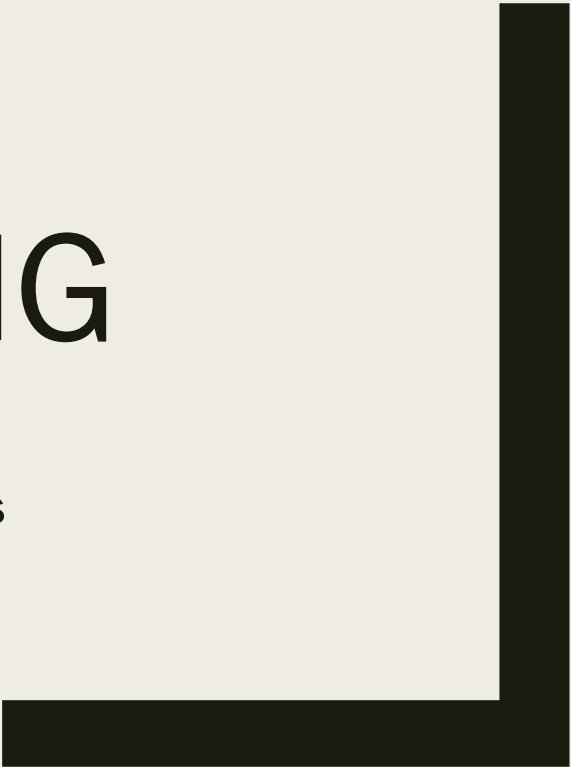




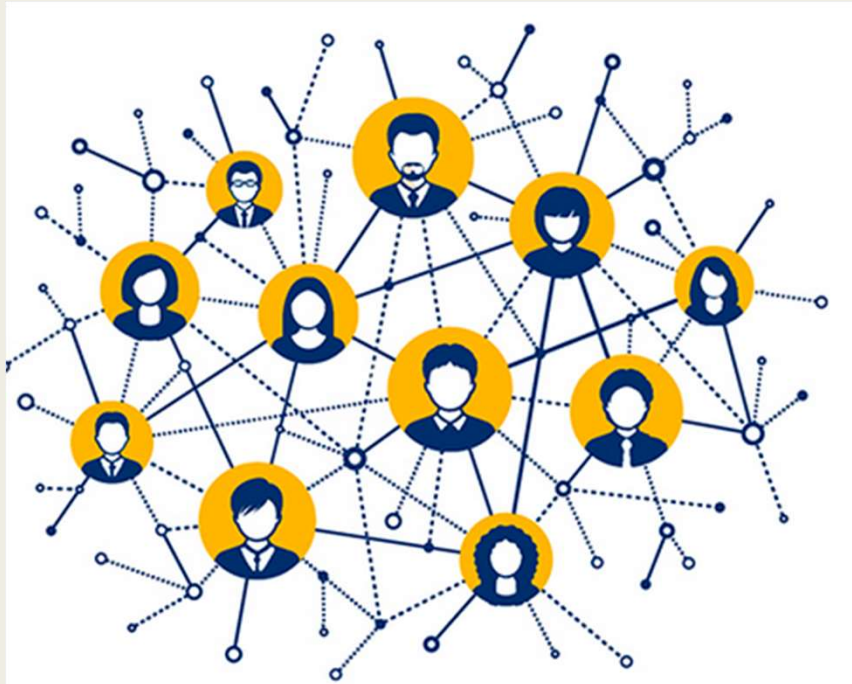
NETWORKING

Get a better job, Sooner
Set yourself for long-term success



What is Networking, Anyway?

It's meeting people; Creating and maintaining personal and professional relationships!



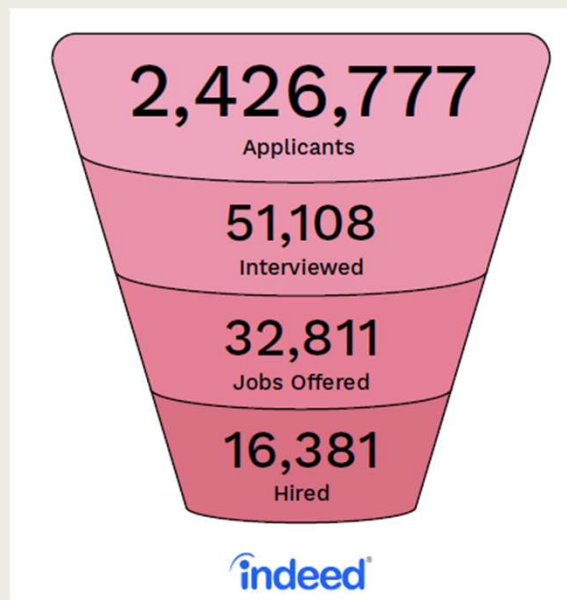
And, Where Do I Find These People?

