



Networking &

Resume Writing



McTechy

Learning Objectives

1. Learn the importance of networking in leadership
2. Develop relationship-building skills
3. Develop a competitive resume

Learning Outcome:

1. Students will create a networking strategy
2. Students would learn how to create a competitive resume



Introduction to Networking

Definition: Networking in leadership refers to the intentional process of building and nurturing relationships with individuals who can provide support, advice, resources, and opportunities to help a leader and their organization succeed.

Key Aspects of Networking in Leadership:

1. **Building Relationships** – Establishing genuine connections with peers, mentors, industry experts, and stakeholders.
2. **Mutual Benefit** – Networking is not just about taking; it's about offering value in return, creating a two-way exchange of ideas and support.



Key Aspects of Networking in Leadership

3. **Influence & Collaboration** – Strong networks enhance a leader's ability to influence decisions, drive change, and foster partnerships.

4. **Access to Opportunities** – Networking opens doors to career growth, business deals, and innovative ideas.

5. **Strategic Engagement** – Leaders network with purpose, targeting individuals and groups that align with their goals.



Why Networking is Critical for Leaders:

Knowledge Sharing – Gain insights from diverse perspectives.

Resource Mobilization – Access funding, talent, and expertise.

Reputation Building – Enhances credibility and visibility.

Crisis Support – A strong network provides guidance during challenges.

Long-Term Success – Leaders with robust networks adapt faster and sustain influence.

Effective Networking Strategies for Leaders

1. Attend industry events, conferences, and forums. (Professional Body Event)
2. Engage on professional platforms (LinkedIn, executive groups).
3. Mentor and be mentored—reciprocal relationships matter.
4. Follow up and maintain connections consistently.
5. Be authentic—people trust leaders who are genuine.

“Great leaders don’t just rely on their
skills—they leverage
their networks to amplify impact”

Networking Hint

Networking in Leadership

Networking in leadership is a strategic skill that goes beyond simply collecting contacts—it's about cultivating meaningful relationships that enhance influence, foster collaboration, and drive organizational success. Here's a deeper dive into its types, and best practices:



Types of Leadership Networks

Leaders should cultivate three key networks:

1. **Operational Network (Internal)**: Peers, teams, and cross-functional partners to execute daily tasks.
2. **Strategic Network (External)**: Industry leaders, mentors, and stakeholders who provide long-term vision.
3. **Developmental Network (Personal Growth)**: Coaches, diverse thinkers, and rising talent who challenge and inspire.

How Leaders Network Effectively

1. Be Intentional (Not Transactional)

Focus on shared goals rather than just personal gain.

Example: A CEO connects with a startup founder to explore synergies, not just sales.

2. Give Before You Ask

Offer mentorship, introductions, or resources without immediate expectation.

Example: Sharing a contact's research with your network boosts their visibility.

3. Leverage Weak Ties

Casual connections (e.g., alumni, conference attendees) often provide unexpected opportunities.

4. Diversify Your Network

Include people from different industries, backgrounds, and career stages to avoid "echo chambers."

5. Stay Engaged

Regularly check in (e.g., congratulate on promotions, share relevant articles).

Common Networking Pitfalls for Leaders

1. **Over-relying on Hierarchy** – Ignoring junior employees or frontline workers misses valuable insights.
2. **Being Inauthentic** – People sense when relationships are purely transactional.
3. **Neglecting Follow-Up** – Failing to nurture connections wastes potential.

Tools for Leadership Networking

LinkedIn: Share thought leadership and engage with industry content.

Mastermind Groups: Peer advisory circles for problem-solving.

Board Memberships: Expand influence while contributing expertise.

Real-World Examples



Business & Entrepreneurship

Aliko Dangote (Nigeria) – Africa's Richest Man

Networking Strategy: Built alliances with governments, banks, and global investors to expand Dangote Group across Africa.

Impact: Used political and financial connections to secure funding for the Dangote Refinery (Africa's largest).

Real-World Examples

Ngozi Okonjo-Iweala (Nigeria) –
WTO Director-General

Networking Power: Used her World Bank and Nigerian finance ministry connections to rally global support for her WTO bid.

Key Move: Engaged African heads of state (e.g., Rwanda's Kagame, Ethiopia's Abiy) to back her candidacy.



Real-World Examples



Tech & Innovation

Iyinoluwa Aboyeji (Nigeria) – Flutterwave & Andela Co-founder
Network-Driven Growth: Connected with Silicon Valley investors (e.g., Y Combinator) to scale Flutterwave into a \$3B+ fintech giant.

Key Move: Leveraged Andela's network to attract early Flutterwave clients.

Real-World Examples



Social Impact & Advocacy

Tony Elumelu (Nigeria) – Tony Elumelu Foundation

Entrepreneurial Networking:
Created the TEF program,
connecting thousands of African
startups with mentors and investors.

Key Move: Partnered with UNDP
and global banks to fund young
entrepreneurs.

Real-World Examples

Amina J. Mohammed (Nigeria)
– UN Deputy Secretary-General

Grassroots to Global: Used her Nigerian environmental advocacy network to influence UN sustainability policies.



