Networking

It is often stated that it’s not WHAT you know, but WHO you know that gets you the job. Getting to know prominent people in your field is the best method of conducting a successful job search. Networking is sharing information and relationship building; it is a give-and-take natural process we do in our everyday lives so that we can develop ourselves and our connections.

Networking is the #1 way to get a job:
- 80% of all jobs go un-posted
- 34% of all new hires are due to employee referrals

How to Get Started
Starting is the daunting part. In seeking a comfortable beginning, it is easier to begin on familiar ground. Reach out to your FOPs (Friends of Parents) and POFs (Parents of Friends).

Where to Go
Networking opportunities are more likely in settings where you are able to interact comfortably with people who share common interests and values.
- Get involved in professional organizations
- Join a fraternal, religious or social club
- Volunteer in the community
- Participate in local events and associations
- Attend career fairs, meetings or conventions
- Attend cultural or sporting events

What to Do
- **Get Your Message Out**
  Develop your elevator pitch and share it with as many people as possible. Networking is a series of connections, not just who you know but who they know. Outlining the value you have to offer is essential in helping others to promote you to their contacts.
- **Build Rapport**
  Learn about the other person. What are their interests? What is their career story?
- **Set Goals and a Timeline**
  Go in with a plan. Are you looking for information/advice? What do you hope to gain? Ask who the leaders in the field are. What should you be reading? How can you best stay aware of trends and innovations?
- **Set a Time and Plan to Follow Up**
  Agree on a plan and be sure to send a thank-you note.

Prospecting/Targeted Networking
*Getting to know people that you need to know!*
After you develop your elevator pitch and send your resume you are now ready to make the follow up call. Know your objectives, be prepared!

Get the Appointment!
This can be daunting and difficult. Remember the people you are trying to reach have been in the same position at one point in their careers. Your primary objective is to get a meeting.

Voicemail
Reiterate your elevator pitch. Make your message short and to the point, suggesting future contact. Make sure that you call back!

The Gatekeeper
Don’t view them as just receptionists or assistants, view them as individuals with valuable information.
- When will……be available?
- Does anyone else handle recruitment?
- Is there any advice you can give me?

The Decision Maker
You have made it through, now you need to make the impression. Importantly, you cannot afford to come across as pushy. Do not ask for a job. If you make the appropriate connection this will be forthcoming
- Did you get my resume? If answer is no, be ready with your elevator pitch and offer to re-sent it (even if you know you already sent it and question their receipt, re-send it, without questioning them)
- Do I have the skills/background/experience necessary to warrant consideration for any future openings in your company?
- Is there anyone else I should be talking to?
- Are there any organizations that I should join?
- Would it be possible to meet in person?