Anywhere, and everywhere



But, I'm Applying for Jobs on Indeed

Here's the statistics!



Do you like your odds? .0067?

But LinkedIn is much better, right?



Same odds! .0067!

Source: 2023 Breezy

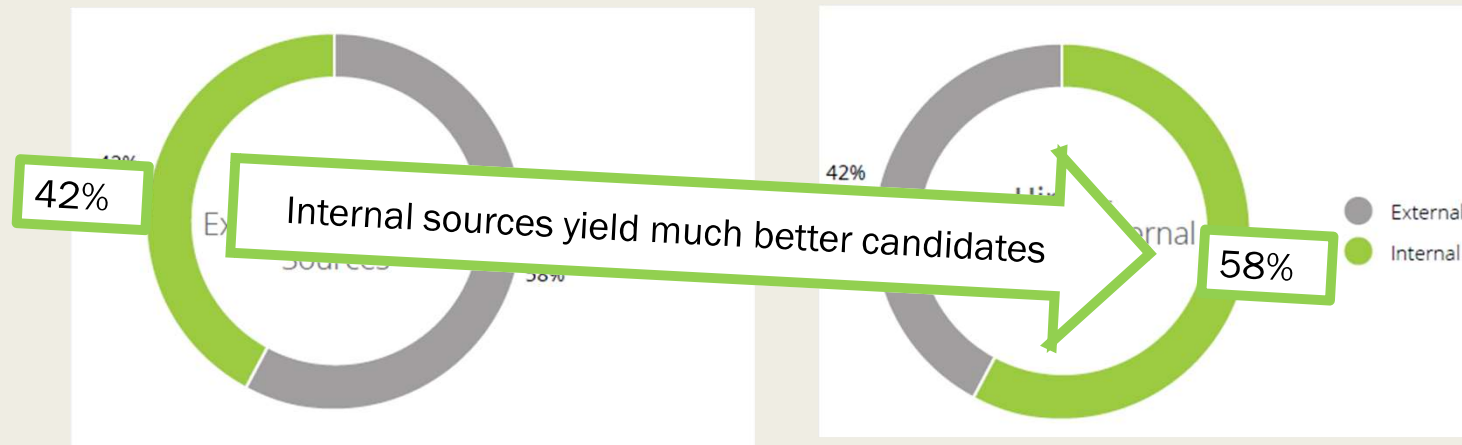
Where Companies Find Applicants?

Internal Sources

- Employee Referral
- Company Web Site
- Recruiter
- Current Employees

External Sources

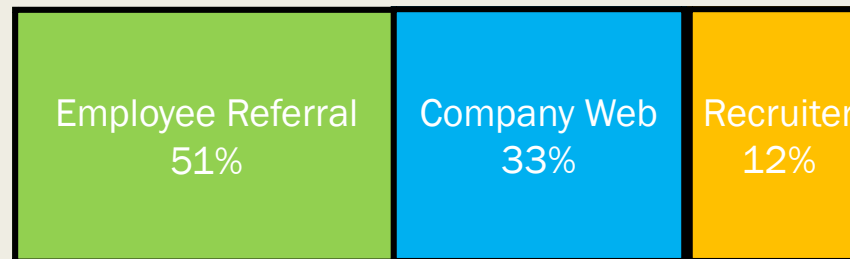
- Job Boards
- Campus
- Other



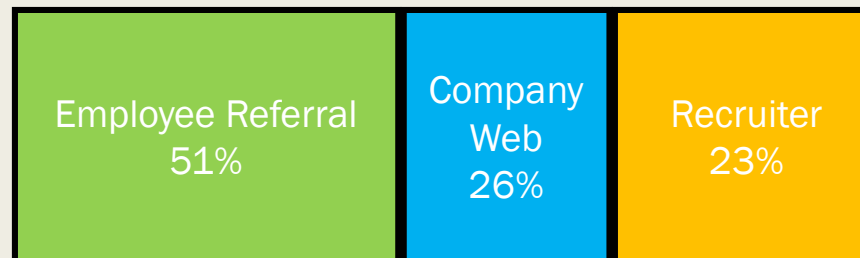
Source: 2016 SilkRoad

The Best Internal Sources:

