

Network for Opportunity

Learn how to network for successful career management

What is networking

Networking is a two-way process that involves reaching out for help but also offering help. Networking is about building relationships and connecting with people: people you know well, people you don't know that well and people you don't know at all. Do you know that everyone networks? If you need an electrician to come to your home, you may talk to your network of family and friends, and ask for advice, if they know of an electrician. We network frequently but don't think of it as networking.

Networking is responsible for up to 85% of all jobs and because 70-80% of all jobs aren't advertised, networking is critical in career management.

Why network for career management

- ▶ It helps you get your message out of who you are and what you do.
- ▶ It helps you gather industry information.
- ▶ It helps you meet insiders/peers at target companies.
- ▶ It helps you get in touch with decision makers and use the information you gathered for an effective conversation.

Prepare to network

Branding Statement

- ▶ Who you are and what you do.

Target Market

- ▶ Industry? Function? Size? Location?

Core Message

- ▶ What do you offer your next employer?

Marketing Materials

- ▶ Marketing plan, SOAR stories.
- ▶ Exit statement.
- ▶ Networking business cards/email signature.

Leverage Contacts

- ▶ Create a system to easily store and find contacts.

Some of the ways to network



Catch up with old friends, acquaintances, ex-colleagues.



Unplanned meetings, bumping into people.



Formal meetings with those referred to you, hiring managers.



Group networking events, e.g., alumni associations, trade/industry meetings or events, local business networking groups.



Other meetings with **passive or dormant** contacts.



Non-business-related group events/meetings, e.g., local clubs or societies.

Create a list of contacts



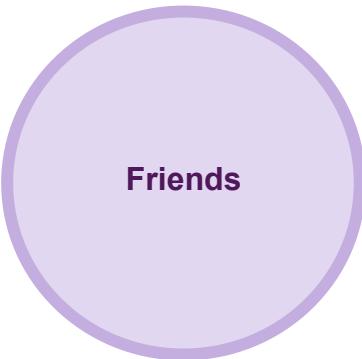
Former
colleagues



College
alumni



Customers and
vendors



Friends



Professional
associations



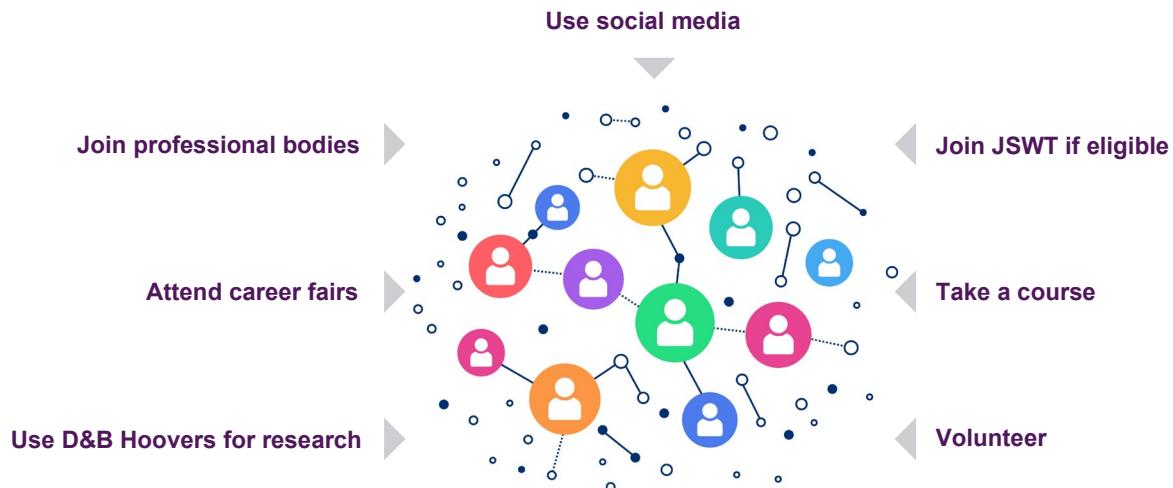
Community
and volunteer
contacts

Network virtually

Top three platforms:

- ▶ LinkedIn
- ▶ Facebook
- ▶ Twitter

Expand your network



Set a goal of 3-5 informal conversations per week



The SMART way to network

Summarise

Professional objective, positioning and exit statement.

Marketing plan

Describe your marketing plan when appropriate.

Ask questions

Ask about organisations on your target list.

Referrals

Ask for introductions.

Trade information

Give your conversation partner some useful information.

Elevator pitch

An elevator pitch is a brief statement of who you are and what you are best at. Imagine that you bumped into someone in an elevator/lift and had only a few minutes to convince them to hire you.

Your positioning statement can be used for more in-depth networking conversations and at interviews.

- ▶ Brief and memorable
- ▶ Skills and potential benefit to the organisation
- ▶ Includes a personal goal
- ▶ Practice your pitch!

Your elevator pitch can also be used when reaching out to a contact.

Call to action

I was wondering if you would be willing to have a conversation and share some of your knowledge of this industry with me? Would you be free next week for a quick call to chat?

What you do

I read your posts on Edtech in the STEM education forum and they were really thought provoking! I've interned for a few start-ups in this space, and am excited about my next steps – but I could use some guidance from someone with your experience.

Summary

I am currently doing some research on the science, technology, engineering and maths education industry, as I am interested in working in this area.

Introduction

Hi John, how are you? It's nice to be introduced. Steve Browne suggested that I contact you.

When reaching out on LinkedIn/social media

Reaching out on LinkedIn:

Erica, your professional journey really stood out to me. I'm very interested in building my career as a [role]. Since you've been in that position, would you have some time to offer me a bit of advice on pursuing this? I would really appreciate a brief call at your convenience.

Tips when reaching out to contacts

- ▶ Mention something about your contact in your outreach; have they just been promoted, have they published or shared an interesting article on social media, have they recently been given an award?
- ▶ When reaching out to a recruiter or hiring manager who don't currently have any suitable jobs, ask if you can keep in touch; contact them again in a couple of weeks in case anything suitable has come in.

Steps after a networking meeting

1. Evaluate your meeting

- ▶ Did you act as a resource?
- ▶ Did you ask for referrals?
- ▶ How could your networking improve?
- ▶ Did your questions gain the right information?

2. Send a thank-you email

- ▶ Email or LinkedIn message.
- ▶ Include any helpful information in the note.
- ▶ Leverage another potential meeting.

3. Stay connected

- ▶ Use social media.
- ▶ Vary contact methods.
- ▶ Let connections know when you get a job.

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