

Introduction: Mastering Professional Networking in the Corporate World

Learning Objectives: By the end of this training, professionals will be able to implement these four effective networking strategies and techniques in their networking routines.

Outline:

- Starts out Office Location - Video Introduction to Mastering Professional Networking in the Corporate World
- John's Office
- Email from Jeremy (*networking opportunities*)
- What should I do?
- Email bombardment
- Knock on the Door
- Visit from Sarah
- John shares what he's going through
- Sarah offers him help (*explain networking*)
- **Understand Importance of Networking**
- **Build Your Network**
- **Establish Effective Networking Techniques**
- **Leverage Social Media**
- Begin networking with confidence
- Overview

Directions:

- Please ensure that you have "Track Changes" on the storyboard.
- Please focus on the accuracy and completeness of content during this review cycle.
- There is also a comments section for each slide, please feel free to provide your input within.

Characters: Sarah Smiles and John Candy

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1. Office Location Introduction			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
An office location appears with cars driving by.	Optimistic background music plays in the background.	The scene starts to zoom in towards the doors.	
The title, “Mastering Professional Networking in the Corporate World” pops up.	Mastering Professional Networking in the Corporate World.		

2. John’s Office			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Background is an office scene. An employee in a green sweater is at his desk starting to check emails. His name plate is on front showing her name as “John Candy.” He is looking at his black laptop and keyboard. A single pen is on his desk. File cabinet in the back.	Narrator: This is John Candy, an administrative professional working at the company, just starting his day. Sound of a computer starting. John starts to click with the mouse and type on the keyboard keys to log in.	Blinds transition into this slide. John starts off looking happy.	

3. Email from Jeremy			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Email notification shows up to the left, picture of Jeremy, content of the email, “John,	Email notification sound pings. John,	Email icon pops onto the screen. Email from Jeremy and his picture pops up.	

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<p>I hope this email finds you well.</p> <p>I wanted to quickly reach out and share some exciting upcoming networking opportunities with you. We have a couple of industry events and networking meetups scheduled in the coming weeks that I believe could be incredibly beneficial for expanding our professional networks and exploring new opportunities.</p> <p>Best Regards, Jeremy”</p>	<p>I hope this email finds you well.</p> <p>I wanted to quickly reach out and share some exciting upcoming networking opportunities with you. We have a couple of industry events and networking meetups scheduled in the coming weeks that I believe could be incredibly beneficial for expanding our professional networks and exploring new opportunities.</p> <p>Best Regards, Jeremy</p>	<p>John’s expression changes to a neutral as he reads the email with a click in analyzing what Jeremy wrote.</p>	
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4. What should I do?			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>John is at his desk and puts his head on his hand.</p>	<p>Narrator: John is overwhelmed from the challenge of aspiring to take on greater leadership responsibilities.</p> <p>John: What do I do first?</p>	<p>A zoom in occurs as John holds his hand to his head.</p>	

5. Email Bombardment			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Several emails appear on the left of the slide, 4 of the senders with their photos.	<p>A couple email pings start on this slide.</p> <p>Alex: John, did you see my calendar invitation?</p> <p>Tom: John, can you try to meet with us again?</p> <p>Malik: John, can you help me?</p> <p>Emily: John, there is a conference next week.</p>	<p>Several email icons pop onto the screen.</p> <p>John's expression turns to shock.</p>	

6. Knock on the door			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
John is at his desk and looks grimly at his laptop.	<p>Someone knocks on the door.</p> <p>John: Come in!</p>	John's expression turns grim.	

7. Sarah arrives			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Sarah comes in and stands next to John's desk.	<p>Narrator: Sarah Smiles, John's manager, drops by to check in on him.</p>	John's expression remains grim.	

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	Sarah: Hey John. Are you okay?		
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8. John shares what he's going through

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Sarah listens to John's story.	John: Hey Sarah. I always get feedback about how I should work on networking! I just don't know where to begin.	John's expression shows he is stressed.	

9. Sarah offers her help

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Sarah looks optimistic after hearing what John shared.	<p>Sarah: Sounds like you need some help with networking. Are you open to some suggestions?</p> <p>John: I would appreciate any advice or suggestions you can provide.</p>	<p>Sarah's expression shows happiness.</p> <p>John's expression is neutral.</p>	

10. Understand Importance of Networking

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Scene changes to a different location in the office.	Sarah: Understand Importance of Networking	<p>Circular reveal to this slide.</p> <p>Sarah gestures to the left presenting the tip.</p>	

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<p>Header on the top announcing the tip, “Understand Importance of Networking”</p> <p>Blurb: “Networking is crucial for career growth. It opens doors to new opportunities, allows you to gain insights into industry trends, and fosters collaborations that can lead to innovative projects.”</p> <p>Sarah is on the right side of the screen.</p>	<p>Networking is crucial for career growth. It opens doors to new opportunities, allows you to gain insights into industry trends, and fosters collaborations that can lead to innovative projects.</p> <p>Background music starts.</p>		
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11. Understand Importance of Networking			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>John appears on the left side of the screen listening.</p> <p>You can start by attending industry events, joining professional organizations, and connecting with professionals online.</p> <p>Erika is on the right side of the screen.</p>	<p>Sarah: You can start by attending industry events, joining professional organizations, and connecting with professionals online.</p>	<p>Slide fades in.</p> <p>Words on the screen enter via the typing animation.</p> <p>Icons have an instant effect.</p> <p>While Sarah is talking, she is presenting and moving with her arms.</p> <p>John nods in accordance with what Sarah says.</p>	