Interviews



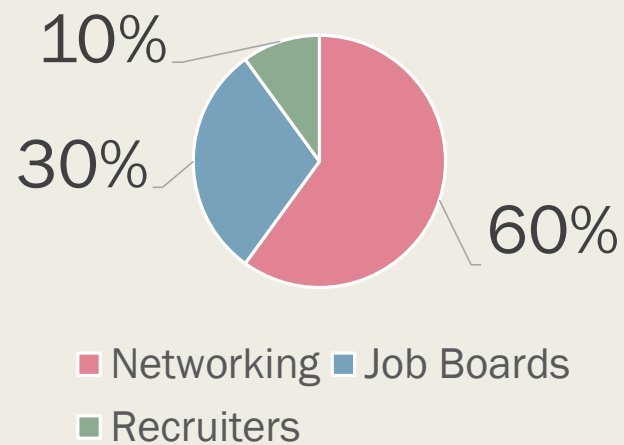
Hires



Networking helps you become one of those “internal” candidates

A snapshot of CR Advisors:

Source of Jobs Landed



So, How Do You Build Your Network?

Help people help you—
Give them some direction



Help them by:

Providing a “Who/What” (Specific individuals, companies, etc.)

Don't lead with your resume

companies and sample job titles

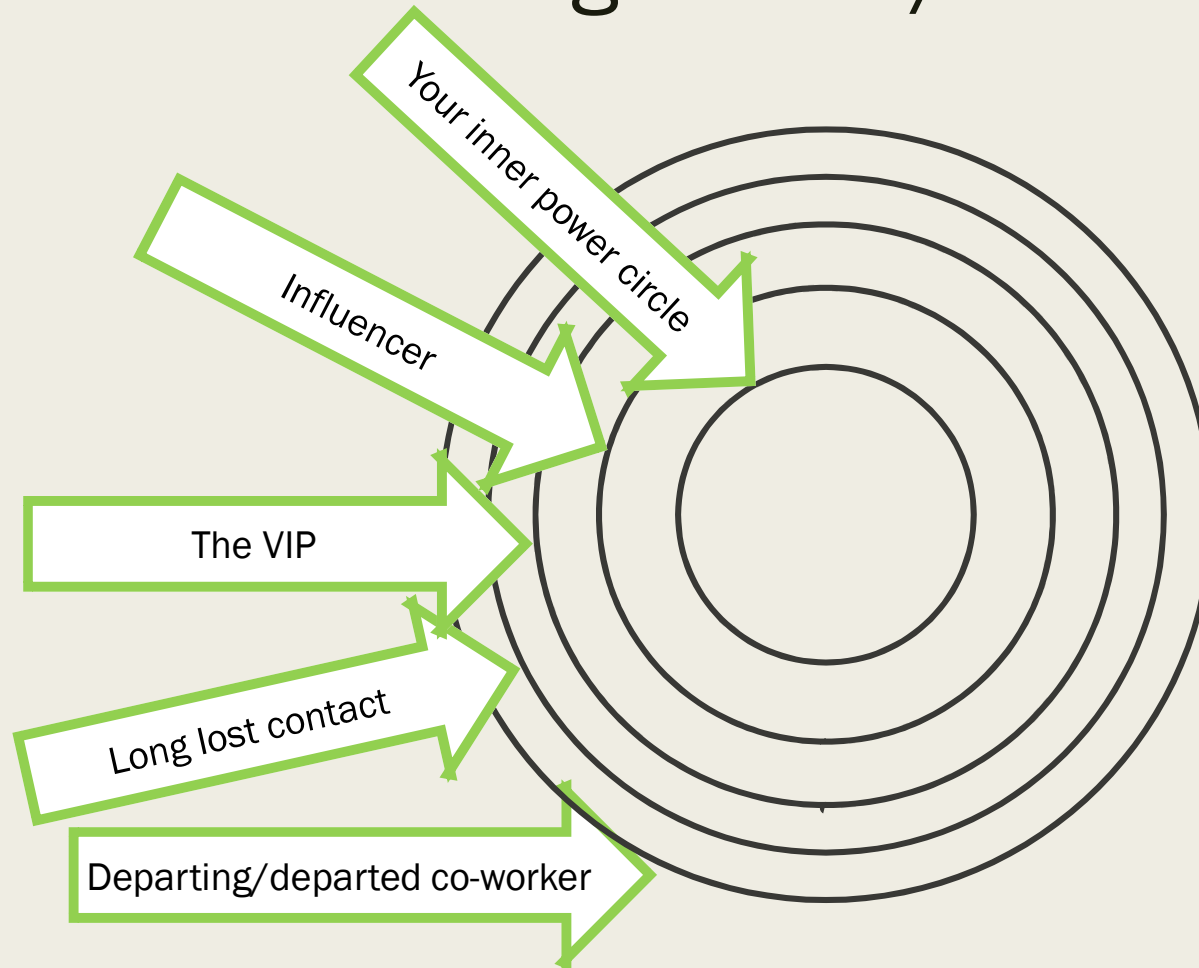
Be able to state the value you bring

But, Are They to Find You a Job?

