

Network to Work Meeting

Resource Materials – May 2017

Job Search Networking

What it is: Networking is a process, it does not happen overnight. Be persistent and consistent in talking with people and expanding your network. It is about making connections and giving as much as you receive. As you connect you can gain new connections for your network, personal references, information and background on specific companies, jobs & types of work. For example, if you came into the SCSEP program with an interest in being a Home Health Aide you might use your network to connect with someone doing that work to get a more complete picture of the job, training, expectations, tasks, etc.

What it is not:

- ISN'T: Asking for a job
- ISN'T: Using other people
- ISN'T: Aggressively promoting yourself

Why you should do it: By some estimates your chances of getting an interview and or getting hired increase 5 to 10 times when you are referred for a job, versus those who are not referred.

How to do it: Be specific on what you are after in each interaction. Is your goal referrals, career information, research on companies/industries, other connections? Don't be shy in telling the person how they can help. Be specific enough so the person knows how to help you. Here are some examples:

- "I'm looking for an entry level position as (type of job) at small companies such as (name of companies). Do you know anyone at those places?"
- "I'm looking for an introduction to a person at a certain employer."
- What kinds of prior experience/training are needed for this kind of job?
- What personal qualities or abilities are important to being successful in this kind of job?
- What is your opinion of my background and resume? Do you see any problem areas or weaknesses?
- Who else do you know that might be willing to speak with me as well? May I use your name when contacting him/her?

Have a brief "elevator speech" that concisely tells a bit about you, your skills and what you're looking for. You'll want to tailor this as the situation demands. It will be different when you're seeking a referral than when you are trying to gather information about a particular job.

Networking Step by Step

1. Make a list of 3-4 people who can vouch for your past performance and future potential, then meet with them. These should be your best first degree connections. You might use past co-workers, supervisors, important church or social connections as your first degree connections.
2. During the meeting review your resume or LinkedIn profile and ask for feedback. Then ask these people if they would be comfortable recommending you to people they know who are connected to others in companies or industries of interest.
3. If the answer to Step 2 is no, find out why, and/or find some better connected people.
4. If the answer to Step 2 is yes, obtain the names of 3-4 people and their contact information. Then ask the person who is vouching for you if they would call the person on your behalf, or send an email introducing you.
5. Research your connection's connections and ask about specific people. In addition to asking people you know who they know, you can turn this around and ask them about specific people they're already connected to who you'd like to meet. This is possible using LinkedIn, since you're able to see your first degree connections' connections (at least if they haven't hidden them).
6. Network backwards. Start with a job of interest, and using LinkedIn (or other sources), find out who you're connected to who knows someone in the company who can refer you.
7. Be direct and be proactive. When you meet these second degree connections be prepared to ask about specific people they know, and about specific jobs at their companies. All of this information is on LinkedIn. Asking to be referred to a specific person or a specific job will result in more connections and more interviews.
8. Don't be a pest, but keep your network warm by maintaining active connections. Spend a few hours each week sending emails to those who have helped you in any way. Make them personal.

(Source: canadianforex.ca)

Exercise – use the table below to record the names of your “first degree” connections – people who know you well and can vouch for you.

Name	
Contact information	
Purpose for contacting	
Result	

Name	
Contact information	
Purpose for contacting	
Result	

Name	
Contact information	
Purpose for contacting	
Result	

Name	
Contact information	
Purpose for contacting	
Result	