

# Networking

Finding Unadvertised Job  
Opportunities

# Networking

Requires Deep Thinking

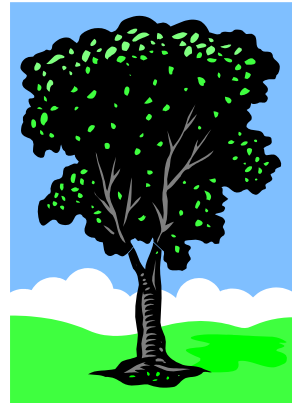
# Deep Thoughts

- Before criticizing someone, walk a mile in his or her shoes. Then, when you do criticize them, you will be a mile away and have their shoes.



# Deep Thoughts

If trees could scream,  
would we be so cavalier  
about cutting them down?  
We might, if they  
screamed all the time,  
for no good reason.



# Deep Thoughts

To me, it's a good idea to always carry two bags of something when you walk around. That way, if anybody says, "Hey, can you give me a hand?" You can say, "Sorry, got these bags."



# Deep Thoughts

If you ever catch on fire,  
try to avoid seeing  
yourself in the mirror,  
because I bet that's what  
**REALLY** throws you into a  
panic.



# Deep Thoughts

Whenever I see an old lady slip and fall on a wet sidewalk, my first instinct is to laugh. But then I think what if I was an ant and she fell on me. Then it wouldn't seem quite so funny.



# Deep Thoughts

To me, boxing is like a ballet, except there's no music, no choreography, and the dancers hit each other.





# Deep Thoughts

I hope if dogs ever take over the world and they choose a king, they don't just go by size, because I bet there are some Chihuahuas with some good ideas.



# Deep Thoughts

As the light changed from red to green to yellow and back to red again, I sat there thinking about life. Was it nothing more than a bunch of honking and yelling? Sometimes it seemed that way.



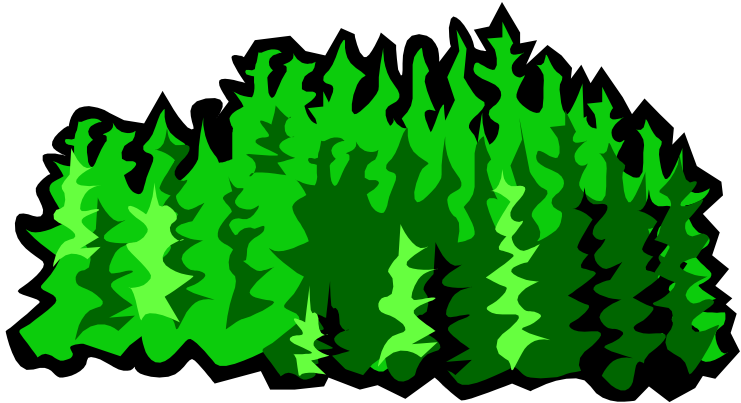
# Deep Thoughts

I can picture in my mind a world without war, a world without hate. And I can picture us attacking that world, because they'd never expect it.



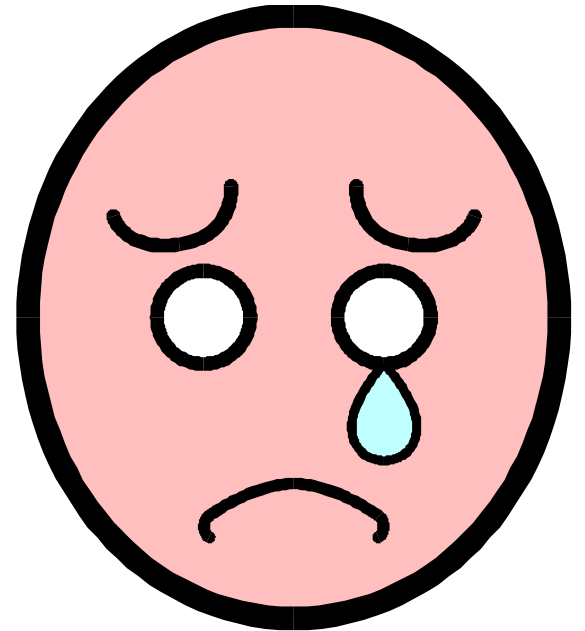
# Deep Thoughts

When I found the skull in the woods, the first thing I did was call the police. But then I got curious about it. I picked it up, and started wondering who this person was, and why he had deer horns.



