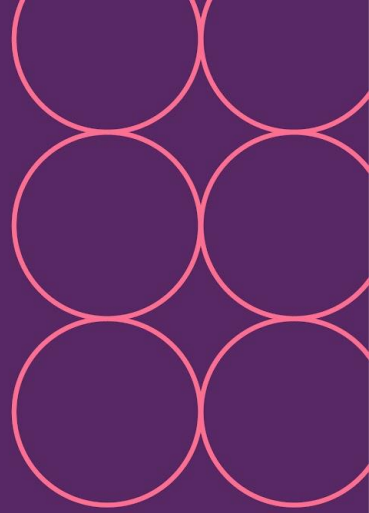


CAREER



BOOT CAMP

*NETWORKING WITH PURPOSE*

SESSION 3



2026

# INSTRUCTIONS

- All attendee microphones and cameras are deactivated. The chat is disabled for attendees, but we will use it to send resources.
- Please use the Q&A button to ask your questions. Vote for a question you like by pressing the Thumbs Up button.
- This session will be given in English only. The French session is given simultaneously. To join the French session instead, exit this page, go to Sessions, and click the French equivalent.
- All the sessions are being recorded and will be available on the FYN-RJFF YouTube channel in the 24 hours following the session.

# REMINDER

- This session includes discussion topics, vocabulary, and scenarios that some learners may find distressing.
- Please feel free to take breaks as needed. If you need support, remember that your organization's Employee Assistance Program is available **24/7**.

**ADDITIONAL RESOURCES CAN BE FOUND ON OUR WIKI PAGE**



# VALERIE GIDEON

(SHE/HER)

- Dr. Valerie Gideon is a member of the Mi'kmaq Nation of Gesgapegiag, Québec and a proud mother of 2 young girls.
- She became Deputy Minister of Crown-Indigenous Relations and Northern Affairs Canada on November 25, 2023, and kept her position as President of the Federal Economic Development Agency for Northern Ontario.
- Earlier in her career, her experience consisted mainly of working in First Nations health advocacy as Senior Director of Health and Social Development at the Assembly of First Nations and Director of the First Nations Centre at the National Aboriginal Health Organization.



# LEARNING OBJECTIVES

Recognize the value of intentional networking for career development within and beyond the public service

Apply strategies to initiate and maintain professional connections

Build confidence in approaching new contacts with purpose and professionalism

Leverage LinkedIn and other tools to expand their network and uncover career opportunities

# JOSE JIMENEZ

(HE/HIM)



- Jose Jimenez works at the Canadian Digital Service (CDS), where he uses marketing and relationship-building to support digital transformation and help public-service teams turn ideas into services that work better for people. His work has focused on helping digital products reach teams across government—clarifying value, enabling adoption, and empowering departments to deliver digital services with greater confidence.
- Outside of work, Jose volunteers at Toronto Pearson International Airport, supporting visitors and newcomers as they navigate busy, unfamiliar travel environments, and serves as a National Ambassador for Big Brothers Big Sisters of Canada. Across all of his work, he shows up with empathy, care, and a listening ear.

# YUAN (LINDA) ZHOU (SHE/HER)



- Linda is a programs economist at Agriculture and Agri-Food Canada. She also serves as Chair at Future Leaders Network of Manitoba where she leads the team to engage federal public servants based in Manitoba and to support their professional development through various learning and networking opportunities.
- Linda holds MSc. in Agribusiness and Agricultural Economics from University of Manitoba. She has also studied Sustainable Development at the Centre for Environment and Development Studies (Uppsala, Sweden) and Program Evaluation at Carleton University.
- Linda is a green runner and completed two Ironman races.



# LUCY ELLIS

(SHE/HER)



- Lucy is a Senior Speechwriter at the Privy Council Office.
- She has a decade of experience in public service communications, spanning digital communications, strategic communications, speechwriting, and corporate communications. She has also acted as Manager for PCO's Corporate and Clerk's Communications team, as well as National Defence's Speechwriting team.
- Lucy has guest lectured on speechwriting at Carleton University and the Defence Public Affairs Learning Centre, and she has presented twice at the international Social Media in the Military and Defence Sector Conference in London.



