NETWORKING

IF YOU WANT TO GO SOMEWHERE, IT'S BEST TO FIND SOMEONE WHO'S ALREADY BEEN THERE.

What is Networking?

Networking is…..

- *The process of meeting and sharing of information with individuals and groups of people in your field of interest.*

- *Building alliances and relationships.*

- *Establishing & maintaining lines of communication with others*

What's the hardest part of networking for you?

What stops you from networking?

Most people have fears about networking, some are:
- ❖ *Fear of coming across as disingenuous (fake)*
- ❖ *Fear of meeting new people*
- ❖ *Fear of not making a good impression*
- ❖ *Fear of not having anything to talk about*
- ❖ *Fear of not fitting in*

Purpose of Networking

Establish relationships

Research career and employment options

Find unadvertised jobs or discuss job search strategies

Identify skills/qualifications for careers/positions

Learn about company and organizational culture

What does Networking look like?

Network Anytime, Anywhere, with Anyone

What are the Benefits of Networking?

❖ *Get career advice and support.*

❖ *Build confidence*

❖ *Networking is often more efficient and effective than looking for posted job openings.*

❖ *Helps people develop an active contact network that can help professionally, personally, and in future job searches.*

It's not "who you know" or "what you know", it's "who knows you"!

WIIFM? (What's in it for Me?)

Networking allows you to:

- Tap into the hidden job market (side door approach)
- Have an edge on the competition due to the relationship you have established
- To be informed
- Gain visibility for future opportunities
- Gain referrals (recommendations by people industry trusts)
  Good people know other good people. Therefore, it's easier and safer to recruit an employee who, by word-of-mouth, has been recommended as a good fit.
- Increase your work possibilities in the 21st century
- Strong networking = shorter job search

IT'S ALL ABOUT WHO YOU KNOW.

Open Job Market vs. Hidden Job Market

What is the Open Job Market?

The open (or advertised) job market consists of job vacancy announcements and listings found online, in newspapers, professional and trade journals, newsletters, employment agencies, and personnel offices. Most people focus on this market because it is relatively easy to find and because they believe it accurately reflects available job vacancies at any given moment. This market tends to represent positions at the extreme ends of the job spectrum - low-paid unskilled or high-paid highly skilled jobs. The majority of positions lying between these two extremes are not well represented in the listings.

What is the Hidden Job Market?

The hidden job market is a term used to describe jobs that aren't advertised or posted online. Employers might not post jobs for a number of reasons – for example, they might prefer getting candidates through employee referrals. Many employers use the hidden job market to avoid the lengthy and expensive process of open online applications. Instead of posting a job opening, employers can choose alternatives such as hiring internally, using a recruiting firm or headhunters and relying on referrals.

How the Hidden Job Market relates to Networking:

The 80/20 Split

❖ *80% of Job seekers look to the Open Job Market and compete for only 20% of the available positions.*

❖ *Only 20% of Job seekers access the Hidden Job Market, where 80% of the available positions reside.*