# Deep Thoughts

IT TAKES A REALLY BIG MAN  
TO CRY, BUT IT TAKES AN  
EVEN BIGGER MAN TO LAUGH  
AT THAT MAN.



# Agenda

- The job hunt
- How to find someone to help
- Networking tips
- Q & A

# Job Hunting Methods

**Don't wait for something to fall into your lap**

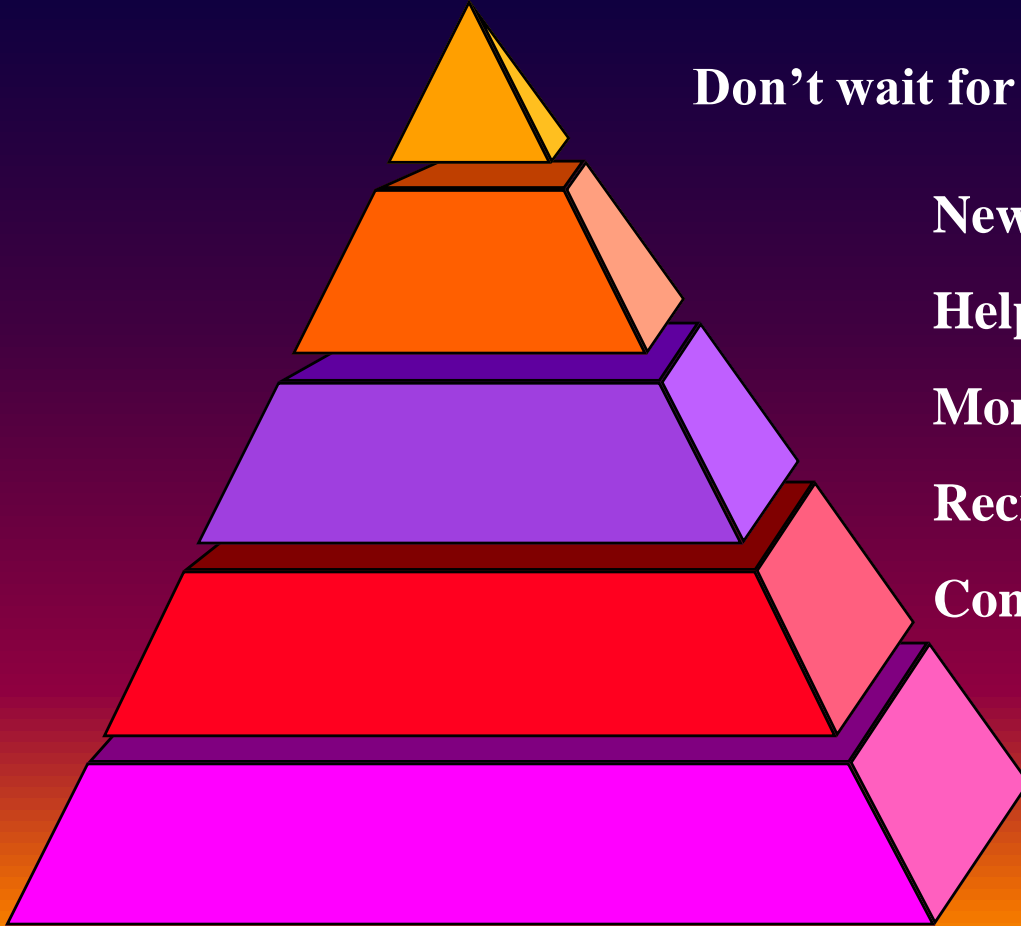
**Newspaper Ads**

**Help Wanted Signs**

**Monster.com**

**Recruiters**

**Connections**



# Why Network?

Majority of jobs are never posted

Networking is a powerful way of building professional relationships.

It is a process of actively fostering contacts and creating ways to learn critical information.