Final Thoughts

- Leadership networking isn't about who you know—it's about how you engage. The best leaders treat networking as a continuous practice of giving, learning, and growing alongside others.
- In West Africa, networking isn't optional—it's survival. The most successful leaders blend modern strategies with cultural intelligence.
- "You are the average of the five people you spend the most time with." — Jim Rohn
- "In Africa, we don't eat alone. Your success is tied to the community you build." — Tony Elumelu
- "People do business with people they know, like, and trust." — Bob Burg

WRITING A COMPETITIVE CV/ RESUME: THE STRATEGY

Definition of a CV

A CV (Curriculum Vitae) is a detailed, multi-page document that provides a comprehensive overview of your academic and professional background. It includes your full work history, education, publications, research, awards, certifications, and other achievements. CVs are primarily used for academic, scientific, medical, or international job applications and are often static (not tailored for each role).

UNDERSTANDING CV/RESUME

Definition of a Resume

A resume is a concise, 1–2 page document that highlights your most relevant skills, work experience, and accomplishments tailored to a specific job application. Resumes focus on brevity and impact, emphasizing quantifiable achievements and job-specific keywords. They are the standard for corporate, private-sector.

Key Difference:

CV = Complete career chronicle (used globally for academia/research).

Resume = Targeted career snapshot (used for industry jobs)

STRATEGIES FOR A COMPETITIVE RESUME

1 Prioritize a Clean, Professional Format
1-page max (no exceptions for freshers).

Fonts: Use Arial, Calibri, or Times New Roman (10–12pt).

Sections: Bold headings, bullet points, consistent spacing.

File Format: Save as PDF (to avoid formatting errors).

2 Start with a Strong "Education" Section
Place this at the top (since you lack experience).

Include:

Degree (e.g., BSc Computer Science).

University + graduation year (or expected year).

Relevant coursework (e.g., Data Structures, Financial Accounting).

Academic honors (e.g., First Class, Dean's List).

Example:

BSc Economics

University of Lagos | 2023

Relevant Courses: Econometrics, Development Economics

GPA: 4.5/5.0 (Top 10% of class)

STRATEGIES FOR A COMPETITIVE RESUME

3 Highlight Internships, Projects & Volunteering Replace traditional "Work Experience" with:

Internships: Even unpaid/short-term roles count.

Academic Projects: Thesis, group projects, case studies.

Volunteering: Leadership roles in clubs/NGOs.

Example:

Marketing Intern | ABC Company (Summer 2024)

Assisted in social media campaigns, growing followers by 30%.

Analyzed competitor data using Excel, improving ad targeting.

Final Year Project: "Impact of Fintech on Nigerian SMEs"

4 Emphasize Transferable Skills Use a "Skills" section to showcase:

- Technical Skills: Python, Excel, SPSS, Adobe Photoshop.
- Soft Skills: Communication, teamwork, problem-solving.
- Certifications: Online courses (e.g., Google Analytics, Coursera SQL).

Tip: Mirror keywords from the job description (e.g., if the role needs "data analysis," list Excel/Python).

STRATEGIES FOR A COMPETITIVE RESUME

5 Add a "Projects" or "Achievements" Section Show initiative with:

Hackathons/competitions (e.g., 1st Place, MTN App Challenge).

Freelance work (e.g., Designed logos for 3 startups).

Extracurriculars: Student government, debate club.

Example:

Achievements:

Led a team of 5 to win 2024 National Business Case Competition.

Organized a campus charity drive raising ₦500k for orphans.

6 Write a Punchy "Career Objective" (Optional) 2–3 lines summarizing your goals and value.

Avoid clichés like "hardworking team player."

Example:

"Recent Economics graduate with hands-on internship experience in data analysis and market research. Seeking to leverage Excel and Python skills to drive insights at XYZ Corp."

STRATEGIES FOR A COMPETITIVE RESUME

7 Optimize for ATS (Applicant Tracking Systems)

Use standard headings (e.g., "Education," "Skills").

Avoid graphics/tables (they confuse ATS).

Include keywords from the job ad (e.g., "financial modeling," "SEO").

8 Proofread & Get Feedback

Tools: Grammarly, Hemingway Editor.

Human review: Ask mentors or career services.

Conclusion

Landing your dream job requires both a strong resume and a powerful network. While submitting polished applications is essential, 70% of jobs are never publicly advertised—they're filled through referrals and connections. Here's how to strike the right balance:

1. Job Applications Get You in the Game

A well-crafted resume/CV ensures you meet the baseline requirements.

Tailored applications help you pass ATS screenings and interviews.

2. Networking Opens the Door

Hidden Opportunities: Many roles are filled through employee referrals.

Trust Factor: Employers hire people they know or who come recommended.

Long-Term Growth: Relationships built today can lead to opportunities years later.

Conclusion

The Winning Formula

1. Spend 70% of your time applying (optimized resumes, LinkedIn job searches).
2. Dedicate 30% to networking (informational interviews, industry events, LinkedIn engagement).

Food for Thought:

"Your skills get you the interview, but your network gets you the job." Keep building both—apply diligently, but never underestimate the power of a genuine connection.