# WHY SHOULD YOU NETWORK?

- Gain perspectives from outside your work team
- Get new ideas on career paths
- Find new or innovative approaches to your work
- Build connections with people who interest you
- Create your brand – who you are and what you want to do in your career



# NETWORKING ONLINE

- LinkedIn – Canada has one of the highest usage rates on LinkedIn with **28.9 million accounts**
- Other social media platforms could work for networking such as **X, BLUESKY, INSTAGRAM, FACEBOOK**
- LinkedIn connections are not limited by geography and allows you to connect with **1.2 billion users**
- **Communities** can be integral to your networking whether on LinkedIn or Facebook
- Establish what **amount of time** you want to invest in online networking and what platform(s) to use

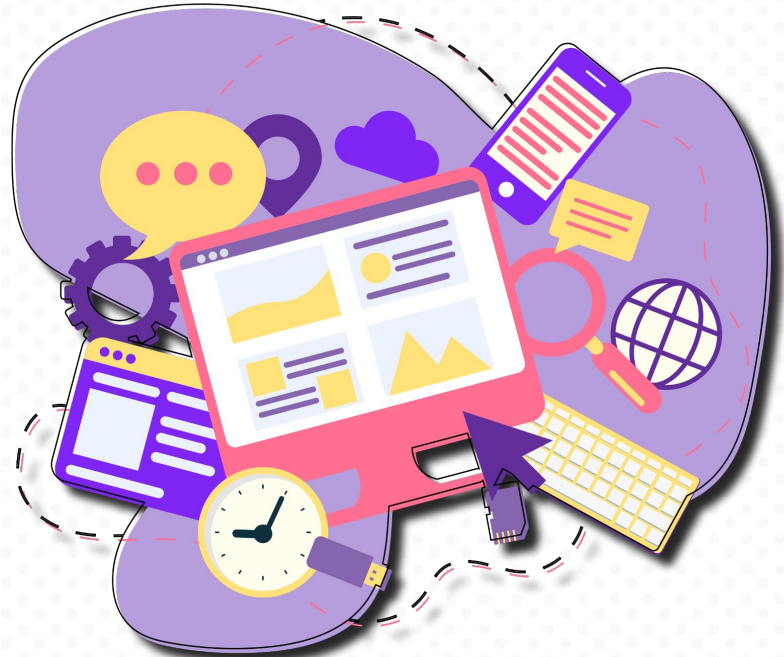
# LINKEDIN BEST PRACTICES

- **QUALITY VS QUANTITY OF CONNECTIONS** – don't connect with everyone in the GC
- **FIGURE OUT WHY YOU WANT TO CONNECT WITH OR FOLLOW SOMEONE** – similar interests, insights you'd like to gain, connecting with someone from their organization etc.
- **TWO-WAY COMMUNICATION** – do not simply post information out, engage with those you're connected with by liking posts, commenting, and replying to comments on your posts.
- **CELEBRATE YOUR CONNECTIONS** – congratulate them on milestones and accomplishments.
- **DON'T SEND UNSOLICITED JOB REQUESTS** – this can lead to folks not wanting to connect with you or removing you as a connection.
- **ABSORB INFORMATION** – what posts are popular, how are people you look up to finding success on LinkedIn? What can you learn from them?



# OTHER ONLINE COMMUNITIES

- **APOLITICAL** – hosts dozens of global communities of practice including a Canadian public servants community, a career development community, an AI community, etc.
- **GC FACEBOOK GROUPS** – can be a place to find answers to common questions, to seek advice, or to find your next job opportunity
- **SOCIAL MEDIA FOR LEARNING** – TikTok has many experts on leadership and psychology, YouTube has many interesting channels for learning and development. Micro-learning can be useful.