# How do we find a contact?

- Talk to everyone you know & meet
- Seek out anyone in the field of interest
- Use natural connections
  - Church
  - Neighbors
  - Relatives
  - Friends
  - Past co-workers
  - Anyone who knows of your skills/talents/value and can move you forward on a business continuum

# Networking Fears

- Embarrassed
- Nervous about talking to a stranger.
- Fear of imposing or asking for help.
  - The reality: Most people are happy to do something for someone else, if asked.

# Networking Elements

- Contact the person
- Follow up after your meeting
- Take the suggested action steps
- Follow up with the contact regularly

*Name of the game*

*"Regular and consistent follow up"*

# Common Networking Errors

- Don't make it difficult for the person to meet with you
- Be careful not to only go through the motions of contacting others.
  - “Do you know of an opportunity”? doesn't hack it.
  - Come prepared. (The mistake most candidates make is not preparing sufficiently for each meeting).

# Two basic goals to networking

- Greater visibility
  - Don't assume anything
    - (Unless it's your mom)
  - Sell yourself
- Increased information
  - Pick their brains
    - About the company, the boss, the job description, what if you were me

# Once the meeting is underway

- Briefly introduce yourself & refer to the situation in which you established the contact.
- Relieve any tension by stressing that you did not request the meeting to ask for a job, nor do you expect the contact to know of any.
- **Explain your purpose honestly** - e.g., that you're making a change. Clearly state why you are there: To explore ideas about your next career step and seek ideas, information and advice.
- Do not be quick to distribute your resume first. Promote yourself verbally. A resume often breaks rapport and turns the meeting into an interview.

# SET THE AGENDA

- Concisely lay out what you want to discuss. (You can do this only if you have a clear idea of what you need to say and ask beforehand.)
- Be brief and stick to the point. Assure that the person clearly understands his/her role and explain how he/she can help you.

# Information to obtain

- Unpublished job opportunities.
- Referral to an opportunity you did not know about.
- The latest trends and personalities in your field.
- Greater perspective about your target market.
- To increase your base of contacts so that you have a greater search reach (the more people who know who you are, know what you do, and what you want to do, the more likely you are to connect with interested decision-makers).
- Knowledge of problems and needs in organizations, therefore improving your target market effectiveness.
- Information that will lead you to the hidden job market (where you can propose a position, or meet a manager who will see you as the walking solution to his/her problems).



# SUMMARIZE YOUR BACKGROUND AND EXPERIENCE

- What you say should be similar to the Summary Statement developed for your resume.
- Expound on the resume
- Be considerate of the time
- Don't bore them

# FOSTER DIALOGUE

- Ask questions, and draw information from the contact.
- Get feedback on your job search plan, objectives and resume.
- Ask good probing questions that will result in you mostly listening

# More tips

- If the person mentions obstacles you might face in reaching your career goal, ask for advice on how to overcome them. If he or she can't help you, ask for the name of someone who can. (i.e. "Who do you think might be able to give me the information I need?")

# ASK QUESTIONS

- Prepare key questions in advance. The more specific, the better. After asking them, listen to the answers to ensure two-way communication. Acknowledge and respond to what the person is saying.
- Specifically, get information related to target industries, companies and jobs. Request advice on the job market and your search. You can also ask for insight into the other person's experiences with job search campaigns.

# GET REFERRALS

- - One of your objectives in networking is to obtain referrals. Ideally, you would like names to be volunteered as part of your conversation. However, if they are not, you must request them in order to continue your search.
- Request names of other contacts who might be willing to provide further advice and information, as well as referrals to search firms. Assure the person you won't be asking these people for a job. Especially ask for referrals in the functional areas you're interested in and other fields your skills and experience might fit.

# BE SENSITIVE TO THE CONTACT'S NEEDS

- Look for indications that the contact might have needs or problems in his organization that you could respond to. Most executives are continually on the lookout for talent to help their organization. Be aware that networking interviews sometimes transform into job interviews if your background and style fits. You can help the process, especially if you're sensitive to the possibility.

# Don't Forget

- Thank you
- Make plans to meet again
- Keep the contact aware of your future career moves and ask about their plans.
- Offer assistance to them
- This process of nurturing contacts will sustain and enhance your career