



Mastering the Art of Networking

How to Find the Right Job by
Building Relationships

November 7, 2015





Mastering the Art of Networking

- The vast majority of job openings are never advertised, job-seekers need to have a network of contacts -- relationships -- that can provide support, information, and job leads.
- In this workshop you will learn:
 - key networking tools and resources that will assist you in building relationships that will last throughout your professional career.
 - Become the type of person people want to meet, and hire! Your network is your net-worth!



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What is networking?

- Getting to know people
- Adopting a networking lifestyle





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POLL

Which statement do you most relate to when thinking about the topic of networking:

- A. *"Oh Great! I love networking!"*
- B. *"Oh No. I hate networking."*
- C. *"Um – networking? Seriously? Who has time?"*



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POLL

Let's CONFESS. When thinking about networking, which do you believe more:

- A. *I don't have much to offer*
- B. *I don't think others have much to offer*
- C. *I might say the wrong thing*
- D. *All of the above*
- E. *None of the above*



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The Underlying Belief:

*Everyone
has
something
to
offer*



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Redefining Networking

*Networking is the ability to
cultivate relationships
that add value*

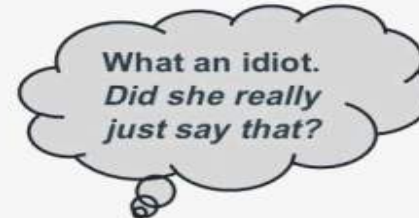


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Inhibitor #2: Letting our *Inner Critic* lead the way