Absolutely not! Just ask them to be your “listening post”—your radar.



Five Networking Emails/Calls to Contact



What to say in your email?

Break the ice:

“You’re probably surprised to see me in your inbox “

“I saw/heard about ____ and thought it might be of interest to you”

“It’s been too long and I’d love to catch up”

Keep it real:

Don’t ambush with unreasonable requests (remember “Listening post”)

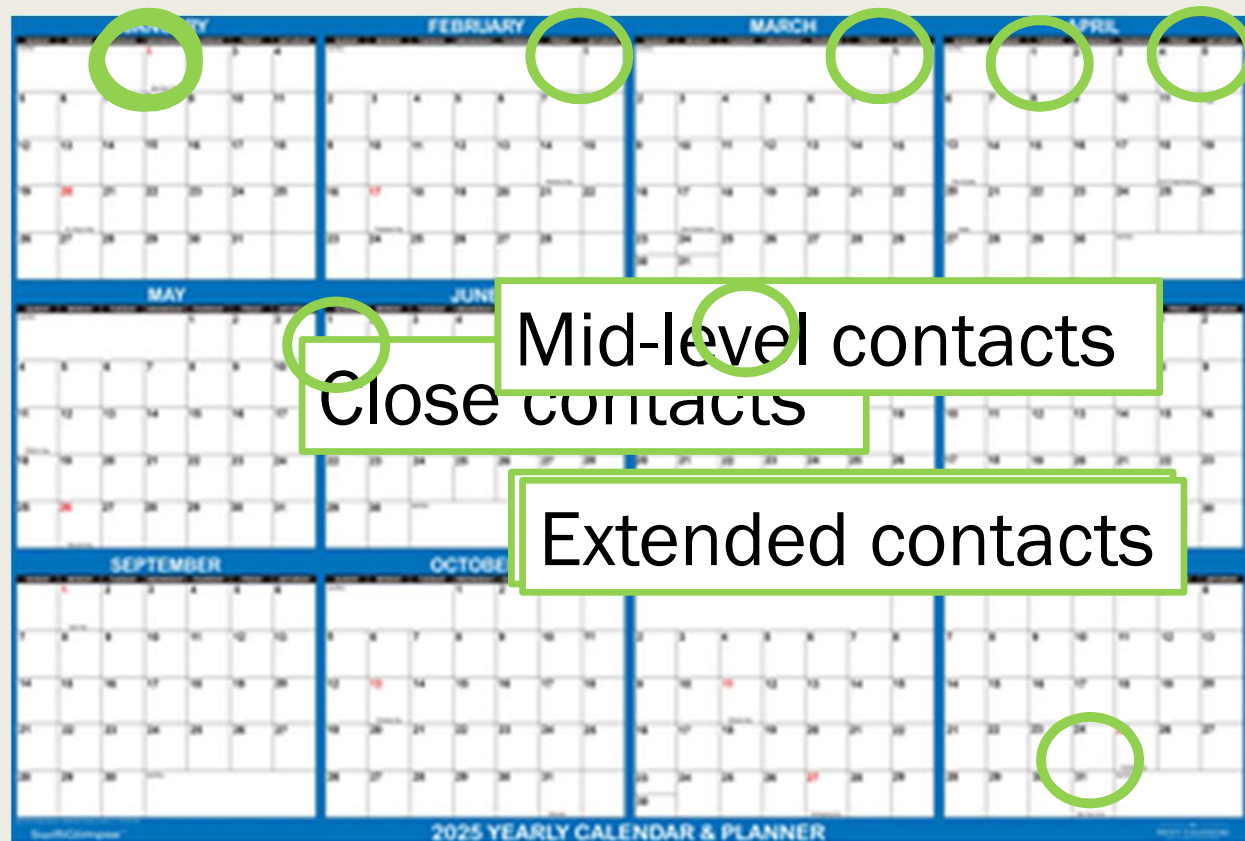
Manage your expectations:

You’re building your long-term network here

Be of service:

“What can I do to help you?”

How Often Should We Connect?



