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# Network to Find A Job





Recognize the importance of networking

Learn effective networking strategies

Develop a 30-second elevator speech

# Imagine you are a manager:

- You have a job to fill. You need someone dependable and capable. Right now, your team is stressed because they're doing extra work. The last person you hired quit without explanation after 2 months. **Who do you prefer to hire (assuming both are equally qualified)?**
  - A. Someone you don't know who applies to your CareerBuilder posting
  - B. Someone your friend knows personally and recommends

# Imagine you are a manager...

You advertise for a job on Monster. Very soon, you have 300 resumes for the job.  
**What will be your next step?**

- A. Carefully read through all 300 resumes. (If you spend just 30 seconds on each one, you could get through them all in 2 ½ hours!)
- B. Focus on the 15 resumes that your employees sent you from people they know

# What is Networking?

**Definition:** To interact with other people to exchange information and develop contacts, especially to further one's career.



# Why Network?

80% of jobs are filled through networking before being advertised to the public!

Here is the hiring process, simplified:



# More Reasons to Network...

Employers prefer to hire based on referrals (networking) because?

- Hiring is a risk, and employee turnover costs a lot of money
- Employers care about who they work with



# Where Do I Network?

Anywhere

Office buildings and businesses

Networking events and job fairs

LinkedIn



# Who Do I Network With?

## Short answer:

- Everyone!

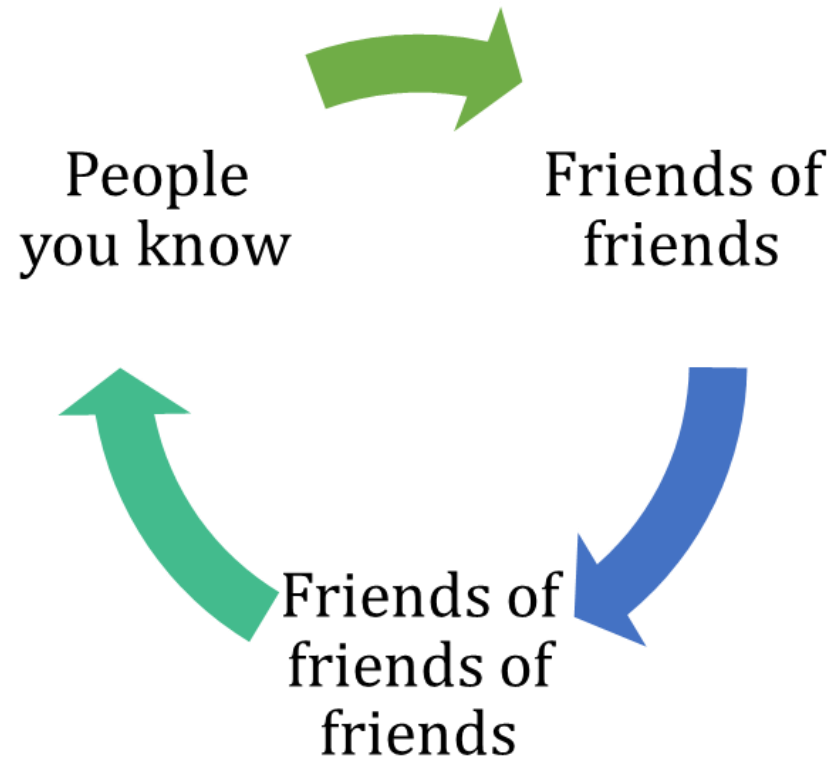


## Long answer:

- Family, including extended
- Friends
- Members of your community
- Acquaintances
- People you meet at job fairs and other events
- People in your professional association
- Ex-colleagues
- People you went to school with

# Who Do I Network With?

You don't know who someone else knows!



# How Do I Network?

Networking is both

online



in person



# How Do I Network Online?

## Join LinkedIn

- Include keywords for the job you want in your profile
- When describing yourself, remember PAR (problem, action, result). Be a problem solver!

## Use other social media (Facebook, Twitter, etc.)

- Let people know you're looking for a job
- Be professional
- Connect with your target companies and interest groups



# How Do I Network Online?

- Remember to show **netiquette** (Internet etiquette). Don't say anything online that you wouldn't say in person.

If you're part of an online group, show netiquette by:

- Learning the rules of conduct for each group
- Reading the Frequently Asked Questions (FAQs) so you don't repeat questions
- Not posting your resume or asking for a job unless the group is set up for that

# How Do I Network In Person?

Parts of networking:

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1. Introduction – find a common bond/interest

---

2. State your situation (explain what you do, not what you want)

---

3. Gather information by asking questions

---

4. Ask for assistance



# How Do I Network In Person?

Ask questions such as:

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What are your primary job responsibilities?

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What experience did you have to get your job?

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How long have you worked here?

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What is your own background and experience?

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What is a typical work day like?

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How much variety is there in your work?

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How much training/supervision do or did you receive?



# Networking in Person

## Remember:

- Smile 😊
- Ask questions
- Be yourself
- Listen
- Don't be needy





# Elevator Speech

An **elevator speech** (also called a personal commercial) can help you organize your thoughts when talking about your professional life. You should be able to say it in 30 seconds.

*a quick introduction*  
(name, college you graduated from, degree)



*what are you seeking?*  
(career goals)



*experience*  
("Currently I am working for..."  
Last summer I interned with...")



*what can you offer?*  
(skills and how you would benefit an organization)

# How Do I Use An Elevator Speech?

Your Elevator Speech can be used in many situations:

- Networking
- Job fairs and career centers
- Interviews
- Walking into a company to see if they are hiring
- Calling or emailing a company to see if they are hiring



"I've got an elevator pitch, an escalator pitch, and, just to be safe, a stairway pitch."

# Summary

- Employers prefer to hire based on referrals (through networking)
- You can network anywhere, and with anyone.
- Networking is both online and offline, and is primarily about building relationships and helping each other.
- Prepare an Elevator Speech so you are ready to talk about your professional experience and goals.



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# Thank You