❖ Hidden job market
❖ Open job market

General Public

Referrals

Decision Maker

Job Seeker directly known to Decision Maker

Job Seeker indirectly known to Decision Maker

Job Seeker unknown to Decision Maker
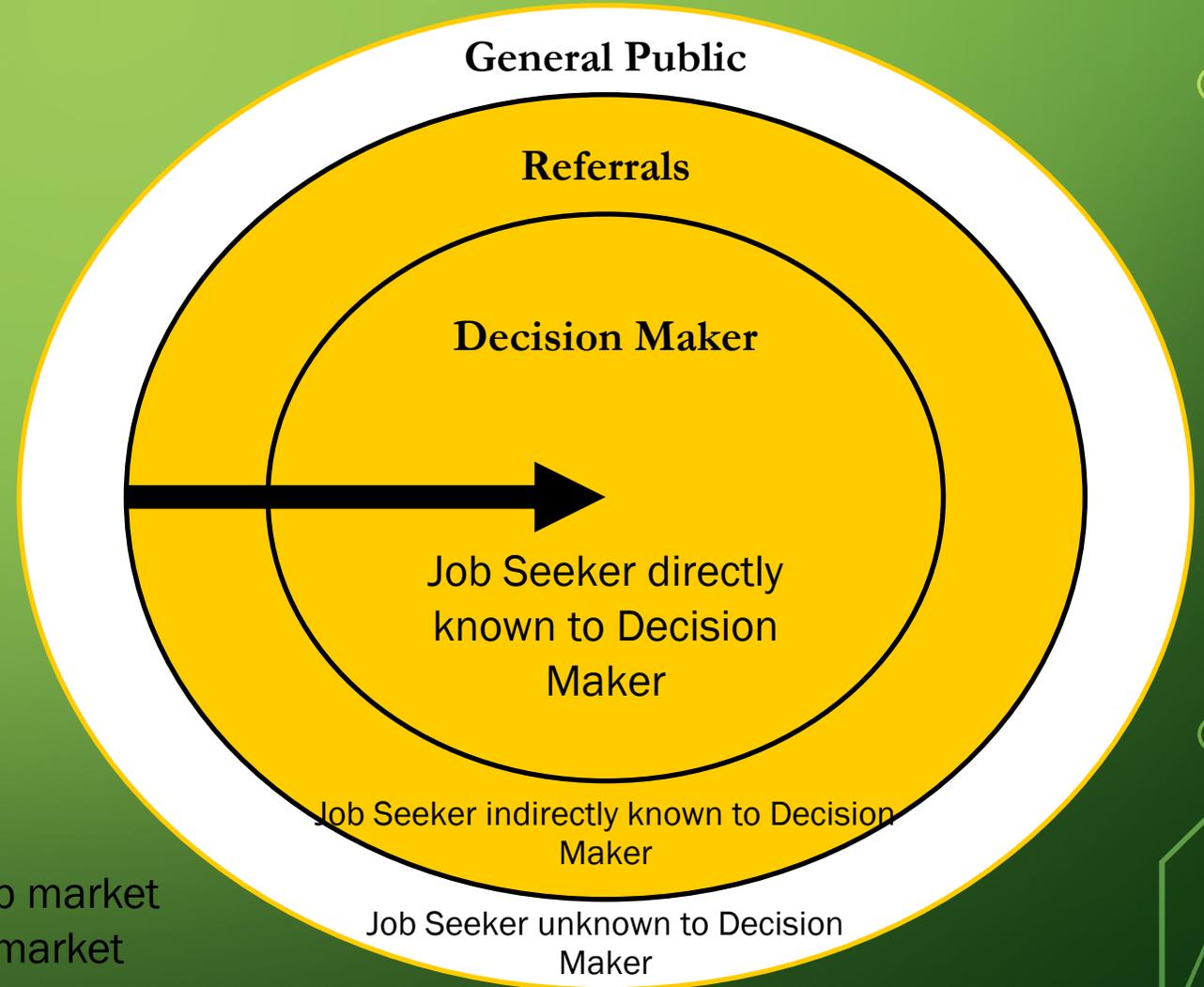
It is Imperative that you Build Your Network

How to Build Your Network

Connect with safe people you know

Use known circles to reach more contacts

LinkedIn, Professional Organizations, Professional Events, Community, Campus Events, Informational Interviews

How Exactly Do I Network?

"Networking is more like farming than hunting"

1. Step out of your comfort zone, be prepared to interact with new people.
2. Show enthusiasm- act happy to be there talking to your new contact.
3. Be confident- give a firm handshake and look people in the eye when talking.
4. Listen attentively- you have 2 ears and only one mouth for a reason, you should listen twice as much as you talk. Later, you can use the information you gained to ask pertinent questions.
5. Be Friendly and Smile- nobody wants to spend time with a Buzzkill!
6. Be yourself- don't try to sell and don't push for an interview or job.
7. Have your "elevator pitch" memorized, it should be automatic.
8. Research companies before you go to an event.

