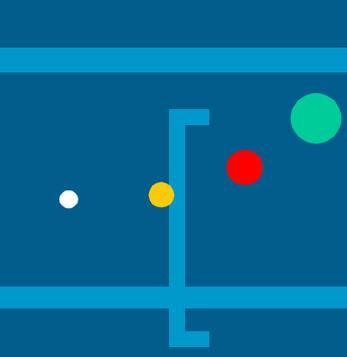




Networking 101

WARNING

What you are about to read may cause severe discomfort. If you are an individual who is not accustomed to approaching successful professionals and introducing yourself with confidence, the following presentation, with its emphasis on mixing and mingling, may be unsettling. If at any time, you feel dizzy or light headed, simply close your eyes and hold on to your seat until the spinning room stops.



“Why are we studying networking when we could be doing other things?”



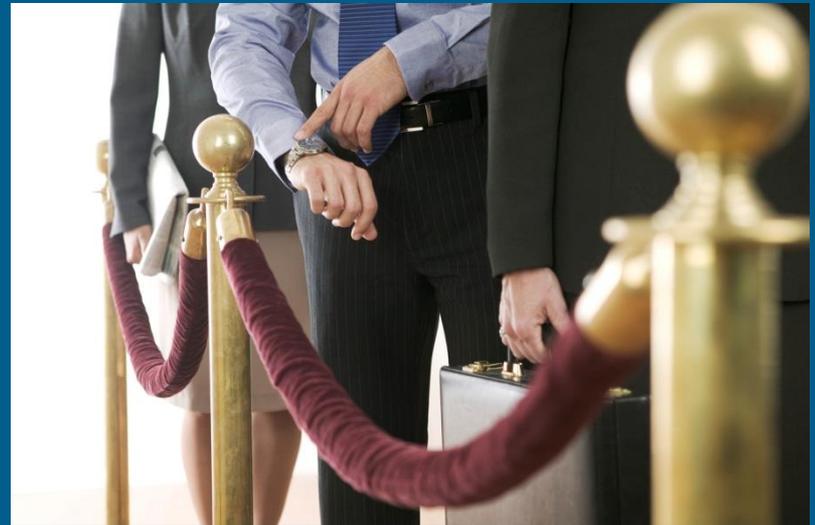
1. Greater Visibility

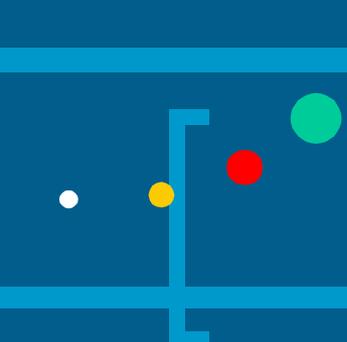
2. Increased Information



Network verses Job Ads:

- **Hidden Job Market** *(like the scenic route - takes longer and is unpredictable, but less crowded)*
- **Internet** *(like the interstate highway – quick and easy, but congested since everyone knows about it)*





“But the Technician has plenty of jobs for me to choose from!”

- Only 20% of jobs are advertised
 - Networking is very time consuming comparatively, but worth it!
- 

“So who actually uses networking?”

The answer should be YOU!

- Only 15% of job hunters use the tool
- However, 80% of jobs are filled through networking
- How did you find the best job you've ever had?



How to tap the hidden jobs



- First know the potential employers you want to work for.
 - Use Directories
 - Career Search on the web
- Mass mailing with your own database.
- Targeted mailing.



**“I’d rather hire Billy’s son’s
roommate’s cousin’s lab partner than
someone I don’t know!”**

- Prepare your personal contact list. Anyone who has some even remote connection to what you want to do.
 - Who can you include? Lots of NAMES!
- 



First Level Networking

- Make personal contact with people you know.
 - Ask for name of other people to contact as referrals or “leads.”
 - Conduct an informational interview (see handout and practice).
 - Ask for *Advice, Information and Guidance*, NOT A JOB!
- 

Second Level Networking

- Follow up with all of your contacts and leads each month.
- Now mention that you are looking for a job.
- Mail them an updated resume.



What kinds of people do you know that might help you?



- Faculty, Friends, Family, Fellow Job Hunters
- Alumni
- Supervisors and co-workers
- Professionals
- Clubs/Service Groups

Organize your own personal contact list:

- Contact's name _____
- Contact's address _____
- Contact's phone _____
- Leads _____
- Resume _____
- Thank you note _____
- Special requests _____

“I understand what you’re saying, but I don’t know what to say”

- Give a happy greeting.
- Be aware of appropriate and inappropriate topics.
- Ask open ended questions and listen.
- Look for invitations to share interesting facts about yourself.
- Look for commonalities.
- Avoid negative or intense conversation.



Networking in a Nutshell:

1. Meet People

- Welcome opportunities to meet new people. [PackNet Alumni Database](#)
- Re-connect with those you already know.

2. Listen and learn

- Everybody likes to talk about themselves.
- When you listen, you will learn who they are, what is important to them, how they can help you.



Networking in a Nutshell:

3. Make Connections

- Help people connect with others you know who can help them.

4. Follow up

- If you promise to do something, keep your promise.
- In a timely manner.

5. Stay In Touch

- In no early results, most people will move on.
 - Find ways to stay in touch and build relationships.
- 



Networking for the Shy:



- Start with family and friends
 - Make a list of friends, relatives, acquaintances, neighbors, classmates, coworkers. Assess the list and prioritize who you need to contact.
 - Try setting up informational interviews with friends of friends
 - The friend in common will be a good topic for an icebreaker.
 - Do your research
 - Conversations are less stressful if you're prepared.
 - You'll be more confident, more productive.
 - Use your college connections/resources
- 

Maintain the Networking Progress!

- Stay organized in your own way!
- Keep track of all leads and outcomes.
- Write Thank You notes!
- Each day accomplish one productive activity.
- Share with support person.

