

# NETWORKING



## MAKING CONNECTIONS THROUGH THE MAZE OF JOB SEEKING

# NETWORKING: PURPOSES AND PLACES

- Make others aware of your job search and your career focus.
- Increase your knowledge about a particular career, industry, or company.
- Discover hidden job opportunities.
- Networking takes place every day, job-related or not.
  - Have you ever asked other students about the best teacher for a class? That's networking.
  - Have you ever asked friends for recommendations for someone to work on your house? That's networking.
- 6 degrees of separation: We can connect to anyone with only 6 contacts (theoretically)

# NETWORKING PREPARATION

1. Identify your specific job targets and related titles
2. Identify target companies and/or industries
3. Identify your networking contacts
  - a. Family
  - b. Friends/Neighbors
  - c. Former co-workers
  - d. Associations (e.g., trade; alumni)
  - e. Business you use (e.g., mechanic; hair dresser)
  - f. Community (e.g., clergy)
  - g. Volunteer activities

# GETTING LEADS

1. Ask your networking contacts for leads, advice or ideas:
  - a. *Do you know someone who works for \_\_\_\_\_ ?*
  - b. *Do you know anyone who used to work for \_\_\_\_\_ ?*
  - c. *Do you know someone who works in the same general industry as \_\_\_\_\_ (company name)?“*
  - d. *What top five companies or industries do you recommend I contact for the job of \_\_\_\_\_ ?*
  - e. *May I get your input on my resume?*
2. Ask your networking contacts for their permission to use their name when you call the people they refer you to

# NETWORKING MAINTENANCE

1. Keep your network contacts up to date on your job search progress
2. Use personal discretion in your number of contacts (one voicemail per week is max unless there is a critical timing need)
3. Let your contacts know when their help resulted in positive action. We all appreciate positive feedback, and when you express yours, it helps encourage even greater success in the future.

# NETWORKING TOOLS: SAMPLE MINI RESUME

**John Doe**  
**jdoe@hotmail.com**

**Phone (410) 555-1234**  
**Cell: (410) 555-0909**

**Objective:** Management Trainee

Pursuing **Associate of Arts degree in Business Management**. Experience in retail and food management. Over two years of experience providing general office support in a fast-paced environment. Proficient in MS Word, Excel, and Quick Books. Trained in basic accounting and inventory management. Organized, efficient, and excellent customer service skills.

*Satisfaction comes from helping my boss achieve her goals*

# NETWORKING TOOLS: YOUR COMMERCIAL (VERSION 1)

I am \_\_\_\_\_ (title or area of expertise).

My background includes training and experience in \_\_\_\_\_, and my strengths include \_\_\_\_\_.

I possess \_\_\_\_\_ (traits, such as integrity, tenacity, good judgment)

Example:

*I am an experienced fundraiser with expertise in major and small gift fundraising and tax law. My strengths include the ability to understand the needs of clients and close the deal. In all of my positions, I have demonstrated tenacity to get the job done when others give up, mature judgment and decision making, and ethics and honesty in dealing with clients and co-workers.*

# NETWORKING TOOLS: YOUR COMMERCIAL (VERSION 2)

I am a student at Howard Community College where I am studying

\_\_\_\_\_.

My goal is to work in the field of \_\_\_\_\_.

I am interested in this field because \_\_\_\_\_.

I have experience in \_\_\_\_\_,

and my strengths include \_\_\_\_\_.

*Example:*

*I am a student at Howard Community College where I am studying criminal justice. My long-term goal is to get a Bachelor's degree in criminal justice and work in law enforcement. I am interested in this field because I want to help families live safely. I have experience working with young people in community outreach programs and providing customer service in retail settings. My strengths include the ability to work well with others and organize projects, and I am knowledgeable about community resources.*

# NETWORKING TOOLS: TEN SECOND SOUND BITE

- The intent of the ten-second sound bite is to give your contacts a tangible statement they will be able to remember
- A shortened version of your commercial
  - I have . . . and I'm looking for . .
- Following are some examples:
  - I have experience and a degree in accounting and I'm looking for a position in the public accounting field in the Chicago area.
  - I have experience in Java programming and a degree in Computer Science. I'm looking for a position with an IT consulting firm.
  - I have experience in newspaper reporting and a degree in Journalism. I'm looking for a position in the newspaper, magazine, or book publishing field in Boston.

# NETWORKING VIA INFORMATIONAL INTERVIEWING

- Purpose: Get advice about a career field and information about a company or industry.
- Especially helpful for people transitioning between careers or to a different industry.
- Ask if the present time is convenient
- Be prepared with:
  - A brief description about your background
  - Information of interest to people in your line of work, such as information you've researched about the contact's company, job, or industry
  - List of questions you will ask them when you meet
- If no, ask for name of someone who might be able to utilize your skills get their permission to use their name as a referral.

# Sample Informational Interview Phone Script

“Hello Ms. Smith my name is Ann Taylor and Sue Davis suggested I call you regarding the field of Human Resources Management. Do you have a few moments? I am not calling for a job, but Sue said you would be a good person to talk with about opportunities and emerging trends in this field. I have a background in teaching, and I am interested in transitioning into the field of Human Resources. I’ve been doing research about emerging trends in HR that would like to discuss with you. Do you have 10 to 15 minutes within the next week when we could meet?”

# NETWORKING FOR JOB LEADS

- Calling to apply for a job and request an interview.
- To increase your chances of being interviewed, express knowledge of and interest in the company's mission or product and how you obtained the name of the person you are calling (such as the name of the person who referred you or the source where you found their name).
- As with informational interviews, ask the person you are calling if the present time is convenient
- Be prepared with a short description about your skills, experience and training.
- If the job lead does not have an opening, ask if they know someone who might be able to utilize your skills get their permission to use their name as a referral.

# THE TELEPHONE SCRIPT

## PUTTING THE NETWORKING PIECES TOGETHER

“Hello, Mr. Jones. My name is Sally Smith, and Bob Brown suggested I contact you. Do you have a minute? I am an experienced fundraiser and am seeking a new opportunity with a non-profit organization **(10 second sound bite and a specific industry)** , and Bob said you would be a good source of information about potential opportunities with non-profit organizations . I am an experienced fundraiser, with expertise in major gift cultivation and tax law. I am good at both seeing the big picture and implementing the details of a capital campaign. I enjoy the challenges of fundraising, and I gain a great deal of satisfaction from playing a key role in helping non-profits increase their funding **(commercial)**. I understand that your organization will be starting a new capital campaign **(researching your target company)** , and Bob suggested I contact you to see how my skills and experience could benefit your organization. Do you have some time when we could meet?

# PRACTICE/DO

- Write and send an e-mail to your network contacts explaining that you are looking for work and asking for their help.
  - Explain what kinds of skills you have and the job, company and/or industry you're looking for.
  - Ask for two referrals to people they know who might be able to give you work.
  - Keep a list of all the referrals you've gotten, when you contacted them, and what you need to do next.
  - Update this list whenever you add to your network.
  - And . . . thank your contacts!

# PRACTICE/DO

- Use the tools and samples in this handout to prepare for calling employers. Key points:
  - “Hello, my name is...”
  - How you found/got their name (from the company’s web page, referred by someone)
  - Your job objective/ten-second sound bite
  - Your commercial (strengths, skills, experience, education and training, and accomplishments)
  - Closing the deal - “When could we meet?”