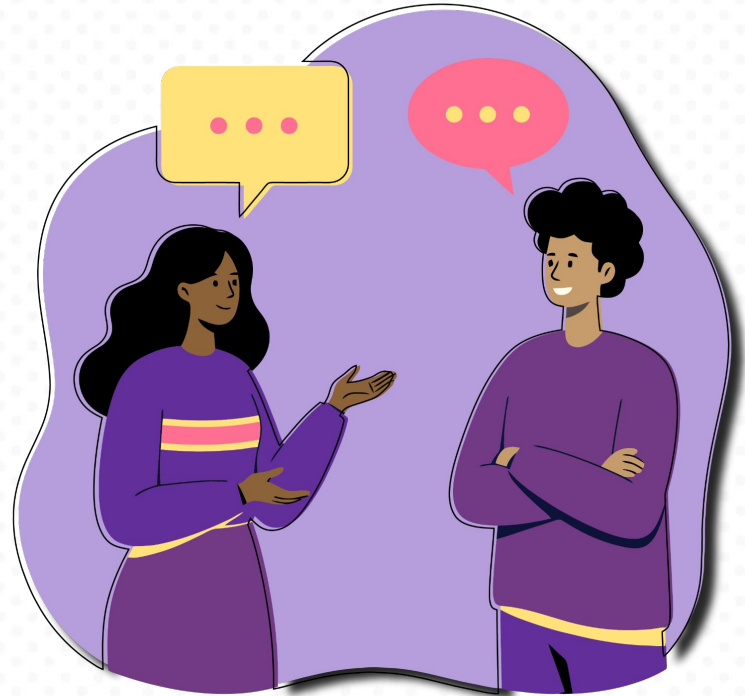


# IN-PERSON NETWORKING

- **FIRST ASK YOURSELF –**  
do I want to network in person and if so, how?
- Networking events/mixers can be overwhelming. Rather than go alone plan to bring a friend or two to help break the ice.
- **MAKE A GOAL FOR YOURSELF –**  
talking to two new people at an event, as an example.
- Maybe you can provide value as an organizer for these types of events, rather than as a participant?
- **CONNECT WITH COMMUNITIES –**  
FYN regional networks, IPAC regional networks, NMC.

# INCLUSIVE NETWORKING

- Networking can be done in a way in which you feel comfortable – it's not just for extroverts
- Determine how you want to form connections, whether in-person or online
- Your first step can be as simple as sending a message on LinkedIn to a new connection, or liking a post
- You don't have to go too far outside of your comfort zone to get value from networking. Be intentional with how you want to network.





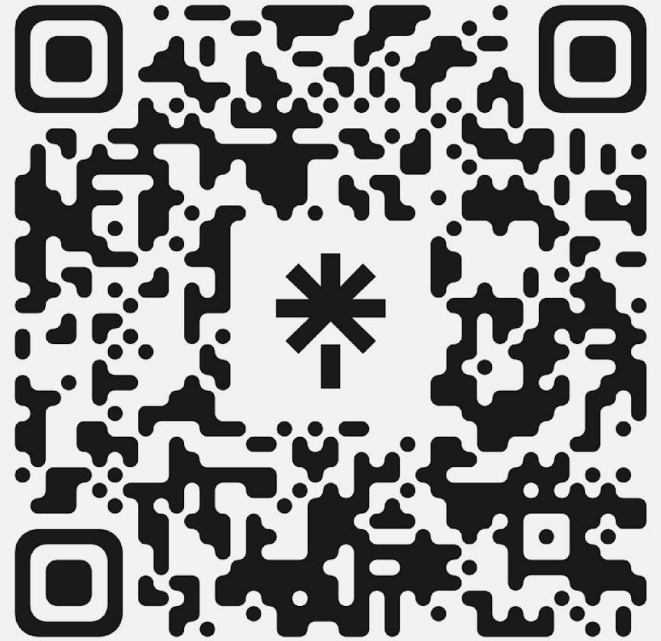
# DO WHAT YOU WANT TO DO

- **DON'T FEEL PRESSURED**  
to network in a certain way or to feel highly scripted.
- **CONNECT IN THE WAYS YOU WANT TO CONNECT**  
– online or in-person.
- **LEARN WHAT WORKS**  
for others and establish your own best practices.
- **START WITH A GOAL OF LEARNING AND CONNECTING,**  
not just finding your next job.
- **YOU DON'T NEED TO INVEST HUNDREDS OF HOURS TO IMPROVE YOUR NETWORK,**  
it could be 20–30 minutes a week as long as it's purposeful.

# QUESTIONS



# THANK YOU



CAREER BOOT CAMP



# UPCOMING SESSIONS

SESSION 4

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COACHING, MENTORING  
AND SPONSORSHIP 101

JANUARY 22

2:30pm – 3:30pm (EST)

