

Networking Presentation 8-17-09

(I'll walk over to a member of the group, introduce myself "Hello my name is June Hinton, I am a Career Development Professional with experience in Career Counseling including career exploration, resume, cover letter and interviewing strategies, and job search techniques.")

What did I just demonstrate?

The Elevator Networking Technique

>Turn to the person next to you and present yourself using: The elevator Networking Technique

I recently came across Nelson Online, a global organization, that measures and analyses web-base audiences advertising and commerce. They estimate nearly 159 million users have logged onto the 2 most popular social networking sites (*My Space & Face book*). Some 62 million visited the remaining top networking sites (*Classmates Online & Linked-In* -which is a really good professional networking source). Twitter, is another very popular site.

If you are one of the millions on these sites, you have shared some personal and professional information about yourself, and You Have Been Networking!

You have been meeting and connecting with people, who perhaps know you, are interested in you, and or share your interests.

Keep in mind, that networking is working at connecting with others.

Career networking is building a network with others who may assist you with your career development and job search process. It's a most effective and informative way to obtain career information and allow others to get to know you.

(In today's shrinking and competitive market it is the most effective way to conduct a successful job search)

Fact: 70-80% of job searchers secure employment by using networking generated references. These include unadvertised positions as well as positions created to support a particular candidate's strengths. ([Bolles Article](#))

Fact: Networking contacts can help you evaluate offers and provide support & guidance throughout the job search process, your entire professional and personal life. Think about the numerous resources and opportunities to make new friends you have procured through old friends and acquaintances.

So who should be included in your career related Network? People who are willing to give you information about their field as well as those who can provide you with feedback on your career development process; people who can tell you about job opportunities that are, or may become available in their organization or elsewhere.

Who might these individuals be? Where might you develop networking sources?

Places: Career Fairs, Professional Associations, Religious Organizations, Student Organizations

People: *Alumni, Your alumni office, mentors, co-workers, current and former supervisors, neighbors, professors, relatives, friend, virtual friends in Face Book & Twitter, classmates, your fraternity or sorority, your physician, your hair dresser, barber, prominent community members, individuals whom you have helped in the past.*

What experiences yield Networking sources?

Experiences: *Internships, Externships, Volunteer Activities - for which there is a big call for these days-[United Way of L.I.](#) is just such an organization. ([Handout Network Checklist](#))*

"Additional resources" & ways to increase your Network:

Professional journals, newspapers, magazines, news shows, the Internet. Most companies post their annual report and company information as well as their employee directories online.

Informational Interviews: Let's say there is a company/organization you are particularly interested in gaining access to. You do not know of any job posting that you might be eligible for but you believe they could be an ideal fit, a great resource or let's say you are just very, very

interested in talking with someone from that organization. How would you go about securing a few minutes of someone's time in the organization?

Do your research first as to who would be the best person to contact, by position or title or a name you have secured. The one source of employer information easily obtainable is the annual report. If you are looking this up online, many companies now store this information under "Investor Relations" or "Shareholder Information" or simply under "About".

Summarize the key issues about who they are, what they do, etc, etc. and why you would like to speak to the person.

Draft your introduction which succinctly states who you are, why and for what reason you are contacting them.

Networking Phone call: (Choose 2 volunteers)

Secretary: *XX company, Ms. Jones speaking, may I help you?"*

You: *"Good morning Ms. Jones, my name is J.H. May I speak with Ms. King please?"*

Secretary: *"May I say what this call is in reference to?"*

You: *"I would like to speak with Ms. King regarding her role as a XYZ in XX Company."*

Ms. King: *"This is Jan King."*

You: *"Ms. King, my name is _____. Your company's website listed you as the person in charge of XX division. I'd very much appreciate an opportunity to speak with you about your career in public relations and your experience working with XX Company. At your convenience, I would like to schedule a time when we could talk for just a few minutes about your career field and XX Company, either in person or over the phone."*

Help your network to help you!

