

**NETWORK YOUR WAY TO
SUCCESS
...SOMETIMES IT IS WHO
YOU KNOW**



What Is Networking?



- ⦿ Networking is the #1 way to get a new job.
 - 80% of the jobs available never get advertised. This is how you find them and get them!
- ⦿ It is the process of discovering and utilizing connections between people.
- ⦿ Everyone knows other people, and thus has a network.
- ⦿ “Networking” implies movement beyond one's immediate network and involves tapping into other people's networks.

What Networking Isn't?

- Networking is **NOT JUST** about passing out business cards.
- By passing out and collecting business cards you are not being an effective networker. Most likely if you call someone from a business card you collected without conversing with one another beforehand, then that person may be annoyed with your unprofessional tactics. Rather than pass out business cards, cultivate long-lasting business relationships. When you do, your network will get *Bigger* and more valuable.



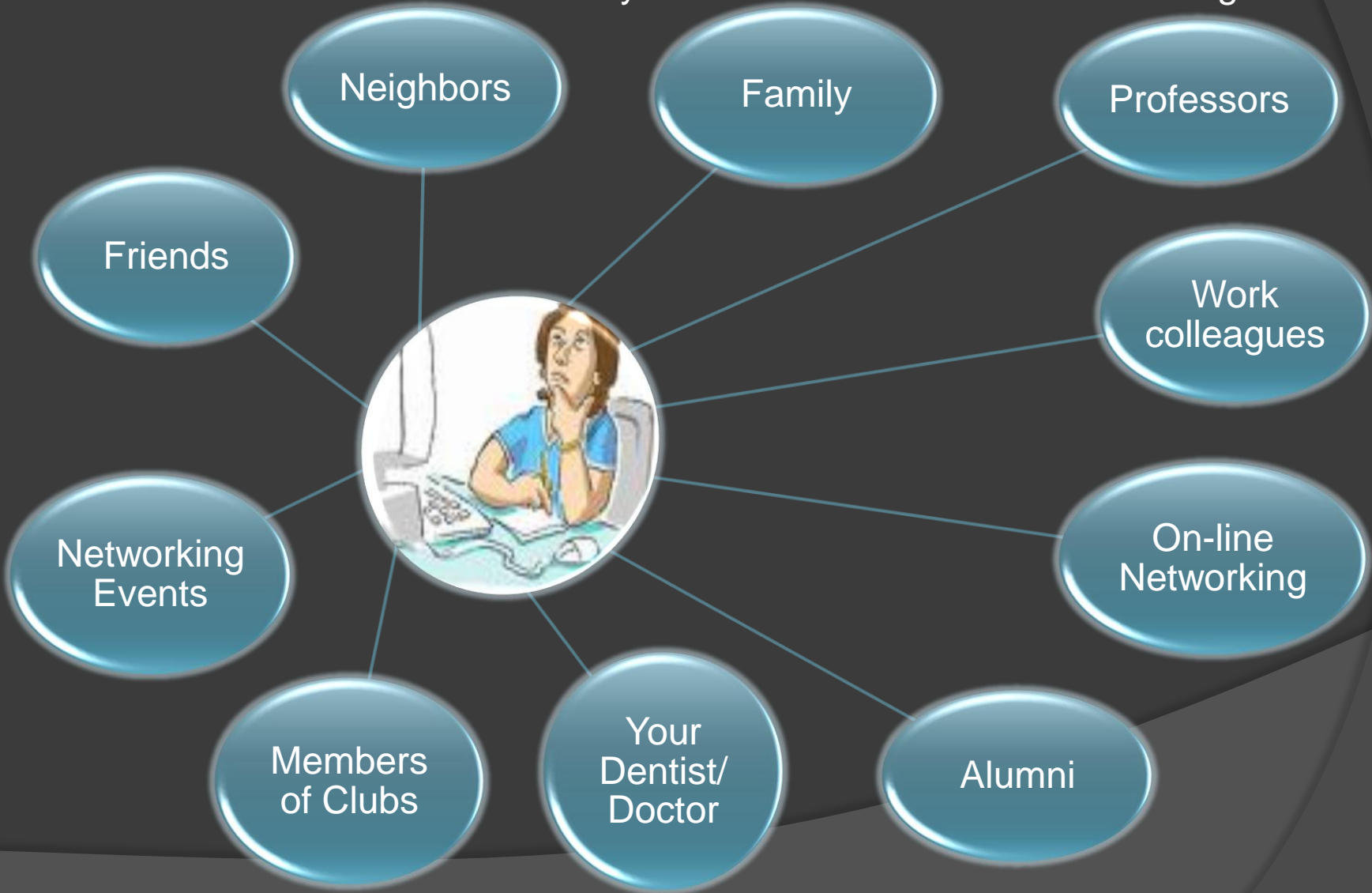
What Networking Isn't?