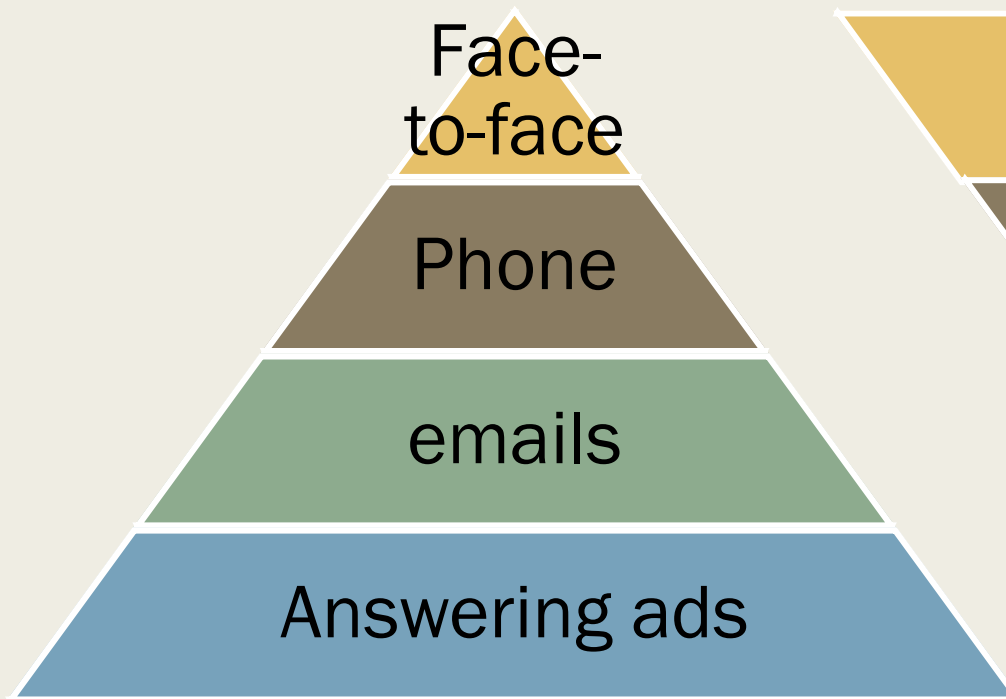
Places/Opportunities to Meet:

Be creative

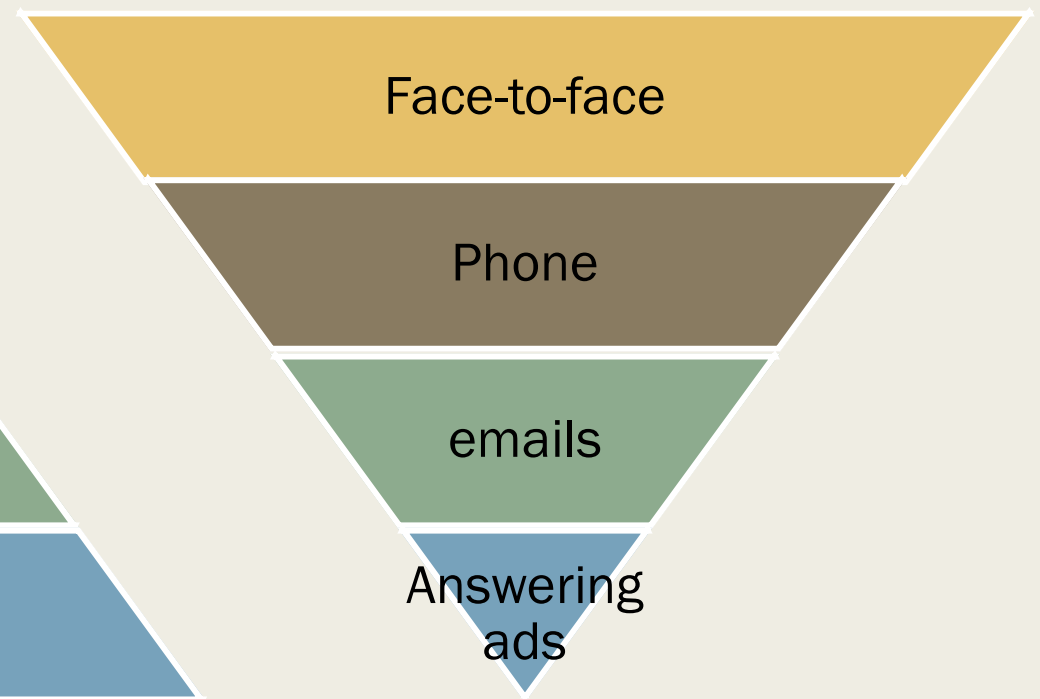


Networking isn't just phone calls or emails:

Ease



Quality



So, Get out of the House!

There are no
jobs in there.

At least, none
that pay!



