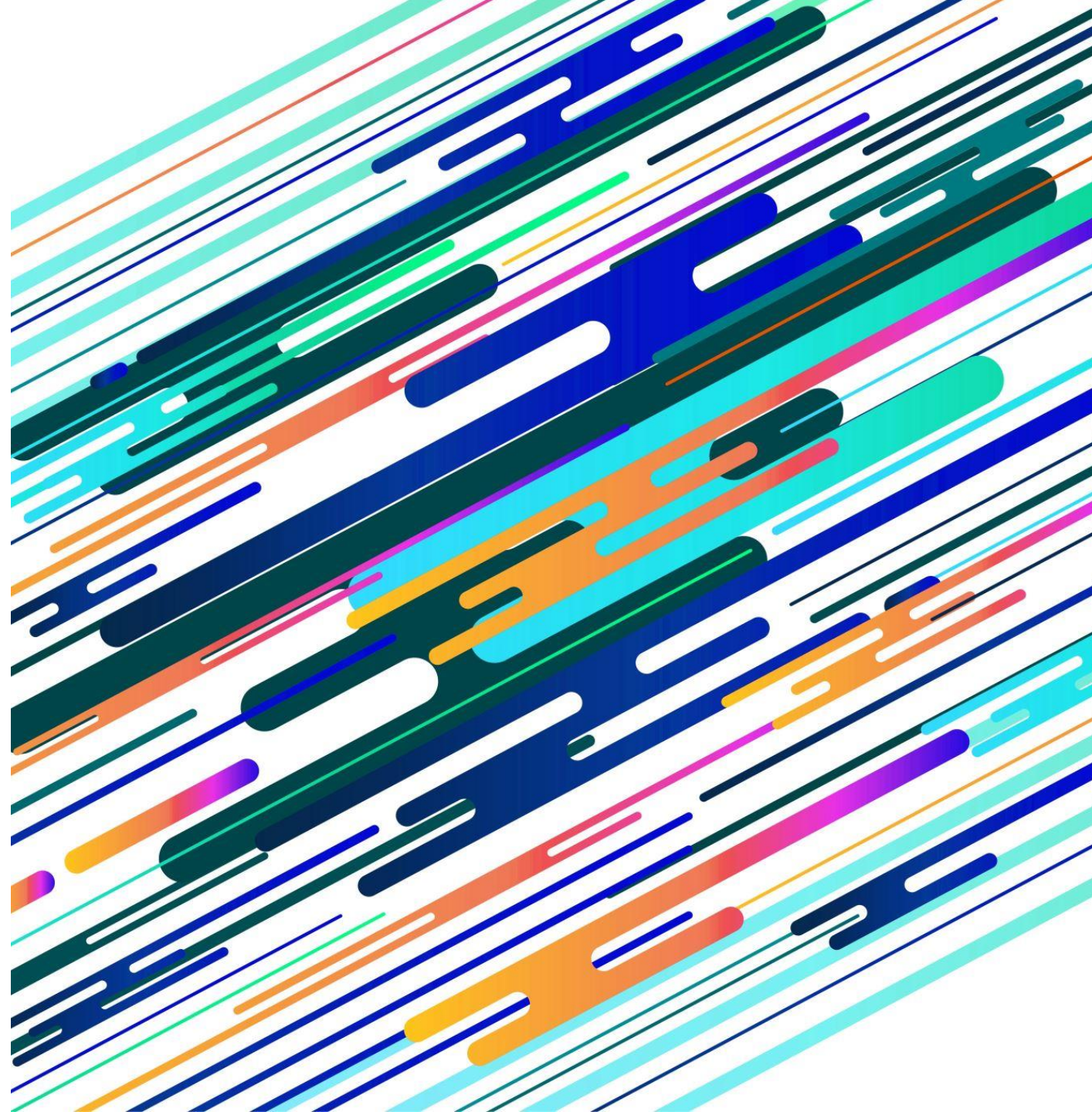




LAY OFF ME

NETWORKING CHALLENGE

Fall 2024





The Purpose of the Networking Challenge

- Statistics have shown that 70-80% of jobs are secure through networking.
- Not all jobs are posted on job boards.
 - Four of the five people I talked with recently confirmed they received their jobs through networking.
 - In most cases, the hiring manager “thought they might need someone” and began looking for candidates within their own networks.
- It is easier to connect to a human than submit your resume to a posting
 - And a human is more than likely to respond.



