



# **BUILDING SKILLS FOR A SUCCESSFUL JOB SEARCH**



## **SESSION THREE- Networking: Conversations for Career Success**

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## Networking: Conversations for Career Success

### Table of Contents

Agenda .....	2
Reframing Networking.....	3
How Networking Helps You in a Job Search.....	3
Fellow Clients Are Contacts Too .....	4
Why is Networking SO Important? .....	5
What Do You Do? .....	6-7
Your Value Statement .....	8
Exercise: What Do You Do? .....	9
Additional Networking Sound-Bytes .....	10
Identifying, Building & Using Your Network.....	11-12
Increase Your Reach on LinkedIn .....	13
Weak Ties and Dormant Ties .....	14
Anybody, Everybody and Somebody .....	15
Building Your Network-Get the Word Out! .....	16
Advice about “The Ask” .....	17
Follow Up and Follow Through .....	18
Networking Event Template .....	19-20
Wrap Up and References .....	21
Addendum - Know Your Network Facts .....	22

# Today's Agenda

- I. Defining Networking
- II. Preparing to Network
- III. Planning What to Say



# Reframing Networking

- *Everyone* can network. Since it is the #1 way to find a job, everyone in transition needs to network!
- Many people are uncomfortable with networking—for a lot of the same reasons
- The right approach and good preparation can reduce apprehension and improve results.
- Practice, practice, practice! Even a rejection is an learning opportunity.



## How networking helps you in a job search:

- Creates relationships that transcend job transitions, and provide lifelong relationships for mutual benefit.
- Expands your connections to reach those who can refer or hire you.
- Helps you become better known in your field.
- Provides access to information about new industries, fields, organizations or positions.
- Provides the opportunity to investigate the needs and problems of an industry or profession.
- Allows you to leverage resources and enjoy support.

## Fellow Clients Are Contacts Too

- Networking involves meeting people who can help you and vice versa.
- CTC clients are a big source of support, leads and contacts for each other. Network with your fellow clients.
- Continue to call on each other to practice what you learn today and in the other CTC workshops.



## Why Is Networking SO Important?

- About 90% of CTC clients land jobs through networking.
- 75% of all jobs are filled before they make it to the advertising stage.



### The Hidden Job Market – how a position really gets filled:

1<sup>st</sup> – Hiring manager/HR work with other managers to advance an internal candidate  
*(internal network)*

2<sup>nd</sup> – Candidates are sourced through employee referral *(employee network)*

3<sup>rd</sup> – Candidate are sourced through trusted colleagues in other organizations, even friends and neighbors *(personal network)*

4<sup>th</sup> – HR posts the position with external job boards or hires a recruiter

*If a hiring manager's colleagues, employees, friends, or neighbors are among your contacts, you have access to that hidden job!*

## What Do You Do? (The Old Way)

- “What do you do?” is the most popular question asked of adults in the US.
- FACT: Most people don’t answer this question. They name a position, a title, or the name of their company. But we’re asked what we DO--and DO is a *VERB*.
- Your response needs to be interesting and engaging.
- Example of the OLD way:

Q: What do you do?

A: I’m an accountant.

*(Or worse, a 3-minute long memorized response that sounds like a resume)*

Does this answer make you want to learn more about what this person does? Does it open the conversation for a meaningful exchange?



**Consider how you serve or what value you  
bring an employer or those you serve.**

## What Do You Do? – The New Way

What you DO concerns –

- ✓ the **problems** you solve for your employer
  - ✓ what **distinguishes** you professionally
  - ✓ what you are **passionate** about in your work
  - ✓ your **value**
- Provide an engaging answer that opens the door to a meaningful connection and exchange.

*A: "I'm a CPA who helps companies save money and improve profitability."*

### More Examples:

OLD: "I'm a career coach."

NEW: *"I help people look for work in the right ways, so that it's less stressful, more fun, and get better results faster."*

OLD: "I'm a sales representative."

NEW: *"I attract and grow profitable and loyal client relationships."*

OLD: "I'm an event planner."