Cast a Wide Net

You'll be surprised at where you can find people you know:

Look at their members on LinkedIn
Join the LinkedIn Group



Have a Networking Goal

What are you looking for from the relationships you develop?

Meeting new people in your industry?

Understanding if your skills are compatible with the industry?

Meeting a new mentor who can provide career guidance or industry expertise?

Making contacts with a specific future employer?



An Introduction

Use your elevator speech:

Name:

Value:

- *Successfully managed event coordination*
- *Created recognized designs for marketing collateral*
- *Developed successful strategic media plans*



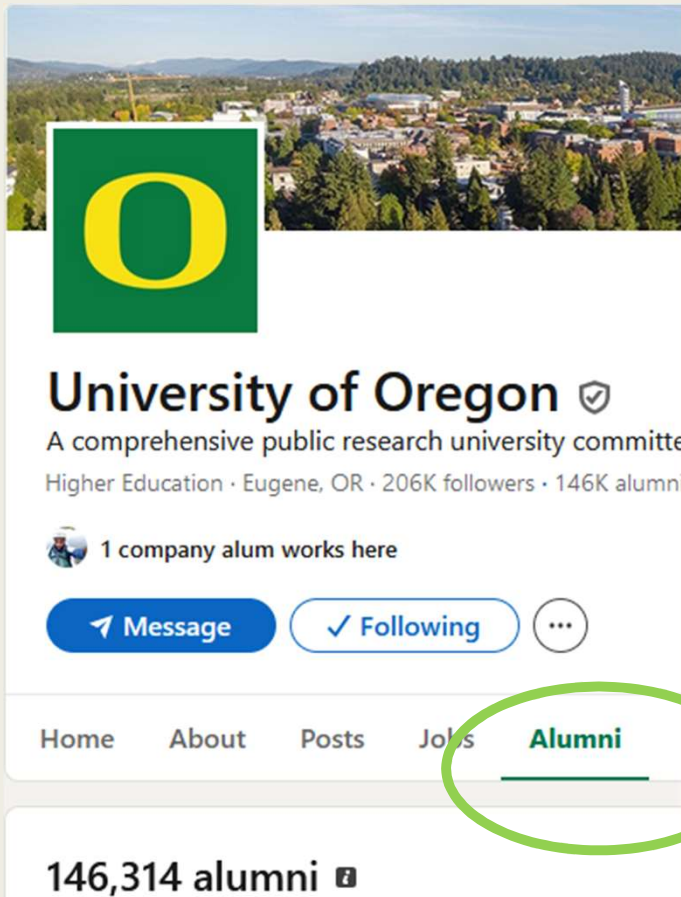
The Ask:

- *Would love to learn how your team...*
- *If you run across anything...*

Close:

*Thank you, I enjoyed meeting you.
If I can introduce you to someone in my
network or help in any way, please call.*