What is an "Elevator Pitch"??????

An "elevator pitch" is a succinct and persuasive introduction, usually lasting no more than 15-45 seconds. It communicates the most important aspects about you and sparks interest with others. Think of it as a commercial about you.

How do I create an "elevator pitch", you ask?
1. Introduce yourself- state your full name while extending your arm for a firm handshake.
2. List credentials- what is your major, what year are you in?
3. Mention your goals or career aspirations- it indicates that what you are doing now relates to where you see yourself in the future.
4. Talk about experience or activities and what you are learning that will help you in your career. Think transferrable skills!
5. Ask a question- asking an open-ended question allows the conversation to continue.

Sample "Elevator Pitches"

"My name is John Smith and I am graduating this May with a degree in Mechanical Engineering from Luzerne County Community College. I recently completed an internship at Barry Isett Consultants where I was able to put the skills I've learned in the classroom to practical use. I hope to find a position in my field with a company that will provide me with the experience and professional development tools I will need to succeed in my career. How long have you worked in the Engineering field?"

OR

"Hello, my name is Paula Brown, I am currently completing my Associates Degree in Accounting at Luzerne County Community College. I am really interested in becoming a CPA, specializing in taxation, which is why I completed training at H&R Block and have worked as a tax preparer for the past 2 years. I am also developing my bookkeeping skills as the Treasurer of the Business Club. Do you have any advice for an up and coming finance professional?"

Prepare for the Event.....Have a Plan

Assess your career strengths, interests, and goals.

Research the company ahead of time so you can speak knowledgably.

Analyze whether your interests, skills, and goals match those of the company.

Prepare your "elevator pitch", questions to ask, and resume.

RESEARCH

ASSESS

ANALYZE

PREPARE

ACT
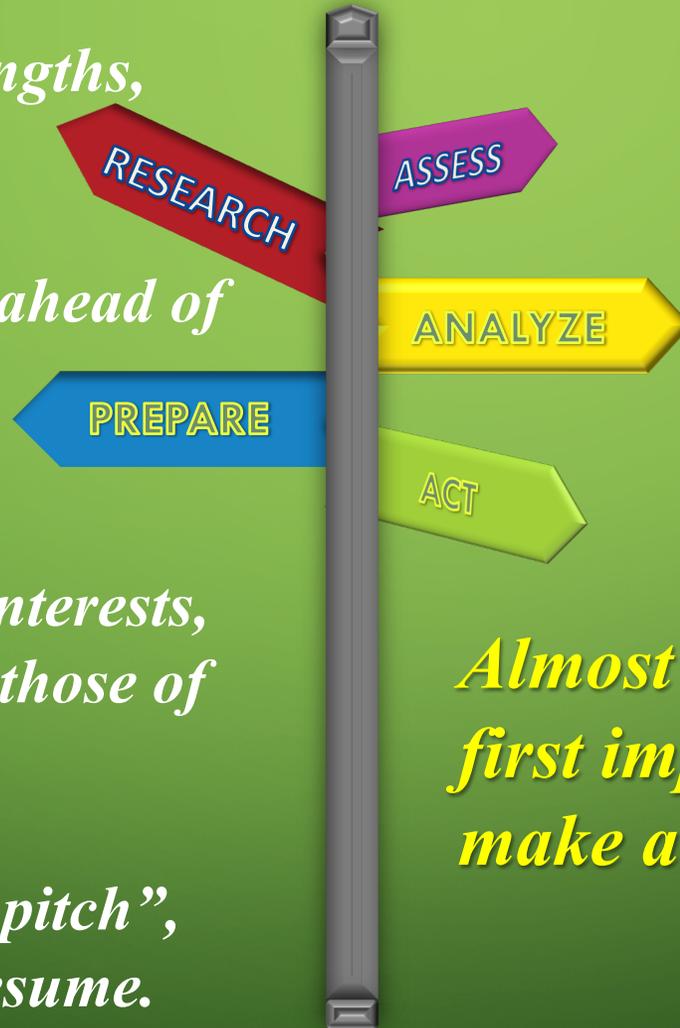
ACT!! Look for openings to speak with people you don't know. Have a plan to gather as much information and as many VALUABLE contacts as you can.