Challenge Parameters

- The challenge begins on Monday, September 16th, and will end on Friday, November 8th.
- The goal is to complete as many tasks as possible- bonus points if you do more!
 - There are six challenges in total – and some may take more time than others, so plan accordingly!
 - Participants must meet the minimum contact goal to be "completed."
 - To help manage ghosting- we have provided a recommended reach-out and minimum contact required for each challenge.
 - You can "use" a contact twice- meaning you CAN re-use your contacts to complete challenges.
 - The appendix includes a "Bonus" section of challenges should you want more!
- When building your network on LinkedIn, make sure you are selecting "Connect" and now "Follow" on profiles:
 - Follow lets you see a person's posts, whereas Connect lets you share networks.
- When networking, it is advised not to begin messaging by asking for help- even though that is your end goal!
 - We have provided recommendations on how to start the communication (where possible).
- If you have questions or need guidance on this challenge, please contact us at karen@layoff-me.com.



Recommended	Minimum
20	14

Challenge One: Connect to Your Existing Network

- Identify people within your existing network that you are not connected to on LinkedIn:
 - Family Members
 - Friends (old and new)
 - Ex-Coworkers
 - Neighbors
 - Individuals you spend time with at the gym, neighborhood, religious services, etc.
 - People you are connected to on other social media sites (Facebook, Instagram, etc.)
- Recommended ways to reach out:
 - “I’m expanding my professional network and wanted to connect with you.”



Recommended

Minimum

12

8

Challenge Two: Talk to Your Network

- Identify contacts you have yet to speak to within the past year (or longer) and create a plan to reach out to them during this time. (Phone contact! Not email or LinkedIn messaging)
- Types of people to contact and how to start the conversation:

Type of Person	Ways to Start the Conversation
Recently Laid Off	I'm so sorry to hear that recent layoffs at your company have impacted you. As someone laid off, I can empathize with your feelings and needs now. I'd love to connect, and maybe we can commiserate, give advice, or share jokes!
Recently Hired	Congratulations! I'm so excited for you and your new role! If (or when) you have time, I'd love to talk with you to learn how things went for you during your job search and what services you used to secure your role. Honestly, any advice you could provide would be appreciated! Congrats again!
Previous co-worker, leader or friend	It is so great to see you on LinkedIn! I know it's been a while since we chatted, but if you have time, I'd love to reconnect and learn what you have been up to since we last chatted!
Completed a certification	Congratulations on completing your certification! Do you have time for a quick chat? I'm considering expanding my training, but I'm struggling to start! I want to ensure I'm investing in the right places and that you seem to have a good handle on things. How did you decide to pursue this certification with this institution?
Offering a Service	I'm currently looking to engage a company that does <x>/ Do you have a second to chat? (Note: In the appendix, I have offered advice on engaging with a service provider.)



Recommended	Minimum
8	3

Challenge Three: Share Networks

- Identify companies of interest to you. (They may or may not have job openings on a job board.)
- Once you've identified a company, search for specific individuals within that company who could be valuable connections:
 - Consider people who work in departments of interest (they do not need to be the hiring manager).
 - Experiment with talking to a team member or individual contributor vs. a team lead or hiring manager. Individual contributors may be more willing to provide advice on working for the company (plus they are likely to be more honest on questions such as culture, workload, etc..)
 - Human Resources, Talent Acquisition, and Recruiters are likely inundated with requests, so they may not be ideal contacts for this challenge.
 - Look for people who share contacts with you at a 2nd or 3rd level.
 - Ask your shared contact to make an introduction.
 - You may also ask that shared contact for advice on how to approach the individual.



Recommended	Minimum
5	3

Challenge Four: Attend Online Events

- Research upcoming events or training sessions that may interest you.
 - Some people share on LinkedIn when attending events, so you may find people within your network who are attending events you would be interested in.
- Identify people who are also attending or participating in the event:
 - Sites, such as LinkedIn, may allow you to see who has RSVP'd to the event
 - If the event has a chat section, look at the people who are active in the chat and request a connection
 - Connect to the individuals who are presenting at the event.
- Follow up with the speakers and attendees by sending an email or LinkedIn message such as:
 - I saw that you presented (or attended) <event name>.
 - If it was a presenter- ask if they can clarify or share more details on the content they presented.
 - If it was an attendee- ask their thoughts on the event and if it was effective for them.



Recommended	Minimum
3	1

Challenge Five: Attend an In Person Event

- Research upcoming events or training sessions that may interest you.
- Areas to consider checking:
 - Local Chamber of Commerce
 - A co-worker location event list
 - Meetup.com
 - Any organization you are part of
 - Solo Entrepreneurs support organizations
 - Diversity Organizations (WBENC, NMSDC, etc..)
- Identify people who are also attending or participating in the event:
 - Sites, such as LinkedIn, may allow you to see who has RSVP'd to the event
 - Connect to the individuals who are presenting at the event.
- Follow up with the speakers and attendees by sending an email or LinkedIn message such as:
 - I saw that you presented (or attended) <event name>.
 - If it was a presenter- ask if they can clarify or share more details on the content they presented.
 - If it was an attendee- ask their thoughts on the event and if it was effective for them.