Use LinkedIn to Find More Contacts



University of Oregon

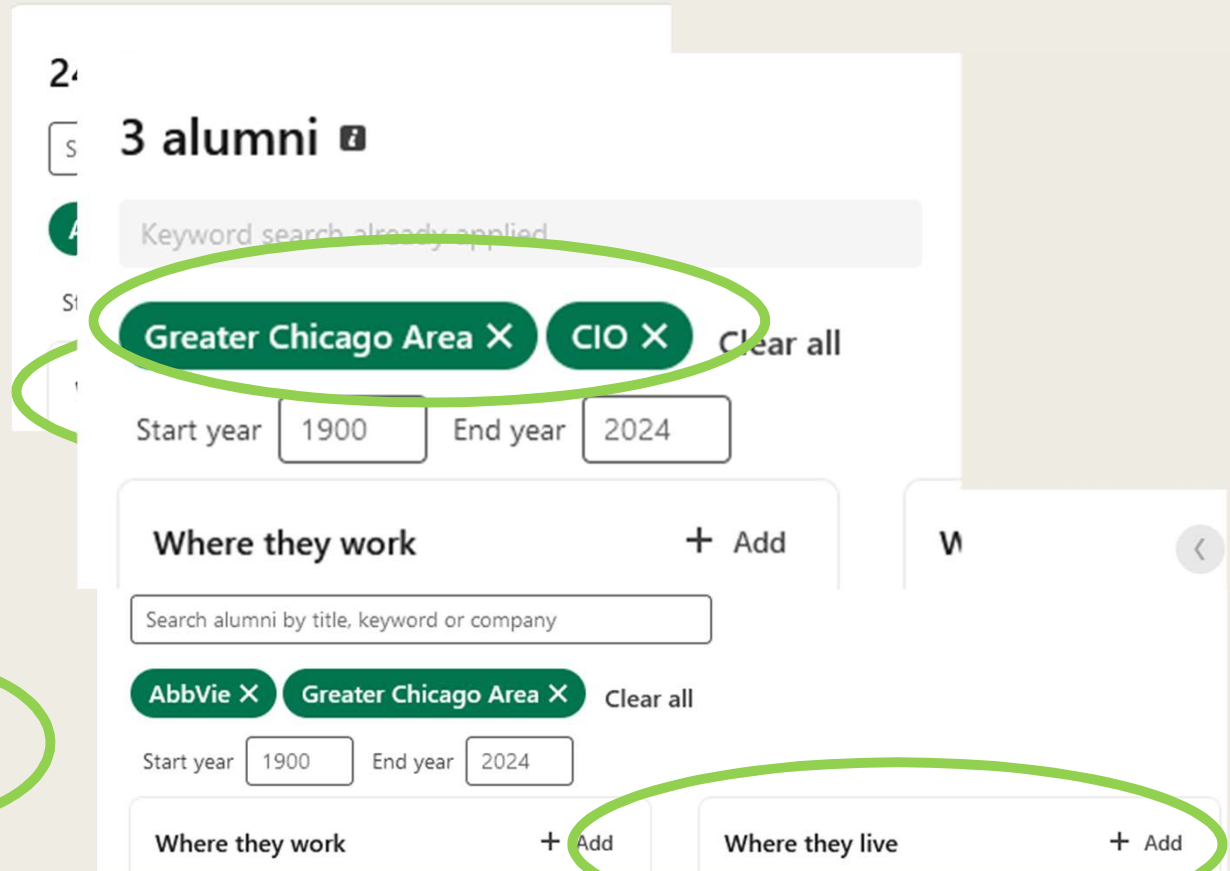
A comprehensive public research university committed to excellence in Higher Education · Eugene, OR · 206K followers · 146K alumni

1 company alum works here

Message Following

Home About Posts Jobs **Alumni**

146,314 alumni



24

3 alumni

Keyword search already applied

Greater Chicago Area X CIO X Clear all

Start year 1900 End year 2024

Where they work + Add

Search alumni by title, keyword or company

AbbVie X Greater Chicago Area X Clear all

Start year 1900 End year 2024

Where they work + Add Where they live + Add

Referrals are Solid Gold!

Remember:

Hires

Employee Referral
51%

Companies know that
employees won't refer
someone they don't like
There may be a bonus for
referrals

You will stand out
from the crowd



Asking for a Referral

Ask for help understanding the company/job:

“Can you tell me anything about ____?”

“I saw 2 jobs on your web site I’m interested in learning about.”

Don’t push—give them an easy out:

“If you are comfortable____, If not, that’s perfectly OK. I understand.”

When referring someone, use the double opt-in:

NOT: “I told Ms. X to give you a call. Is that OK?”

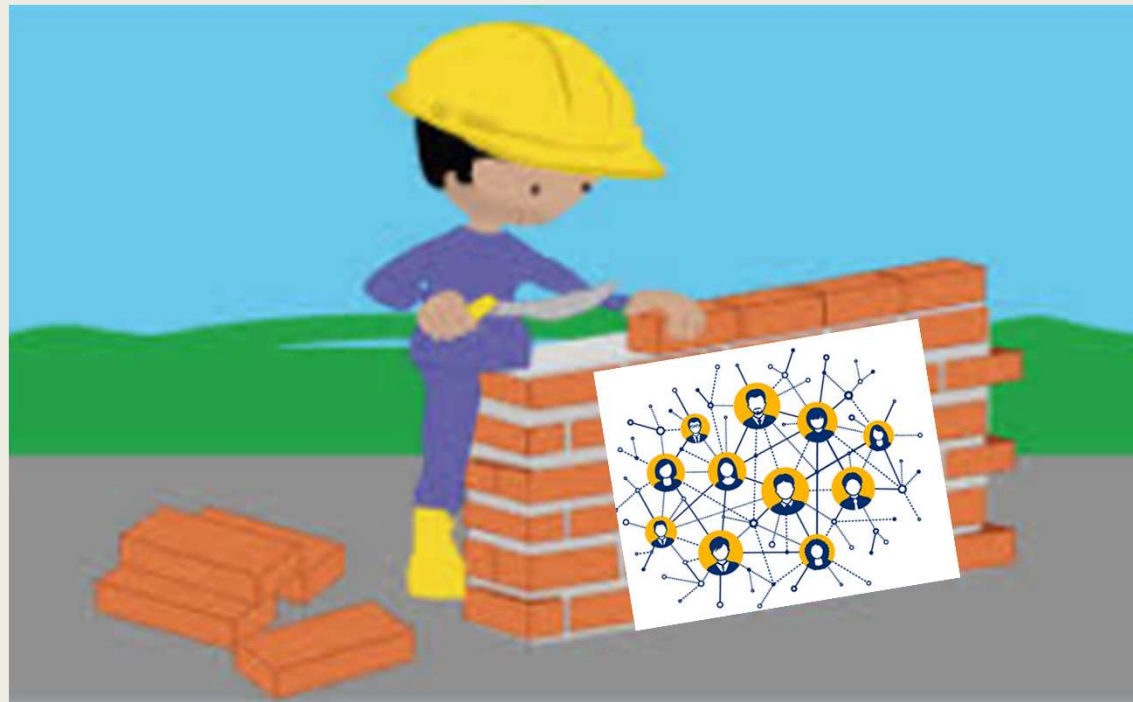
RATHER: “I met Ms. X. If it’s OK with you, can I give her your contact info.”