- Networking is *NOT JUST* about you.
 - For those who begin networking and think meeting and building relationships with people is about "Using people to get what you want," than they are completely mistaken. If you were a networker that just used people and didn't give anything back in return, or put yourself first before the other person...the chances that the other person would want to help you again in the future is slim to none.



Where To Start

- ◎ Produce your own network diagram
 - Write down the names of key contacts under the various headings.



What does the pattern tell you about your existing contacts?

- ◎ If your contacts seem slim, you may want to:
 1. Join clubs (health clubs, volunteer clubs, book clubs...)
 2. Take a class, any class: you'll learn something new and make new friends with similar interests. Conversation is easier if you have something in common.
 3. Have a Party: Invite your friends and have them invite two friends and so on and so on.
 4. Go to seminars: lots of people go to seminars alone; great place to start a conversation.
 5. Go to Museums: Many museums have special events and members only events. Become a member and meet lots of cultured people.

What does the pattern tell you about your existing contacts? (cont...)

6. Got to sporting events: Go to sporting events of any kind; soccer, football, basketball, etc.
7. Play a Sport: Lots of towns have adult sport programs.
8. Go to every Party you are invited to: even if you don't want to go...go. You never know who you'll meet.
9. Volunteer: Help build houses for Habitat for Humanity; give out beverages at marathons, or join one of the many volunteer organizations.

Talk to Everyone, Everywhere



Is Your “Net” working?

- ◎ Ask yourself
 - Who else should I know and how can I meet them?
 - How many of these people would it be helpful and enjoyable to re-establish contact with?
- ◎ On average each person knows 300 people and each of those knows another 300 people, that means that you technically have access to 90,000 people. Now that's amazing!

What Information Could My Contacts Tell Me?

- ⦿ What a field is really like, changes in the field, and the future of the field.
- ⦿ The skills and training needed to succeed.
- ⦿ The inside scoop on schools and training programs.
- ⦿ Information about an organization that you cannot find through research.
- ⦿ They might even help move your application along!

Best Practices

- ⦿ When following up with a new contact via e-mail, DO write a subject line that stands out.
- ⦿ DON'T write long e-mails. We're all pressed for time. As you read through your draft, ask yourself if each word/phrase/paragraph is essential to your message.
- ⦿ DO use spell check.
- ⦿ DON'T send unsolicited attached files, such as your resume. Many recipients are nervous about viruses in attachments and simply delete them. If you want to forward your resume as an attachment, it's best to first ask permission or you may want to convert it to a PDF format.

Networking Event

- A networking event is a professional conference or meeting, intended to have participants network with representatives from companies. Networking events can be sponsored by organizations, universities, or any other group that attracts contacts. Each company may have a designated table at the event.



10 Tips At a Networking Event

1. **When you arrive at a networking event, avoid gravitating to people you know.**
2. **Stop selling and start listening!** When you meet someone for the first time, use it as an opportunity to get to know them. Establish a relationship.
3. **During the course of a conversation, use the other person's first name two or three times.** People always like to hear their own name and it will help you to remember it when the discussion is over.

10 Tips At a Networking Event (cont...)

4. Rather than telling a new contact all about yourself, spend your time asking them questions. It's amazing how much you'll learn!
5. After you meet someone for the first time, use the back of their business card to jot a note about something you learned from the conversation and the date and place you met them. Recording the information will give you something to talk to them about the next time you see them
6. When a person is talking to you, be sure to look directly at them.

10 Tips At a Networking Event (cont...)

7. As a way of demonstrating your networking skills, introduce each new person you meet to at least one other person.
8. Do not approach two people who are talking, as you may be interrupting an important discussion.
9. When you meet someone for the first time, you have 48 hours to follow up with them before they will completely forget about meeting you.
10. A networking event is not a time to see how many business cards you can acquire. Rather, it is a time to develop a few relationships that have potential.

Networking Business Card

- ◎ Networking business cards give you the opportunity to provide critical career and contact information with people you meet in social and professional situations.

Contains key information: name, phone, e-mail, address and job objective, as well as skills and resume highlights.



Networking Business Card (cont...)

Bring them EVERYWHERE you go

- ◉ Networking events
- ◉ Career and job fairs
- ◉ Professional meetings
- ◉ Parties
- ◉ Weddings
- ◉ Social gatherings



You should keep copies of your resume handy as well, but there are obviously numerous times where a resume would simply be too awkward to handle, that's where the business card comes in.



Click [here](#) for an example of a networking business card.