Critical of Self



Critical of Others

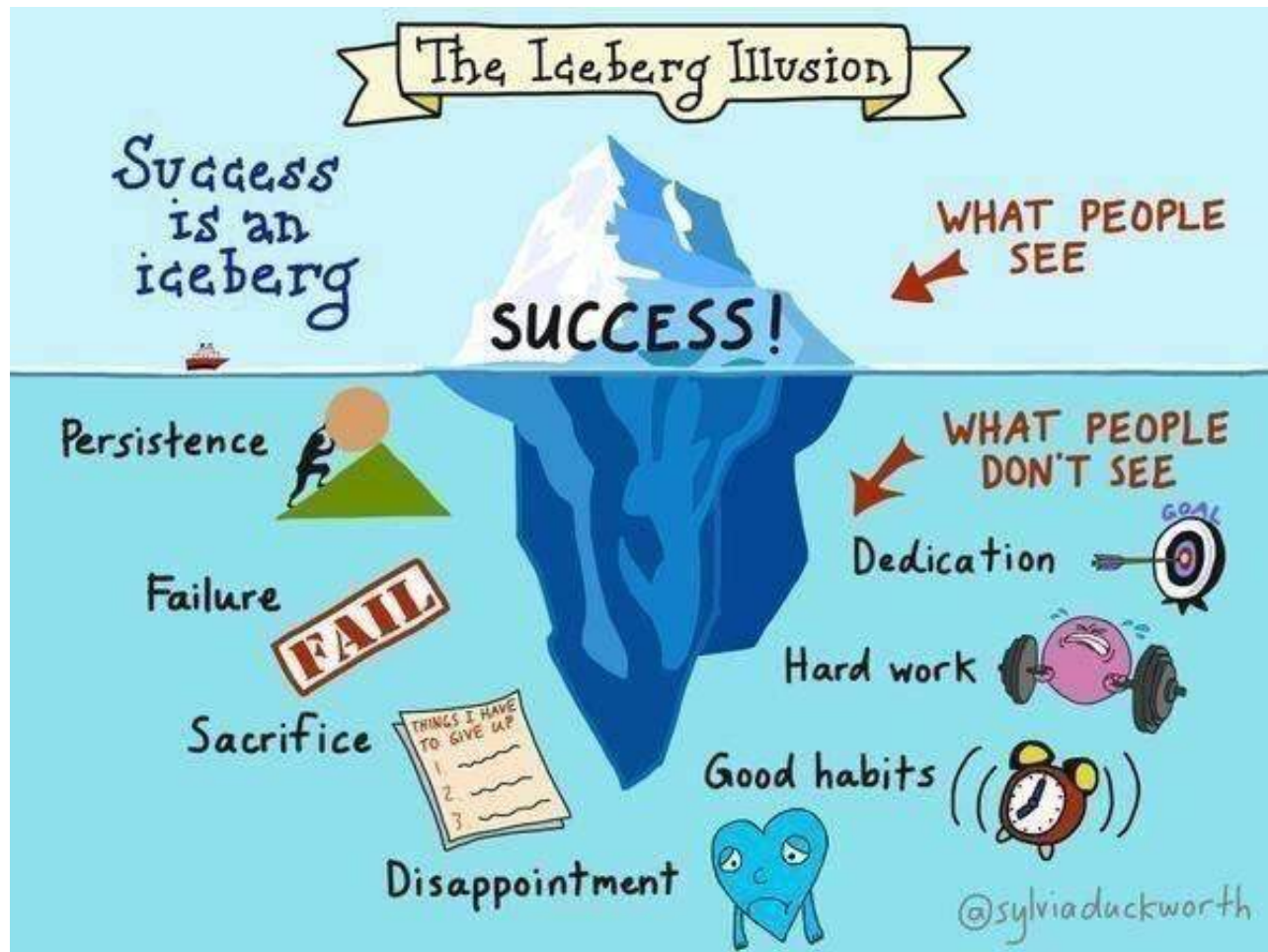


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- **People do business primarily with people they know and like.**
 - Resumes and cover letters alone are often too impersonal to convince employers to hire you.
- **Job listings tend to draw piles of applicants.**
 - Which puts you in intense competition with many others. Networking makes you a recommended member of a much smaller pool.
- **The job you want may not be advertised at all.**
 - Networking leads to information and job leads, often before a formal job description is created or a job announced.



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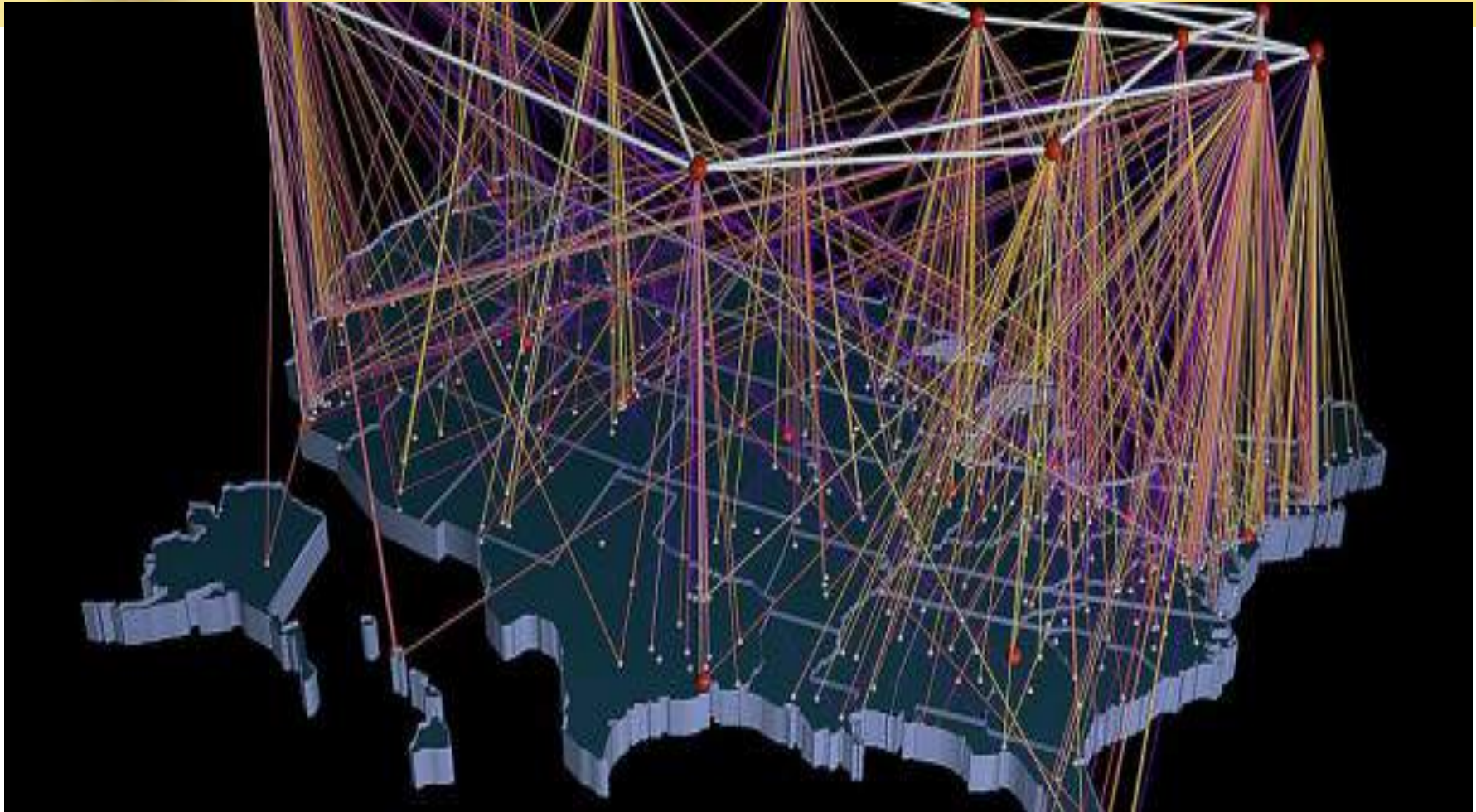
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Agenda:

