Networking

A key part of your job search
Overview

1. What is networking?
2. Where does it fit in the job search?
3. Networking tools
4. Networking emails
5. Using LinkedIn to find and build connections
80% of today’s jobs are landed through networking.

ABC News report 2014
What is networking?
True / False: Networking is...

A. Getting to know people with the ultimate goal of getting a job.
B. Something that is easiest for outgoing people.
C. An activity one does prior to when they really need it.
D. The process of building trust-based, long-term, and mutually beneficial relationships.
5 Stages of an Effective Job Search

Identification
Talents, Strengths, and Skills

Research
Industries, Companies, and Roles

Positioning
Resumes, Cover Letters, Other Collateral

Networking
Getting to know key people in your industry & building relationships

Interviewing
Interview Prep
Mock Interviews
Stages of Trust

Accidents

Acquaintances

Associates

Actors

Advocates

Allies

To move from Associate to Actor, give some valuable information

The next step in improving a networking relationship is always up to you.

Lynne Waymon, Making Contacts Count
## Analyze Your Network

<table>
<thead>
<tr>
<th></th>
<th>School / alumni</th>
<th>Professional</th>
<th>Personal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allies &amp; Advocates</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Actors</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Associates (Acquaintances)</td>
<td></td>
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*Image credit: careerly*
Network Analysis

• What does your map show you about your network?
• Where are there gaps?
• What areas do you want to adjust or improve?
Networking Tools
### Basic Tracker ("old school")

<table>
<thead>
<tr>
<th>Name of Contact</th>
<th>Institution</th>
<th>Phone</th>
<th>Email</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Sam Smith</td>
<td>Smithsonian</td>
<td>240-313-5555</td>
<td><a href="mailto:ssmith@smithsonain.org">ssmith@smithsonain.org</a></td>
<td></td>
</tr>
<tr>
<td>Cindy Miller</td>
<td>National Geographic</td>
<td>202-400-0004</td>
<td><a href="mailto:cmiller@natgeo.org">cmiller@natgeo.org</a></td>
<td></td>
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Keep notes that are meaningful to you – they don’t have to make sense to anyone else!
Basic Tracker – Note examples

• Sam: He is flaky but in charge of one of the major growth sectors. I emailed him yesterday to float idea of historic footage page. He never responds to email - advisable to call?

• Cindy: Good relationship- offered to be reference, possibility of working together on fashion documentary. Actor/advocate.

• Mark: Works with NG Explorers - would love to move to this division. But we have not hit it off in the past.

• Barry: Fellow alum, we have had lunch in the past, he is very kind and eager to help. But doesn’t seem like his company will be hiring anytime soon. He is great for floating ideas.
Second Tier Tracker

- Target industries and companies
  - Segment by industry and “functional role”
  - Start with companies you know.. then search for and add competitors
  - List all contacts (alumni, professional, personal.. anyone you know there or can get you an introduction to someone there)

Additional resources!
- LinkedIn company pages
- Industry Guides – Career Beam & Vault Guides
- Careerly Guides & Video Content -> www.careerlynetworks.com
# Second Tier Tracker

<table>
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<tr>
<th>Company</th>
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<th>Phone</th>
<th>Conversation 1</th>
<th>Conversation 2</th>
<th>Notes</th>
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<tbody>
<tr>
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<td>Contact 1</td>
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<tr>
<td></td>
<td>Contact 2</td>
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<td>Contact 2</td>
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Using LinkedIn to Find Connections
You are on LinkedIn

300 1st degree connections

(pretend all have an average of 300 connections each)

300 + Million LinkedIn Members

90,000 2nd degree connections
Building Your Network

There are two ways to build your network:

**Passive**
- Accepting invitations
- Replying to messages
- Checking LinkedIn once every two weeks

**Active**
- Search for new connections
- Send invitations - classmates, professors, old colleagues
- Engage! Congratulate people, send messages,
- “Like” posts, comment, post updates, share articles, post pictures, be on LinkedIn, like you are on FB!
- Check LinkedIn everyday
Invitations

**Invitation Types**

1. **Direct**
   - People you know; friends, family, co-workers → people who are obvious acceptances

2. **Indirect/In-Network**
   - People you know through others + many shared connections OR you met recently at an event

3. **Relevant Connection**
   - People who you don’t know directly or indirectly, but who are relevant to you (same industry, experience, education, → ALUMNI!)

4. **Out of Network**
   - People who you don’t know but are relevant to your industry and/or job search

Anyone you allow into your network has access to your entire network! BUT focus on building your network first - get to a strong captive number (250)
How to Connect

Make all your connections

Always send a customized message when you ask to connect:

“It was a pleasure to meet you at the <career fair / employer presentation / alumni panel> I enjoyed our conversation. Good luck with your projects, and I would like to keep in touch.”
Asking for Introductions

**Simple**
Keep it simple and straightforward

**Clear**
Make sure what you are asking for is clear

**Objective**
Act according to your objective
Networking Emails
K.I.S.S. (Keep it Simple, Stupid)

- Introduction
- Reason for email
- Make “the ask” clear
- Closing

What is “the ask?”

careerly
Dear Stephen,

I hope this message finds you well, I am applying for the Community Director Position with the Humane Society, a favorite organization of mine. I saw that your friend, Sarah Michaels, works for HS. I was wondering if you would feel comfortable making a connection between us, as I’d love to chat with her about her time at HS and my interest in this position. Many thanks in advance.
Subject line: JHU alum request for a coffee/phone chat

Dear Susan,

I am a Masters student at Johns Hopkins University’s xxxxxxxx program, currently completing a degree in YYYY. I am very interested in X and Y fields/sectors because xxxxxxxxxxx. The work that the ABC Organization does in this area is inspiring. I would love to learn more about X initiative/project from you, and also your experience working at ABC, and how your career has progressed since you graduated from Hopkins.

I would be very grateful for 15 minutes of your time. Would you be available for a phone call in the next two weeks? I would be happy to work around your schedule.

Thank you in advance, and best regards,
Sarah
Dear Ms. Reynolds,

I hope this message finds you well. I saw the photos of the conference your company held last month—it looked like a fantastic event.

I’m reaching out because I will graduate in May and I’m currently looking for opportunities in your sector. If you remember from our last conversation at the JHU event last month, I am studying {Be Specific}, and looking for a job in a related field where I can put to good use my skills in {Be Specific}. Would you have ten minutes to speak on the phone about search strategies, for example, how you successfully recruited into this career and this firm?

I’ve attached my resume for your reference. Thank you in advance for your help!

Warm regards, Sarah
Dear Larry,

Thank you so much for meeting with me today. It was such a pleasure to learn more about [the company, as well as your own career journey]. I’m very interested about possibilities at [organization name] or in [the industry area]. I have learnt through my conversations with others - and you confirmed this- that it is a time of growth and opportunity in the ABC space.

You mentioned the 2014 Data Analytics report, and as it turns out I was able to get a copy and it is attached. [Or similar... share an article or link or something of interest/value to the person]. I look forward to staying in touch, and again thank you very much for your time today.

Best regards,
Heather
Key tips for success

1. Build your network
2. Invest time in existing relationships
3. Strong written communications —>
   - Networking emails are very important
   - Have a career coach review them
   - Only one chance to make a good “first impression”
More from careerly

• www.careerly.co
• New platform: www.careerlynetworks.com
• Check our FB page first!

Hira’s contact deets:
hirafernando@careerly.co
202 302 3640