

NETWORKING 101 – A REFRESHER

MnIPS September 21, 2004

I. Overview

- A. Ways of finding a job include Newspaper (Push), Headhunter (Push), On-line (Push/Pull), Networking (Pull)
- B. 70% of jobs are found through networking - it's the most productive thing you can do to get a positive result out of your job search.
- C. It's about relationships and information, not job hunting.
- D. Two major reasons people do not Network are Fear and Not Knowing How to Network.

II. Different Types of Networking

- A. One on One
- B. Formal groups – MnIPS, TCOUG, DAMA, PMI, Chambers of Commerce
- C. Informal groups – MnIPS, Christmas party, work, school, picnic

The goal is to establish a long-term, on-going relationship with someone that will result in either getting an opportunity or a referral to someone that will give you an opportunity.

III. Three types of contacts

- A. Direct contacts – People whom you know
- B. Secondary list – People who know people who could help you
- C. Key contacts – People who could help you

IV. Effective Job Search Networking Process

Systematic information gathering about employers leads to...

The identification of best potential employers which leads to...

Conversations with people who work there which leads to...

Opportunities as they arise.

V. What you gain from networking

- A. Getting the word out
- B. Information on your target market and your specific targets companies
- C. Advice and ideas
- D. Sponsors, referrals, new friends and associates
- E. More control of your search

OVERCOMING OBSTACLES

I. Fears

- A. Rejection
- B. Appearing needy or weak
- C. Imposing on others – pushy or aggressive
- D. Dealing with strangers
- E. Incurring obligations
- F. Wasting time

II. Why people will not talk to you when you call

- A. They are too busy
- B. They do not know you
- C. They are afraid you will pressure them
- D. They do not know how to help you

III. Why people will talk to you when you call

- A. They know you
- B. You were referred
- C. You have something to offer
- D. They have probably been in transition in the past
- E. They feel they can be helpful
- F. They are flattered that you respect their opinions
- G. They want to be courteous
- H. They are curious
- I. They may need you someday
- J. They may be actively looking, too
- K. Others once helped them

Networking Motivation

The secret is to find a motivation that is more compelling than the obstacles that block you from networking. You probably won't be out there networking on a daily basis until you find YOUR compelling reason.

My compelling reason to network is:

Managing Your Attitude

- Think of it as Exploring or Researching instead of Networking
- Don't wait until it's fun
 - It may become fun only after you start to have some fun with it.
 - It may never become fun
- Be prepared and ready
- You are 3 to 5 people away from meeting anyone you want to – even if you have a valid and honest reason for doing so, and are clear and focused
- Maintain/expand your knowledge base
 - Journals
 - Magazines
 - Newspapers
 - Books
 - Movies
- Join organizations, take a course or attend a conference
 - Networking
 - Professional
 - Community
- Adopt a time management system
 - ACT
 - Goldmine
 - Outlook
 - Spreadsheet
- Balance your activities: Take a rest. Exercise. Enjoy your family.
- Keep your family informed.
- Expect highs and lows
- Be patient. This process takes time but it does work.

Personal Meeting Techniques

1. Prepare
 - Goals and agenda
 - Conversation starters and self-introductions (30 second speech)
2. Explain your purpose and situation, briefly - Confirm the amount of time you need.
3. Make requests
 - Be short, clear, specific, undemanding
 - Who do you know?...Can I use your name?
 - What do you recommend?
 - Avoid:
 - C. Asking for openings at this company
 - D. Transferring responsibility for your search. E.g.: "Keep your ears open and call me."
 - Gather some information from every meeting
 - Follow up promptly on referrals
 - Let your contact know what you did with their contacts
 - Express thanks for time, referrals and ideas
 - Reassure that you will treat his/her contacts with dignity
 - See if you can offer them ideas, contacts, etc.
 - Obtain their business card for later follow-up
 - Respect their time - get to points quickly and don't overstay your welcome

Telephone Techniques

1. Smile when you talk on the telephone. It will relax you and put you in a more positive frame of mind.
2. Be confident. Your manner will largely determine how you will be received.
3. Ask if it is a convenient time to talk.
4. Be business like and clearly state the purpose of your call (what do you want and why are you calling?)
5. Find a private and quiet location to make your calls.
6. Call between 7:30 and 8:30 am, 11:30 and 12:30 am, or after 5:00 pm to catch the contact.
7. Enlist the secretary's help - ask if there are better times to call, or if they could set up the meeting.
8. A series of calls made at one sitting allows you to achieve greater calls than making calls intermittently.
9. Close by thanking them and confirming the meeting time and place.
10. Keep trying - persistence is the key.



How to Jump-Start Your Job Search

Here are four ways to jump-start a stalled job search and get that position you really want, faster than you might have thought possible.

1. Make your job search a full-time job

If you're finding it hard to get motivated and get out of bed in the morning, make a change. Starting tomorrow, go back to the routine you had when you were working.

You can gently trick your subconscious into thinking you are again a valuable professional

Don't do anything during your job search that would get you fired if you did it at work.

"Punch the clock" and get busy spending at least 8 hours a day on your job search - you may be shocked at what 40 hours a week of concentrated job searching can do.

2. Prime your network pump

Because networking doesn't work miracles overnight, many folks give up on it after a few weeks.

Give as good as you get - you have to share your knowledge, information and expertise. Also true after you land a job - be gracious to others still networking and keep up your network..

3. Network with like-minded people

To network even more effectively, focus on people you have something in common with.

Examples include:

- Family
- Friends, Neighbors and Clergy
- Professional Associations
- Business Associates and Consultants
- Social Organizations
- Volunteer Associations
- School Alumni Organizations
- Niche groups, such as Asian women in technology, African-American dentists, Gulf War veterans, etc.
- Military Service
- Clients, Competitors or Vendors
- Outplacement clients and alumni
- Local Chamber of Commerce
- Christmas/Chanukah lists
- Athletics/sports/hobbies
- Articles you read

4. Follow up like clockwork

Follow up consistently on every resume sent, every interview you go on, and every networking contact. Give hiring managers one more reason to hire you every time you follow up with them.