- Tip 1: You know more people than you think
- Tip 2: Improve your communication skills
- Tip 3: Focus on building relationships; quality vs. quantity and “strong” vs. “weak” ties
- Tip 4: Take the time to maintain your network
- Tip 5: The Informational Interview



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Tip 1: You know more people than you think

- **Make a list of the people in your network**
- **Yes, you *do* have a job network, and it's more powerful than you think:**
- **You already belong to many networks** (family, friends, colleagues, fellow civic club members, etc.) and your job search network can be natural outgrowth of these primary contacts.
- **Each network connects you to another network** (e.g., your child's teacher can connect you with other parents, schools, and school suppliers).
- **Each member of a network** may know of an available job or a connection to someone who will know of one.
 - **Figure out what you want *before* you start networking**
 - **Start with your references**



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Tip 2: Improve your communication skills

- Effective communication combines a set of learned skills: attentive listening, recognizing and using nonverbal cues, managing stress in the moment, and understanding your own emotions and those of the person you're communicating with.
 - **Attentive listening**
 - **Nonverbal communication**
 - **Managing stress**
 - **Emotional awareness**
 - **Effective communication** is a cornerstone of job networking. As simple as communication may seem, much of what we try to communicate—and others try to communicate to us—gets misunderstood.



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Tip 3: Focus on building relationships; quality vs. quantity and “strong” vs. “weak” ties

Slow down and enjoy the job networking process

Don't be a hit-and-run networker

DO Invest in your network





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Tip 3: Focus on building relationships; quality vs. quantity and “strong” vs. “weak” ties Continued..

- **Rate your network:** Give yourself 1 point for each question you answer yes.
 - Do you trust your network to give you the truth about the real you?
 - Does your network challenge you as much as it supports you?
 - Does your network feel vibrant and dynamic?
 - Does your network represent your future goals as much as your past?
 - Are the networks connected to your network strong?
- **5 pts** – Your network is in great shape!
- **3-4 pts** – You need to enhance your network.
- **0-2 pts** – Your network needs a makeover.



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Tip 4: Take the time to maintain your network

- Schedule time with your key contacts
- Prioritize the rest of your contacts
- Take notes on the people in your network
- Find ways to reciprocate





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Tip 5: The Informational Interview

- Also known as the Informational conversation
 - A meeting in which a potential job seeker seeks advice on their career, industry, and the corporate culture of a potential future workplace; while an employed professional learns about the job seeker and judges their professional potential. (pg 3 handout)



Key Take A Ways:

- Key networking tools and resources that will assist you in building relationships that will last throughout your professional career.
- It's not all about you – it's about getting to know what other's needs are.
- Become the type of person people want to meet, and hire! Your network is your net-worth!



Mastering the Job Search





THANK YOU!!

Beth A. Vidmar