NEW: *"I plan and deliver the best, most memorable parties."*

### What You Do

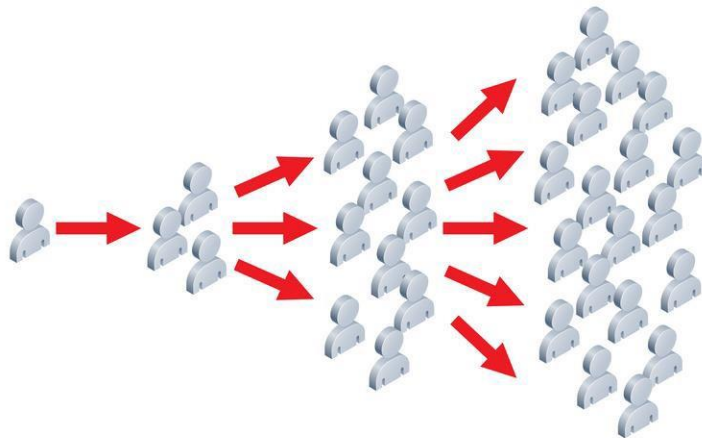
- If your response elicits questions like *"Really? How do you do that?"* or *"Tell me more,"* you are on the right track.
- Talk about what sets you apart professionally and what excites you.
- Let your enthusiasm for what you do come across. You will be more memorable for future networking/referrals.
- You will enjoy networking conversations much more!



## Your Value Statement: What You Do and More



- Your distinction =  
What you enjoy doing +  
Your experience +  
Your strengths & successes +  
How you serve organizations and/or individuals
- It's not a "pitch." It is the truth about you stated in a thoughtful and engaging way.
- It's easy for others to understand, remember, and repeat.



## What Do You Do?

### EXERCISE

Draft three distinct “new way” responses.

#1 -

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#2 -

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#3 -

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*“So, what do you do?”*

## Additional Networking Sound-Bytes

In networking conversations, you might want, or be asked, to share other information about yourself. Planning what to say keeps you on point and succinct which is important in turning the focus of the conversation back over to the other person while still providing a memorable impression of yourself.

<p><b>What you do</b> <i>Choose your favorite statement from Page 10.</i></p>	<p>I'm a CPA with an MBA and I take a lot of pride and satisfaction in finding profitable solutions to companies' problems.</p>	
<p><b>Summary of your experience</b></p>	<p>I help organizations optimize their finances and operations in order to move to the next level.</p>	
<p><b>How you do what you do</b> <i>(Key Strengths)</i></p>	<p>I offer 10 years of senior experience in finance and operations in healthcare and medical technology.</p>	
<p><b>Who you are</b> <i>What you'd like people to know about you.</i></p>	<p>I help companies plan, save and leverage efficiencies.</p>	
<p><b>For whom you do what you do</b></p>	<p>I've served organizations from start-ups to industry leaders poised for growth or undergoing reinvention.</p>	
<p><b>Work are you pursuing</b></p>	<p>I am targeting growth-oriented organizations, both for-profit and nonprofit that are ready to move to the next level.</p>	
<p><b>The Ask</b></p>	<p>I am actively working to expand my network and seeking a lot of input. Do you know anyone else who could give me good advice or provide contacts?</p>	

# Your “Inside Out” Network

**Family** - immediate & extended

**Friends** – current and former (school, neighbors, church)

**Past positions** – coworkers, supervisors & clients

**Professional organizations** – members or staff

**Former instructors** or mentors

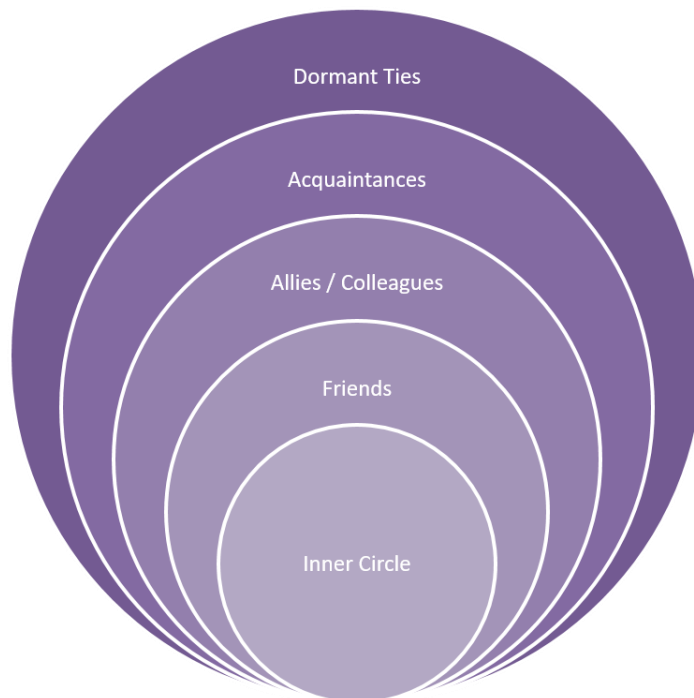
**Volunteer work** – supervisors or other volunteers

