

Intentional Networking For Job Seekers



**How To Expand & Leverage
Your Network**

quirk

Networking is NOT:

- About asking for a job
- A one and done activity

Networking is forming mutually beneficial relationships:

- Get introduced and establish the relationship
- Build trust over time through repeat engagement
- Exchange mutually beneficial resources and information
- Ask for help from person who is qualified to assist with and reciprocate when possible

But I don't have time

- We can always find time when something is important
- Add networking to your calendar in small increments:
 - Identify and reach out to one new contact – 15 Min
 - Industry research – 15 Min
 - Engage in virtual coffee networking call – 15 Min
 - Search for companies – 15 Min



What are 2nd & 3rd level contacts and why are they important?

- **1st level contacts – people you already know**
- **2nd level contacts – your 1st level contacts' network**
- **3rd level contacts – your 2nd level contacts' network**
- **Most of your 1st level contacts have access to much of the same information you do**
- **2nd and 3rd level contacts have new information and connections**
- **Leverage your 1st level contacts to expand your network and gain access to more opportunities**

Can I network to get a new job?

- Don't ask for a job (right away)
- Your 1st level contacts probably may not know of one

What should I do instead?

- Meet new people to gather information
- Be curious, ask questions, share your experiences
- Have real conversations and form authentic connections



What Do I Say?

- What do you love about your job?
- How did you get into this line of work?
- What are the biggest challenges you face in your role?
- How did you hear about this event?
- Can you recommend any good books?
- Tell me about your transition into....

I'm an introvert and networking is intimidating

- Invite a colleague to attend an event with you
- If you're nervous, ask questions and listen
- Volunteer to work the event so you have a role
- Find someone who is also on their own and join them

How do I network to get a job?

- Play the long game to get the most out of your networking efforts
- Don't wait till you are job searching to start networking
- Reach out to 1st level contacts to get introduced to 2nd level contacts who may have helpful information
- Renew relationships that have gone cold
- Don't make a request in your initial communication
- Ask for informational interviews



HIRE
ME

What should I say?

If the connection has gone cold:

Hi Jerry! Hope all is going well for you. I noticed you recently changed jobs and are now working for XYZ. I'd love to catch up and hear about it! Best wishes as you transition into your new role and please let me know when you have 15 minutes to connect for a virtual coffee and catch up.

Request a warm intro to a 1st level contact's connection:

Hi Denise! Hope you enjoyed your trip out west. It looked like a blast! Things are good here at ABC Inc., but after 4 years, I'm looking at other companies where I can continue to grow. XYZ Inc. is one of the companies I'm exploring, and I noticed your connected to Jenny Miller who works there. Would you be willing to make an introduction?

What should I say?

Request an informational interview:

Hi Jamie,

I'm a program manager in higher ed and recently saw a job posting for the project management role on LinkedIn. Given my experience in X and interests in Y, I'd like to hear your thoughts about what additional attributes or skills an ideal candidate would have.

Would you be open to a virtual coffee chat next week? Please let me know if you have the bandwidth to meet with me.

Best,

Vanessa

I just don't enjoy networking. Do I have to do it?

Well, that's up to you. But what happens if you don't reach out to new people?

- No information about target employers**
- No introductions or referrals**
- No new relationships**
- No boost to your job search**

If you put yourself out there, you'll gain:

- Insights about roles and industries**
- Interviews**
- Job opportunities**
- New colleagues and friends**
- Information about desirable employers**

How can I grow my small business by networking?

- Develop clear goals for networking
- Join business-oriented networking group
- Establish social media accounts and engage regularly
- Follow-up / keep in touch with contacts
- Keep abreast of best practices and trends



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