Specify the jobs you can perform. Be concise and ask for suggested avenues you might pursue. Provide them with your resume and get their opinion as to whether or not your resume will accomplish your objective in that industry. Always conclude the meeting asking if he or she can refer you to someone else. If no one comes to mind, ask if you can contact them in a few days

in case someone comes to mind after you leave. Always get their contact information and follow up with a thank you note. Be personal and specific. Keep you contact informed of any new leads or job offers that result from their suggestions. Keep a log of your contacts – who they were referred by and who they referred you to. Keep this information organized. Maintain your network even after you secure a job. The world of work is a volatile place, or you decide to move on at any point. It's so much easier to begin a new search with where you left off.

Furthermore, you should continue to add new contacts to your network throughout your lifetime.

Do a search on www.job-hunt/job-search-networking to access a list of Networking & Job Search Support Orgs.

Here are just a few I found In NY: 92 Street Y www.92y.org , Career/Interview/Job Skills Meet up Group www.meetup.com/nycjobseekers , LISTnet, Newswomen's Club of NY www.newswomensclubnewyork.com , NYS Dept. of Labor www.labor.state.ny.us , N.Y.S. Soc. Of Certified Public Accountants, NY Women in Communications, Inc., NY Professionals LinkedIn Meetup group http://databasepro.meetup.com/cities/us/ny/new_york/ , Toastmasters, Yahoo's Business Organizations for NY, Yahoo's Community and Culture Org for NY, and many more.

Job Clubs- www.job-hunt.org is a helpful job source link.

O.K. so you are at a Networking event. Every networking event you engage in weather it is a virtual or in-person experience, you should have a clear purpose for participating

Knowing your objectives will help you determine your actions.

Wear a name tag-Rt. Side of lapel so it forms a line from you handshake to your name. Have your resume and cards in a professional portfolio.

Introduce yourself saying your name clearly, "Hello my name is _____. It's a pleasure to meet you"

Sales pitch-Describe who you are and what you do (can do) in 10 seconds or less, speak about relevant skills and experience of interest to your listener.

Remember to ask for a *business card*. Make a brief note on the card to remind yourself of who what and where regarding this new contact. Offer them your information.

In “mingling” situations, work the room. Move around excusing yourself after 8-10 min. with a polite “It was nice meeting you ____ etc.”

At an event that includes a meal or snacks, use proper etiquette, converse with others about their reasons for attending; avoid dominating the conversations, as you are there to gather information.

Networking is sometimes compared to a political campaign- you need to be relaxed and tactically accomplish/convey, and gain your objective- *to make contact with another who could assist you in obtaining an opportunity.*

This requires preparation:

Who are you going to be networking with? Do your best to have a list of attendees prior to a networking event. Then decide who you would most like to meet. Thoroughly research your potential contact-their backgrounds/accomplishments, etc. You can then prepare some questions and conversational statements that reflect your research/knowledge. Think critically about what your goals are-what information do you want to walk away with.

What do you want to convey to them.

(Remember what Bolles said ID the “what-your transferable skills, whether they’re organizing, communicating, selling; “where”-the environments where you’ll flourish; and the “how”-job titles and organizations likely to have openings ... its important to sit down and pay attention to who your are. What you do should flow from who your are”).

Of equal importance is to be flexible and perceive opportunities you did not plan for.

Networking knows no boundaries:

Business conferences, interviews, college reunions, etc are obvious. Good networkers are flexible. Approach connection-making as a fluid enterprise that extends far beyond the immediate event. You never know who will be working out with you in the Gym, who will be behind you in the check-out line, who will sit next to you on a plane, a bus, a subway.

Follow-up

What Goes Around Comes Around:

Treat everyone with respect, call back promptly. The higher you climb professionally, the more you find that everyone knows everyone else. The people who seem little now may one day be running companies and making decisions.

Make it easy for your contacts:

When you call or write, state clearly and briefly who you are and why you are contacting them. Avoid demands such as “Do you know of a job that is good for me?”

Show enthusiasm, energy and commitment and be attentive to the entire experience.

I will refer to Bolles again: “Your success at the job hunt is directly proportional to two things: how persistent you are and how much time you devote to it.”

Remember most colleges have a well developed Career Center webpage and most of the information there is available for anyone to utilize. Molloy’s site is www.molloy.edu , click on Current Students, and Student Resources and on the pull down menu, click on Career Development. Molloy College has numerous resources and links that may be very helpful to you.