Always:

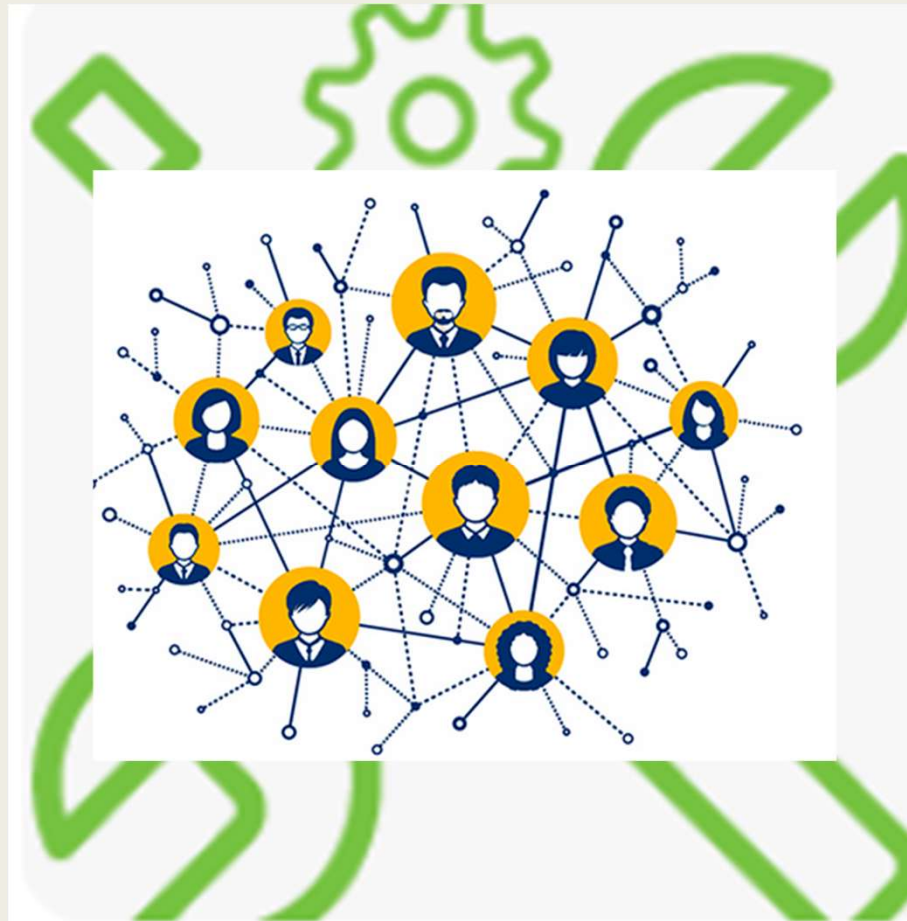
“Thank you!”

Follow-up

So Now its Time to Build Your Network



And, Most Important, Maintain your Network



CAREERRENEWAL.ORG

HOME RESUMES INTERVIEWING **SEARCHING** RESOURCES

Networking

Networking is a key part of a successful job search and important to building a successful career. Included is a Career Renewal presentation on networking and several good articles to help you build your skills in this important area.

Networking to Get a Better Job Sooner
(pdf)

DOWNLOAD

How to network for a Job (docx)

DOWNLOAD

How to Get in Touch with anyone (docx)

DOWNLOAD

The Five Emails You Need to Send
Before New Year (pdf)

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Harvard Law Networking Questions (pdf)

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Great Questions To Ask at a Networking
Event (pdf)

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Land a New Job with help from the
inside (pdf)

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