12. Building Your Network			
Visuels/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>Scene changes to the same location in Slide 10.</p> <p>Header on the top announcing the tip, “Build Your Network”</p> <p>Blurb: “Building your network is essential for gaining support from peers, accessing new opportunities, and staying updated on industry trends.”</p> <p>Sarah is on the right side of the screen.</p>	<p>Sarah: Build Your Network</p> <p>Building your network is essential for gaining support from peers, accessing new opportunities, and staying updated on industry trends.</p>	<p>Circular reveal to this slide.</p> <p>Sarah gestures to the left presenting the tip.</p>	

13. Building Your Network			
Visuels/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>Scene returns to John’s office.</p> <p>Sarah is still next to John’s desk.</p>	<p>Set networking goals, schedule regular networking activities, and follow up with new connections to maintain relationships.</p>	<p>Calendar starts slowly filling up with meetings and networking events.</p> <p>Online profile for LinkedIn is getting pings.</p>	

14. Establish Effective Networking Techniques			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>Scene changes to the same location in Slide 10.</p> <p>Header on the top announcing the tip, “Establish Effective Networking Techniques”</p> <p>Blurb: “Implement effective networking techniques such as initiating conversations, active listening, and expressing genuine interest in others.”</p> <p>Sarah is on the right side of the screen.</p>	<p>Sarah: Establish Effective Networking Techniques</p> <p>Implement effective networking techniques such as initiating conversations, active listening, and expressing genuine interest in others.</p>	<p>Circular reveal to this slide.</p> <p>Sarah gestures to the left presenting the tip.</p>	

20. Establish Effective Networking Techniques			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>John is in the middle of the screen. Circles appear around him showing him initiating conversations, actively listening and expressing interest in others.</p>	<p>Introduce yourself, ask about their interests, and actively listen to their responses. Remember to express genuine interest and enthusiasm. Share your experiences that relate to the conversation. Ask pertinent questions if needed for clarification. Effective</p>	<p>Conversing in person and via email or social networks shows on a split screen.</p>	

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	networking can lead to mentorship, career advice, and collaborative opportunities.		
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20. Leverage Social Media

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>Scene changes to the same location in Slide 10.</p> <p>Header on the top announcing the tip, "Leverage Social Media"</p> <p>Blurb: "Use professional networking tools to optimize your profile, connect with industry peers, and participate in relevant groups."</p> <p>Sarah is on the right side of the screen.</p>	<p>Sarah: Leverage Social Media.</p> <p>Use professional networking tools to optimize your profile, connect with industry peers, and participate in relevant groups.</p>	<p>Circular reveal to this slide.</p> <p>Sarah gestures to the left presenting the tip.</p>	

21. 22. 23. 24. 25. Leverage Social Media

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>Slide 21 and 22 both have Computer screen with messenger on and the email inbox in the next screen</p>	<p>By leveraging social media for networking, you can expand your reach, showcase your expertise, and stay connected</p>	<p>Invitations to network pop on slide 21.</p> <p>Typing on keyboard in Slide 24.</p>	

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<p>Slide 24 switches to John starting to type a networking email.</p> <p>Slide 25 shows scheduling on the calendar for networking events and online gatherings.</p>	<p>with industry trends. You can also take online training courses to upskill and meet other professionals in the same or similar fields.</p>	<p>Slide 25 sparkles transitions in.</p>	
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<p>26. 27. 28. 29. 30. 31. 32. 33. 34. Networking Success</p>			
<p>Visuals/Graphic</p>	<p>Script/Audio</p>	<p>Programming/Animation Notes</p>	<p>Comments</p>
<p>Four boxes appear with the tips that Sarah provided. John is on the left and Sarah is on the right.</p>	<p>Here’s an overview of what we went over.</p> <p>Recognize the significance of networking and start by attending industry events, joining professional organizations, and connecting with professionals online.</p> <p>Set networking goals, schedule regular networking activities, and follow up with new connections to maintain relationships.</p> <p>Practice effective networking techniques such as initiating conversations, active listening,</p>	<p>For each tip, the window will zoom in with the audio.</p>	

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	<p>and expressing genuine interest in others.</p> <p>Use professional networking tools to optimize your profile, connect with industry peers, and participate in relevant groups.</p> <p>By understanding its importance, building a strong network, mastering effective techniques, and leveraging social media, you can unlock new opportunities, gain valuable insights, and foster meaningful connections.</p>		
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35. Ending			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Scene returns to John's office	Sarah: Keep in mind that everyone has unique preferences. Tailor these tips to suit your individual situation and work style. Explore various strategies until you discover the ones that resonate most with you. Remember, adapting and experimenting are key to finding the networking		

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	<p>approach that best suits your needs and goals.</p> <p>John: Thanks for your help, Sarah! I appreciate it. I have a better idea now what to do to professionally network!</p>		
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36. Thank you for watching			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	Background music to exit.	Scene transition to dissolve.	