**Personal contacts** – doctor, barber, banker, gym, sports teams, hobbies

**CTC** – clients, coaches & staff

**LinkedIn and referrals** – your connections’ contacts

- Your network is much more than just the people you know. It’s about who they know, and who their contacts know, and the people those contacts know...



*Who else can you think of?*

## Your “Outside In” Network

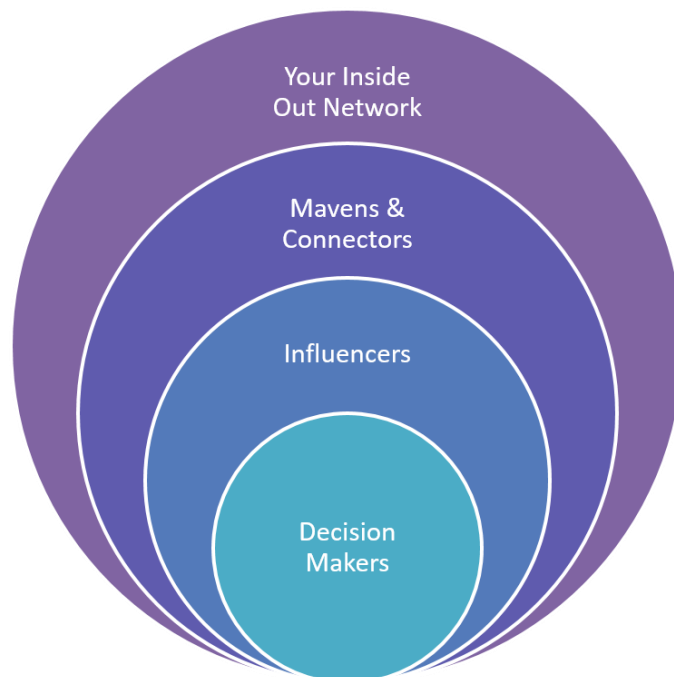
### **Mavens, Connectors, and Influencers help you reach decision makers.**

- Those in your network who know decision makers
- Working with them increases your ability to get in front of target contacts by reaching out on your behalf (make an introduction, allows you to use their name)
- Find them by telling everyone in your network what work/organizations you are pursuing, through direct outreach and by using LinkedIn.

### **Target contacts and how to identify them**

- Target contacts are decision makers, the hiring managers
- Reach out to your network for mavens, connectors, and influencers
- Check company website, check annual reports, or call company
- Use Google and LinkedIn

You won't know until you start networking who proves invaluable because they are knowledgeable and/or well-connected...and willing to help you!



## Use LinkedIn for Outreach and Information

- With a community of over 200 million professionals, LinkedIn is the leading professional networking site in the world.
- The #1 go-to site for hiring managers and recruiters when searching for job candidates.
- LinkedIn enhances your visibility and marketability. Use your profile to position your brand and communicate your qualifications.
- “Recommendations” and “Endorsements” features can reinforce your credibility, qualifications and skills.
- LinkedIn helps you reconnect with past colleagues, supervisors and alumni.
- LinkedIn offers industry specific insight and news by following companies and thought leaders.

***Get connected...stay connected...***



### **Increase Your Reach on LinkedIn**

- Add your email address and phone number to your LinkedIn profile. Add your phone and profile link to your email signature.
- Complete your profile 100%, including photo, recommendations and volunteer work.
- Regularly update your work/accomplishments and relevant activity.
- Get others to link in and share best practices.