Almost everyone will make a good first impression, but only a few will make a good lasting impression.

Entering and Exiting Groups

- Introducing yourself to one person can be less intimidating
- Introduce yourself to people who are alone
- Don't be afraid to excuse yourself and meet other people
- If someone gives you their business card, look at the card before   you put it away. This might be a good time to ask questions about employer or position.

Questions you may want to ask:

1. How did you get involved in the industry/with the company?
2. Since you work in the industry, what advice would you give to a newcomer?
3. How would someone get their foot in the door of your company?
4. Based on your journey, what do you wish someone would have told you earlier in your career?
5. I'd love to talk with you some more, can I follow up with you at another time?
6. What kind of entry level positions exist within your company?
7. What kind of skills and experience do you look for in employees you hire?

Research Employers

As you prepare for your upcoming interview, here are seven things you should learn about an employer:

- *The skills and experience the company values.*
- *Key players of the organization.*
- *News and recent events about the employer.*
- *The company's culture, mission, and values.*
- *Clients, products, and services.*
- **The inside scoop** *(information such as salary figures, employee functions and duties, company reviews, details about the hiring process, and more)*
- **The person interviewing you** *(this requires a little digging: check email for interview or search on LinkedIn)*

How to Research Companies:

1. Visit the Company's website- Under the "About Us" section of the site, you can review the organization's mission statement, history, products and services, and management.
2. Browse Social Media accounts- This gives you an idea of how the comprany wants consumers to see it. Like or follow the company to get updates.
3. Use LinkedIn- You can see your connections at the company, new hires, promotions, job postings, and company statistics. If you have connections, you can reach out to them to share their perspective on the company or give you tips on the interviewing process.
4. Use Glassdoor- This site has a section called "Interview Questions and Reviews", which can be a goldmine to job seekers preparing for an interview. You can also get an idea of the company culture through reviews.
5. Get to know the Industry and Competitors- If you're interviewing for a job at a mortgage company, for instance, it's helpful to be informed about current home ownership trends.

Social Networking

Just like you are researching companies, they are researching potential employees. Employers and other potential networking contacts are looking at social networking (Facebook, LinkedIn, Twitter, etc). They are checking you out before they ever meet you.

Create a LinkedIn account tailored to your career goals.

Review your internet past and other social media accounts. Use this as an opportunity to create a professional, polished image for yourself that will be of benefit, not a liability.

Internet postings are never deleted – avoid things that will come back to haunt you.

EMBARRASSMENT

EMBARRASSMENT EVERYWHERE

Maintain a Contact List

Who Uses LinkedIn??

225M+
Professionals

60K+
college and university alumni groups

64%
outside the U.S.

150+
Industries

30M+
students and recent grads

Executives from every
Fortune 500
Company

2.9M+
Companies

Follow-Up is KEY

Follow-up is often the most overlooked part of networking. Remember, any contact you have with a professional (informational interview, interview, event, etc.) – you should always follow-up.

Your goal is to keep your relationship active:

- *Future questions? – this is a new resource*
- *Follow-up with your status on additional contacts they helped you make*
- *Demonstrate your integrity and follow-through skills*

A handwritten Thank You or email should be sent within 24 hours of your first meeting.

"It was great to meet you because…."

"Thank you for the time you took to speak to me about…"

" It was a pleasure meeting you at the XYZ event…"

" Thank you for sharing your professional expertise with me about…"

Additional Resources:

The Three Bones of Networking
https://www.youtube.com/watch?v=4OTPJZnBP8s

The Job Search: Networking
https://www.youtube.com/watch?v=vGT3P-ipmjQ

The Job Hunt is Dead (TedX)
https://www.youtube.com/watch?v=XdoAo1xnWWQ