Networking

Did you know that 75-80% of people land their jobs through networking?

The Law of 250

- Typically every person knows at least 250 other people.
- Each of your contacts knows at least 250 people. So that equals 62,500 contacts at your 2nd level.
- Each of your 2nd level contacts knows 250 people - and that equals over 15,000,000 contacts.

Benefits of Networking

- Learn about your industry and career interests.
- Learn and develop new skills – gain feedback from those who work in industries/functions/companies of interest to you.
- Understand where to find helpful resources.
- Meet new people – some of whom will become part of your inner circle of strong support throughout your career.
- Help others – networking should be mutually beneficial.
- Prepare yourself for inevitable career transitions in any economy or career situation.

Networking Steps

- Establish goals.
- Analyze the type of help you will need in achieving your goals.
- Analyze and develop your interpersonal skills.
- Build and cultivate your network accordingly.

Networking is Not

- Contacting everyone you know when you are seeking a new job and asking if they know of any job openings.
- Making cold-calls to people you don’t know.
- Phony or manipulative.
- Designed to convince someone to do something they don’t really want to do.
- Selling yourself.
- For extraverts only.

Network when you have a job

Attend professional association meetings, network with peers, family members and coworkers.

Seek Networking Opportunities

Be a conversation starter and seek common ground. Listen more than talk. Ask lots of open-ended questions. There are many opportunities to network including social events, through blogs, and at job search networking groups.

Be Yourself!!!!

Networking is about being genuine and authentic, building trust and relationships, and assessing how you can help others.

Follow-up

Maintain connections with your contacts. There are several appropriate ways to follow-up with networking contacts including: sending a thank you email, sending helpful information/ideas/resources to contacts and updating contacts on your career progress. It’s important to use a system to track contacts and notes about your interactions with them.

Bottom Line of Networking

- Be prepared: anytime, anywhere.
- Start with contacts that are safe to build your confidence.
- Networking is not a quick fix to your next job search – make it part of your life/work to build relationships.
- Use thought, sensitivity and preparation.