The Art of Networking

Value of Networking

- Explore career options
- Increase your confidence and communication skills
- Acquire mentors
- Tap into the "hidden job market"
- Give and receive advice and moral support
- Exchange valuable information, knowledge, resources, and contacts
- Form long-term personal and professional relationships

Identify an industry, target a job function or discover the job title

It is recommended you devote up to 40 hours per week to your job search

Treat it like a full-time job
Donald Asher’s
Secrets of a Job Search

You get jobs by talking to people
- 80% of jobs are not formally advertised.
- Talk to everybody!!!

You need 100 leads at all times
- Utilize your personal network of family, friends, faculty, alumni, and others to develop more leads.
- A lead can be anything from a job posting, to an advertisement, to a friend or family member.
- 70% to 80% of jobs are never advertised.

Online listings represent only 15% to 30% of ALL job opportunities.
Announced positions draw the most competition.

LEADS — Start Using Your Personal Network, And Work From There
- Once you get to the point where you talk to strangers about your job search you’ll be close to getting a job (Asher 2011)
- “Do you know anyone who works for …..” (Asher 2004)

1/3 of companies hire someone for every 4 people introduced to them by current employees (Asher 2011)

Another 1/3 hire someone for every 10 people current employees will vouch for (Asher 2011)

Look for possible positions in channels

Focus your search into 2 or 3 job types

Bottom line “Blindly sending off resumes through job boards is not the best way to manager job search (Asher 2004)
- Computers talking to computers

54% obtained their job by networking through friends, family, and by attending social functions

Statistic Source: NACE http://www.naceweb.org/jobs/journal/aud16/sheawesley.htm
Decide your Purpose

- To gather information about job opportunities
- To connect with someone who has the type of job you’re seeking
- To connect with someone who works for a particular organization
- To ask for advice on your job search
- To find job leads
- To develop a relationship for a reference
- To find a job

People love to talk about themselves
- Ask about their family and other interests
- Informational Interview

Develop your List of Possible Contacts to Include:

- Members of organizations
- People who come to campus (on-campus interviewing)
- People you know from previous jobs
- Parents of friends, Friends of parents
- Neighbors
- Faculty and staff members
- Current students and alumni
- Acquaintances – dentist, hairdresser, banker, etc.

Special Interest – fraternity/sorority, clubs, student organizations, community organizations

Never Open with:
“Are you hiring?”
“Do you have any openings?”
“Do you have any positions (jobs) available?”

Ask for advice on job search, do they know anyone you can talk to who is knowledgeable about certain positions

On-campus Information Sessions
Student Organization / Clubs
Career / Job Fairs
Faculty Contacts

So what should you talk about?
prepare your “elevator speech”

Be professional

Develop Your Script and
Get Ready to Use It
• Introduce yourself and make the connection
• Tell them why you’re calling
• Ask for advice or contacts
• Prepare a list of questions
• Prepare answers to questions you may be asked
• Be sensitive to time constraints
• Ask for additional contacts
• Thank him/her
What you say and do during the first 10 seconds of a conversation almost always will be the person’s first and lasting impression of you.

**reach for the person's palm and not the fingers**

Women and handshake
Let's go for 1-3 pumps, be firm, and be done with it

**a few things about a great HANDSHAKE**

Typical professional MEET & GREET
Try to be an active listener. People will often give clues about where they want to guide a conversation.

Avoid the temptation to “Run off at the mouth”

In addition to avoiding uncomfortable situations, it’s smart to avoid…

Follow Up

- Send a thank you note
- Keep your contacts posted on your progress
- Keep a record of your networking contacts and their results
NETIQUETTE

19% obtain a job by connecting through social networks

Statistic Source: NACE http://www.naceweb.org/pubs/journal/su06/sheawesley.htm

Being involved in social media demands that you maintain a positive and professional “E-image”

Look to get recommendations from colleagues on LinkedIn

Another great avenue to get exposure is to get involved in industry related blogs

Employers are using networking sites to look for and learn more about candidates

Employers will use these sites to further recruitment efforts

Employers are utilizing social media to post job opportunities

Social Networking is a kind of introduction
Why use social networking sites?

• Show that you are well-rounded
• Demonstrate that you are well-connected
• Provides a “snapshot” of who you are in real life
• Acts as a “gatekeeper” to connections you might not normally contact
• Your information becomes available on a huge scale

**Make sure the profile the public can click on is something you want to represent YOU!**

34.6% of employers looked at the applicant’s social networking sites

53% were positively influenced
45% were both positively and negatively influenced
2% were negatively influenced

Statistic Source: NACE
http://www.naceweb.org/pubs/journal/su06/sheawesley.htm
Status Update:
"Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work."

--Connor Riley
Find the “Hidden Job Market”

• The best way to get hired by anyone is through a personal introduction.
• Just because opportunities are not posted online does not mean that the company is not hiring.
• Call individuals within the organization you would like to work for and ask questions about specific positions of interest.
• Ask for advice, ideas, leads, and referrals.
• DO NOT DIRECTLY ASK FOR A JOB!

“Who could I talk to in order to learn more about ___”
“Do you know anyone that is knowledgeable about ___”

Know the difference between different types of job titles
• Assistant Editor vs Editorial Assistant
• Assistant Editor is just 3 levels away from being a publisher, whereas an Editorial Assistant makes copies and gets coffee
• If you don’t know the correct titles for an industry, you’re an outsider and won’t be hired

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