Networking Scenario

Meeting at a Social Event

- Ask a mutual friend to introduce you.
- If the person is willing to discuss business at a social event, introduce yourself and build rapport.
- Summarize your background and experience.
- Foster dialogue and ask questions.
- Get permission to follow-up.



Remember at social events used for professional purposes do not consume alcoholic beverages!

Networking Scenario

Meeting at a Professional Conference



- ◉ Ask a mutual friend to introduce you.
- ◉ Try to find common ground to establish rapport.
- ◉ Get a business card.
- ◉ Summarize your background and experience.
- ◉ Write down pertinent information about the people you met.
- ◉ Get permission to follow-up.
- ◉ Send each person a follow-up thank you note
- ◉ Ask to set up a short, informal meeting.

Remember Your Contacts!!!

Keep a networking log

- Include the following:

- ⦿ Contact name
- ⦿ Company name
- ⦿ Address of company
- ⦿ Referral source
- ⦿ Date of meeting
- ⦿ Follow-up actions
- ⦿ Key points learned
- ⦿ Suggestions that the contact made.
- ⦿ Names of referrals the contact gave.

E-Networking

Advantages

- There are thousands of on-line [discussion groups and community forums](#), many of which are industry-specific.
- You can “break the ice” before a formal meeting.
- You can be very involved, or choose to stand back.
- Many recruiters peruse the lists to find job candidates.

Disadvantages

- You cannot establish a true, personal relationship online.
- First impressions count more over the Net.
- Your online behavior matters more than you think. Write cautiously!
- Your personality may not be represented accurately.

E-Networking Sites

- ◎ [Career Direction](#) – Montclair State University’s own networking site! Speak directly to MSU alumni!
- ◎ [AlumniNet](#) – Links to high schools and colleges.
- ◎ [LinkedIn.com](#)- “Over 30 million professionals use LinkedIn to exchange information, ideas and opportunities”. On LinkedIn, professional networking is the whole point, and the social component is more of an incidental. You can include a photo of yourself on your page to jog someone's memory, but there is no glitz or glamour.
- ◎ [Facebook.com](#)- “Facebook helps you connect and share with the people in your life.” Create a profile and network with others.

E-Networking Sites (cont...)

- ◎ PowerMingle.com – Create a profile, meet, mingle, and network with other professionals.
- ◎ SchmoozeMonger.com – Learn strategies for networking, play a game, read newsletters.
- ◎ [ItsNotWhatYouKnow](http://ItsNotWhatYouKnow.com)- Create, build, and manage your own personal network of contacts.
- ◎ CorporateAlumni Inc. – Communities of former employees of companies. The site is limited to the specific companies listed.
- ◎ Company of Friends – A network of 10,000 business people, change agents, and thought leaders.



How else could I Network?

Form a Job-Hunt Club

- ⦿ If you have friends in a similar situation, why not help each other and form a job support club to share information and cheer each other on.
- ⦿ “There is an 84% success rate when job-search techniques are conducted in groups,” states Richard Nelson Bolles, author of *What Color is Your Parachute?*
- ⦿ Exchange job leads, business cards, resumes, ideas, and information. It can be educational and energizing!
- ⦿ Your club can meet weekly, if possible. If not, activities can be done by e-mail or over the phone. Experts recommend 2-30 members.

What is Informational Interviewing?

- Informational Interviewing is more structured than networking, because it is a *scheduled, one-on-one appointment* with a person in your field who can help you gain insight when searching for career opportunities and new options.



Tips on Informational Interviewing

- Ask for 15-30 minutes of the contact's time.
- Call to confirm your appointment.
- Ask permission if you want to tape the interview.
- Arrive on time
- Greet your contact with a handshake and a warm smile.
- Ask for the contact's business card.
- Offer your business card and resume.
- Thank the contact in person and also in a "snail-mailed" note.
- Keep the contact updated on your career progress.
- Organize network contacts.
- Keep networking after you find a job.

Informational Interviewing may help you...

- ◎ Learn the realities of the work world.
- ◎ Discover job and career path opportunities.
- ◎ For more information about what to ask your contact, visit the [MSU Career Development Website](#) or [QuintCareers.com](#)

Research, Research, Research!

Research your contact's position, the company, and the industry

- ◎ Use Internet resources for researching companies, such as those through the [MSU Career Development Center](#) website. And check out the company's website as well.
- ◎ Use library resources (books, periodicals, magazines, journals)
- ◎ Get literature from the company's public relations department

References

- Careerbuilder.com:
www.careerbuilder.com/JobSeeker/CareerBytes
- Monster.com website
content.monster.com/career/networking
- Riley Guide website
<http://www.rileyguide.com/network.html>
- http://www.essortment.com/all/meetnewpeopl_rbhr.htm