

# *Maximizing your Job Search through NETWORKING*



# How people are getting jobs



	2008	2007	2006	2005
Referrals	27.3%	28.2%	26.6%	27.1%
Corp. Web	20.1%	14.0%	20.7	12.2
Job Boards	12.3%	11.7%	12.3	12.6
All Other	10.1%	12.5%	7.0%	10.5%
Dir. Sourcing	7.8%	9.4%	6.4%	7.4%
College	3.6%	3.8%	3.8%	5.6%
Print	3.4%	4.6%	6.9%	4.6%
SEM	3.3%	1.2%	2.0%	N/A
Career Fairs	3.2%	2.3%	2.7%	3.2
Temp-to-hire	3.1%	3.0%	2.3%	3.2
Agency	2.7%	3.3%	4.8%	5.2%
Rehires	2.4%	4.8%	5.2%	N/A
Walk-ins	0.8%	0.8%	0.5%	4.2%

# The “Hidden” Job Market



It is estimated that only 20% of all jobs are ever advertised, meaning 80% of jobs are filled by companies who never advertised the position. These positions tend to be filled by referral, the "who do you know" method of recruitment. So while keeping an eye on newspaper advertisements and internet job search sites is important, the percentages are in your favor if you investigate the hidden job market.

# What “Networking” is and isn’t



- Building Relationships
- Getting help and helping others
- Getting more done with less effort
- Sharing of knowledge, contacts and services
- *Selling anything*
- *Asking for a job*
- *Receiving a donation*
- *Securing funding*
- *Schmoozing*

***Networking is like gardening. You plant the seed, but don't harvest immediately***

Yate, M. (2008)

# 4 Ways to Avoid being labeled as a Schmoozer

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- **Don't monopolize the conversation.** You were born with two ears and one mouth. Use them proportionately. Ask creative, fun and interesting questions like, "What's the best part about your job?" Then be quiet.
- **Slow down.** Walk, talk and move between conversations at a casual, relaxed pace. Make it easy for someone to get your attention. Don't hop from person to person like a politician.
- **Exit gracefully.** After talking to someone for a few minutes, conclude your conversation commensurate with the connection you've just made, i.e., "I'm sure we'll talk again later tonight," "I'll drop you an email and we can talk more about it," "Let's find a good time for both of us when we can continue this conversation," or "I'm sure we both want to meet other people here too, so I'll let ya go for now!"
- **Sit down.** Take a break. Relax. Watch the room. Let people come to YOU for a change. Remember, approachability is a two way street: you're both the approach-ER and the approach-EE.

# Fears and questions about Networking



- When I meet someone, I don't know what to say
- I feel as if I'm bothering people
- If someone doesn't return my call in a week, do I call again?
- When I'm given someone's name, is it okay to use it?
- How often should I follow up?
- Who is part of my network?
- How do I know where to begin?

*Many people have a fear of falling flat on their face, but it is these small setbacks that makes us stronger. We can learn from our mistakes.*

# Overcoming Fear



- Prepare questions and topics of conversation
- Practice networking with a trusted network
- Concentrate on making just one good contact
- Work through the worst case scenario
- Leave extreme expectations at the door (i.e. the event will be great/horrible)
- Recognize that rejection from one person does not represent a character flaw
- Recognize that no one is perfect and setbacks are normal

# Identifying Your Network



- Alumni Associations
- Other professionals and/or students
- Managers and references
- Co-workers
- Professors
- Family and friends
- Spiritual Associations
- Hobbies
- Neighbors
- Service professionals (i.e. hairdresser)
- Professional Associations
- Clubs/Organizations
- LinkedIn/Facebook
- Anything else???

# Making Conversation



- Take the time to learn someone's interests
- Ask for advice, not a job
- Try to end your introduction with a question: *"Hello, my name is Diane and I'm an Economics major at Mills College. How about you?"*
- Beware of inappropriate topics of conversation
- Have a conversation, not an interview
- Respect the person's time; keep it brief (3-5 minutes)
- Always end with a thank-you. A follow-up "Thank You" note is also appropriate

# Exercise: Elevator Speech



- Start with your name
- Relay what you are looking for
  - Be focused, brief and concise
- Remember, 60 seconds is about all the time you have, attention spans are short, and your surroundings may be distracting
- Tell a little about yourself
  - Convey your passion
- End with an “ask”
  - A name, a lead, a suggestion, an informational interview
- Create and Practice: <http://www.15secondpitch.com/new/>

# Professional Organizations and Networking



- [LinkedIn \(www.linkedin.com\)](http://www.linkedin.com) – A professional networking site. *Facebook* , *Twitter* and *MySpace* can be used professionally too.
  - *Join the “Mills College Connections” group on LinkedIn!*
- *Yahoo Directory* has a searchable list of professional organizations in many fields:  
[http://dir.yahoo.com/Business and Economy/Organizations/](http://dir.yahoo.com/Business_and_Economy/Organizations/)
- *ASAE and the Association for Association Leadership* has a database of organization which can be searched by region or interest. You can find professional associations exclusively for women as well:  
<http://www.asaecenter.org/Directories/AssociationSearch.cfm>

# Business Cards



- FREE Personal Business cards: <http://www.vistaprint.com/>
- What to include: Name, phone number, professional e-mail
- Do not include a personal address
- Could be simple or more informative

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There are 3 types of people:



- 1. Those who make it happen*
- 2. Those who watch it happen*
- 3. Those who wonder what happened*

Which one are you???

# Useful Resources



- Chope, R. C. (2000). Dancing naked. Canada: New Harbinger Publications, Inc.
- Crispin, G. & Mehler, M. (2009). CareerXRoads 8<sup>th</sup> annual sources of hire survey. Presentation February 2009  
<http://www.careerxroads.com/news/SourcesofHire09.pdf>
- Darling, D. C. (2003). The networking survival guide. New York: McGraw-Hill.
- Tullier, L. M. (1998). Networking for everyone. Indiana: JIST Works, Inc.
- Yate, M. (2008). Know 'em dead: The ultimate job search guide. Avon, MA: Adams Media.