## Weak Ties and Dormant Ties

- Weak ties are people you meet through others or through networking events.
- Weak ties travel in different circles and can offer new contacts and information.
- 58% of people are likely to get a new job through a weak tie or acquaintance – even someone you just meet and make a good connection with could be the influencer or decision maker key to your next job.
- “Dormant ties” are people you used to know who can offer the same benefits as weak ties, but may be more inclined to help and provide faster and more comfortable connections.

***Who are the weak or dormant ties that you might reconnect with?***



## Anybody, Everybody and Somebody

- Your objective in networking –  
Start with Anybody and Everybody in order to find the Somebodies!
- “Somebodies” are those who:
  - Are open to connection
  - Willing to get to know you
  - Are advocates (Malcolm Gladwell)
  - Will take time for you
  - Follow through
- While anybody and everybody are important, eventually you want to focus on a smaller network of contacts who can help you the most.







## Building Your Network – Get the Word Out!

1. Go through your list of contacts.
2. Attend professional meetings, alumni and association events and job fairs.
3. Contact executive search firms and professional recruiters.
  - Who might you know or have worked with or hired in the past?
  - Who do you know who has a good connection with recruiters in your field?
4. Connect/reconnect with former college professors, advisors and staff at alumni placement offices.
5. Utilize the Internet and social media tools, especially LinkedIn.
6. At CTC, connect with others in peer groups and at programs.
7. Participate in networking groups in the area (ENG, BNC, etc.).
8. Seek advice from former colleagues and managers – even from those who laid you off. They may be more helpful than you'd think.
9. Conduct brief one-on-one meetings with contacts to gather information on target organizations and get referrals. This is networking for information; 1 in 9 people find jobs this way (see Resources for programs and information).

## Advice about “The Ask”

- How you ask for help directly impacts the types of responses you receive.
- Broad and vague requests for assistance don’t work.
- Ask for information, advice and/or referrals, not a job.
- Your “ask” information may include:
  - Positions, fields, or industries you’re considering
  - Issues, topics, or questions you’d like perspective or insight on
  - Names of your target companies and contacts
  - Requests for introductions to other relevant contacts (with names, when known)
- Utilize contacts’ well, respect time, and thank those who help you.
- Help your contacts help you. Don’t expect people to remember the details of your career, or check your resume or LinkedIn profile later – provide succinct, useful information, including your best means of contact.

art OF THE ask

***Use coaching appointments to practice your new networking sound bytes and to brainstorm about other networking contacts and sources.***

## Follow Up and Follow Through

**60-70% of job seekers do not follow up but you should!**

### **Say Thank you**

- Showing appreciation is a must.
- Write and send “thank you” emails immediately.
- Follow up with a written note.
- Thank facilitating contacts as well.
- Express appreciation by offering to help others in return.

### **Stay in touch/reach out**

- Follow up with all new contacts immediately. (See example on next page.)
- Periodically check in or meet with key contacts.
- Send brief updates about your job search progress.
- Send links to relevant new stories, books, etc., with a short note.
- Follow up on shared interests or suggestions you used.

### **Help out**

- Be genuine and grateful and offer your assistance.
- Keep networking etiquette in mind: Never assume and always ask permission.
- Introduce connections with mutual interests to each other.
- Endorse or recommend your contacts on LinkedIn.

### **Build your brand**

- Think about how you engage with those in your network. Stay relevant and purposeful in communications.
- Post industry-related articles or activities on LinkedIn.
- Consider writing or speaking opportunities to establish yourself as thought leader.

### **And after you land your new job**

- Share your good news.
- Give credit to those who helped you: “Thank you for the role you played in my transition. Be sure to let me know if I can be a resource to you.”
- Update your contact information.
- Update your LinkedIn profile with notifications “on,” so all receive the update.
- Keep building what you’ve started! Maintain your network so it’s even stronger in the future. Help others.