Recommended	Minimum
5	3

Challenge Six: Change of Scenery

- Spend a few hours working somewhere different:
 - Coffee shop
 - Co-working space
 - A friend's house
 - A park
 - The Library
- If you have one in the neighborhood, work from a community center
 - If your neighborhood has a community center and an HOA- ask if you can host a “work from the center” day and invite your neighbors to come.

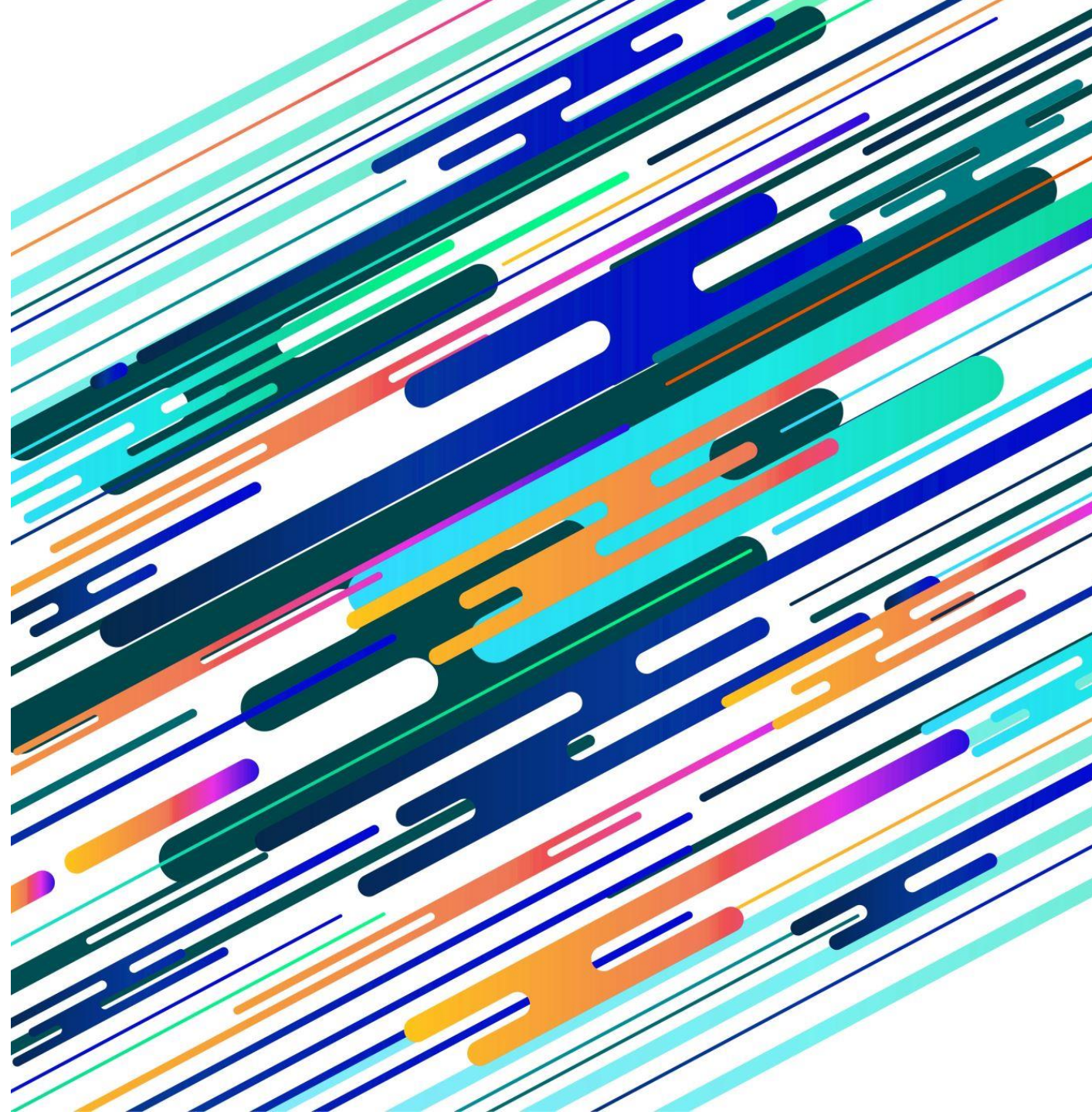


LAY OFF ME

NETWORKING CHALLENGE

APPENDIX

Fall 2024





Questions to Ask Service Providers

- If you are considering working with a service provider to support you with your job search, we recommend the following questions:
 - How long have you been providing these services?
 - What has been your experience working with someone with my background?
 - This would include industry, job titles, demographics, etc..
 - How many customers have you worked with in the past three months?
 - How many customers have a new role or improved their job search?
 - ASK FOR A REFERENCE (it's another contact!)
 - How does your service differ from other providers?



Additional Challenge Ideas

- Invite people to the Lay Off Me events or to join the organization
- Partner with a member to share networking lists
- Host a “Work From My Home” day with your friends.