make useful interventions...

5) Be curious

Approach people you know and don't know, events that happen to you, cultures and opportunities with an open mind...in order to learn and progress.

6) Know how to listen

Be very attentive to what other people say and do, establish respectful short, medium, and long-term exchanges to enrich yourself thanks to the ideas and experiences of others.

7) Be determined

Clearly identify your objectives: career, leisure, hobbies, surroundings...it's up to you to decide. Not having a strategy = complete waste of time;

8) Be reactive and proactive

React/respond when others communicate with you, be proactive to strengthen your links and share your knowledge, take initiatives by involving your network, be a source of proposals...

9) Be patient

Rome wasn't built in a day. Your results will start to show after months in the best-case scenario.

10) Be generous and caring

Give as much as you receive. Do not be obsessed with the short term. Know how to give selflessly, know how to receive when asking for help, learn how to recognise when you're receiving help and thank the person who's giving it to you. Caring speaks volumes, it does good and it's useful.

11) Be original

Use any means at your disposal to treat those who care about you/help you. An invitation to a restaurant, a ticket to Roland-Garros, a pertinent article..

12) Be happy

Your smile speaks volumes. Have fun. Pleasure is an extraordinary driving force. Know how to express your emotions and use humour...to be kind and create constructive friendliness.



WHEN CONTACT HAS BEEN MADE

- 1) Request access to the documents published by the company: do specific research (Private Equity, raw material and commodity rates, oil, petrol and gold rates...).
- 2) Ask for information and tips for the recruitment process, especially from young graduate who have just gone through it..
- 3) When you receive replies, if the graduate shows a strong interest, CONTINUE BEING REACTIVE.
- 4) Favour « direct » contact in person or over the phone.



- **Read your e-mail twice before sending it**
- **Be nice and polite**
- **Watch out for spelling mistakes**
- **Thank the graduates who responded**
- **Keep them informed, even very briefly, about the results of your efforts.**

WHEN YOU HAVE A WORK INTERVIEW

- 1) To be well prepared for your interview, target the most pertinent graduates (occupation, age, sector) working in the company or the business unit that you're applying to.
- 2) Widen your targeting to ESSCA graduates who are working in the same sector but not the targeted company.
- 3) Start by doing as much research as you can on your own (société.com, economics news sites, etc.)
- 3) Then ask for advice and information from the most pertinent ESSCA graduates:
 - Information regarding the company itself.
 - The strengths and weaknesses,
 - What you should bear in mind for your interview.

- **Reciprocate: you received, so now it's your turn to give back !**
You sought sponsors as a student, make yourself known as a potential participant in your domain: contribute to the network!
- **Take part in get-togethers: be a main player in your network.**
One simple discussion can make you known and/or multiply your acquaintances.

THE MISTAKES WHICH SHOULD BE AVOIDED AT ALL COST



1) In e-mails

- Never send group emails, especially not with other contacts' addresses visible
- Never add anyone in a « copy »
- Don't send from your hotmail or Gmail address
- Only use your @essca.eu e-mail address.
- Don't make any spelling, grammar or syntax mistakes (no matter what language it's in)
- Don't send emails which are too long and/or contain 10 000 questions. Take it step by step.
- Never mix up « reply », « reply to all », and « forward », especially if the content is inappropriate (jokes, slang, etc.)
- Never make a mistake on your correspondent's name, company, their line of business, attached documents (CV and motivation letter), otherwise your email will go straight into the bin.

2) The tone used and your attitude

- Don't be too formal...but don't be too informal either.

Therefore, you can't say « times are hard » or « feel free to... »

- Don't be over-confident or arrogant.

Most of the time, you don't know much compared to the graduates who you are getting in touch with.

- Don't be nonchalant or disrespectful.

If you arrange an appointment or a telephone call with graduates, don't forget about it. You can't treat graduates like a « Kleenex tissue » that you use and then throw away. Otherwise, they will remember later on. This is also true for any professional relationship..

- Don't be casual

If you enter a recruitment process with a graduate, you must be as professional as possible and surely no less than with others ! This also applies for the Student Forum.

3) Your request

- Don't be unrealistic.

If you have done a one-month internship in a sports shop, it might be difficult to go straight into a trading room in New York !

- Don't expect a job or an internship to be handed to you on a silver platter !

The Alumni are only here to guide you, give you the right contacts and leave doors ajar. It's up to you to push the doors open and show that you're the right candidate.

- Don't think of your ESSCA membership as a magic door-opener

No graduate will give you a job in their team just because you're a student at ESSCA. You have to actually be the best candidate !

The graduates are happy to lend each other a hand but when the time comes to choose someone for their own team, you're truly competing with the other candidates.

- Don't brandish your ESSCA membership like a banner !

When you ask for something, don't refer to « the ESSCA spirit » to justify your request. Just say that you're a student at ESSCA.

4) When you comment or post on social media

- Always remember that nothing gets forgotten...especially on social media !

Never involve ESSCA alumni in your comments unless they have authorised it, especially when giving negative opinions. Careers are long and it would be a shame to lose opportunities because of an over-reaction from ten years ago.

- Never criticize the institution in public !

Nobody is safe from making mistakes or creating a « bad buzz », and your crusade - as righteous as it may seem to you at the time - will appear rather childish a couple of years later, not to mention the effect of airing one's dirty laundry in public.

Keep your comments measured. By implicating the institution, your opprobrium reflects on the entire community and sullies your own diploma...

Don't shoot yourself in the foot, so to speak...



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***Any questions, remarks,
or suggestions?***

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