# Networking Event Follow Up Email Template

*Subject Line: Nice Meeting You at the Marketing Mixer*

*Hi Bob,*

*It was a pleasure meeting you last night at the Marketing Mixer. I really enjoyed talking to you about your passion for marketing and how you broke into the industry.*

*I am trying to break into the industry and would like to ask you 2-3 questions about your experience working at (current company). Would you be free to chat over coffee this week? I know you're busy, so I will make myself available whenever you have 15-20 minutes. I really appreciate your willingness to help.*

*John*

*P.S. If you prefer, I would be happy to send my questions via email.*

## **Notice what not to say:**

- *"Can you please send the attached resume to the hiring manager?"*
- *"Do you know of any open positions in your company?"*
- *"Can you help me find a job in the industry?"*

## **Why the Job Seeker Networking Event Follow Up Email Works**

*It was a pleasure meeting you last night at the Marketing Mixer.*

*You let your new contact know where you met and that you are not a complete stranger.*

*I really enjoyed talking to you about your passion for marketing and how you broke into the industry.*

- *You remind your contact of the conversation at the networking event to help them remember you.*
- *It can be anything you talked about at the event, the more personal the better. Examples: I can't believe you know my cousin John. Or... It's so funny that we have the same breed of dog.*

*I am trying to break into the industry and would like to ask you 2-3 questions about your experience working at (current company).*

- *This is a great statement because you don't ask for a job, but you do acknowledge that you're looking for one.*
- *By mentioning 2-3 questions you let them know it will be a quick conversation. Most people have time to answer 2-3 questions.*

*Would you be free to chat over coffee this week? I know you're busy, so I will make myself available whenever you have 15-20 minutes.*

- *Asking to meet for coffee might not sound very exciting, but it's quick, easy, and effective.*
- *Since you asked them to meet with you, honor the time and place that is convenient for them.*
- *15-20 minutes is just enough time to get some great advice and generally a reasonable time commitment even for a busy person.*

I really appreciate your willingness to help.

- *Thanking someone for being willing to help you can influence her/his willingness to help you.*

P.S. If you prefer, I would be happy to send my questions via email.

- *Offering this option increases the chances that you will still get helpful advice.*
- *It's hard for people to say no twice, especially if you are genuine.*

Source: <http://startnetworkingtoday.com/job-seekers-follow-up-after-networking-events/>



## Wrap Up

- Commit to 3 ideas from this workshop that you'll put into action
- Check Calendar for upcoming LinkedIn webinars and related programming. Search "LinkedIn Learning Webinars" for weekly free webinars.
- Remember to use coaching appointments and peer groups for help with your networking
- Use the Networking Resources List

## References for Better Networking

- "What to Do When You're New" by Keith Rollag
- Bakadesuyo.com: "How to Be Someone People Like to Talk To"
- David J. P. Fisher's blog post, "The Networking Obstacles and Opportunities for the New Generation" and books mentioned
- Search on "questions to ask when networking for a job" *e.g., Careerealism.com*
- "The Introvert Advantage: How quiet people can thrive in an extrovert world" by Marti Olsen Laney, Psy.D.
- "Quiet Influence: The introvert's guide to making a difference" by Jennifer B. Kahnweiler.



**"The opposite of  
networking is  
NOT working"**

- Someone smart

## Addendum:

### Know Your Networking Facts

- Networking is the most important part of your job search. It's all about who you know, and who those people know and who *those* people know, etc.
- People in job search underestimate their number of contacts. They tend to assume their inner circle knows they are looking for work and would help if they could. Don't make either of these major mistakes.
- **Over 90% of jobseekers find their jobs through networking.** Read that again.
- WEAKER contacts outside your inner circle will have *more* new contacts for you. Connect with them!
- Networking works best when both sides help each other.

### Effective networking begins with identifying your communities and contacts:

- **Friends & Family** – immediate and extended, grade school, high school and college
- **Those from all of your past jobs** – managers, coworkers, vendors and clients
- **Those you've met from current/past professional organizations and associations**
- **Past mentors** or teachers
- **Church & Community** – those with whom you've served/volunteered
- **CTC clients**, staff and coaches
- Everyday personal contacts- Doctor, barber, banker, mailman, etc.

## References

- ❑ What to Do When You're New" by Keith Rollag
- ❑ Bakadesuyo.com: "How to Be Someone People Like to Talk to"
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