

Networking

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Networking

- **A US and Global perspective**
- Networking is still The Best Way To Find A Job: Survey - June 7, 2011 Forbes article
- A survey from Right Management, an arm of Milwaukee-based staffing giant Manpower Group, that offers outplacement services and career coaching.
- The survey analyzed data from **59,133 clients** Right Management advised over three years. In 2010, **41%** said they landed a job through networking.

	2010	2009	2008
Networking	41%	45%	41%
Internet Job Board	25%	19%	19%
Agency/Search firm	11%	9%	11%
Direct Approach	8%	8%	8%
Online Network (2010)	4%	na	na
Advertisement	2%	7%	7%
Other	10%	12%	14%

If you don't believe me, check out these sources

- Almost 60% of Americans say they feel [shy and unsure](#) about what to say in a variety of business and social settings (Source: The Shyness Institute, [Stanford University](#))
- About 80% of all jobs are found through networking (Sources: [The New York Times](#), CareerBuilder.com, and Contacts Count Research)



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- It takes about **six conversations** with someone before he or she knows who you are and has some idea of your character and competence. (Source: **Contacts Count Research**)
- People gain three things through networking: **private information** that is not found anywhere else, **influence** in wider arenas, and **access** to diverse skill sets to help them get things done. (Source: **Harvard Business Review**)



Professional Networking

- Networking is the link to:



Someone

Who knows
someone

Who knows
someone who may
have a possible job
opening

The Rules and Philosophy of Networking

1. Networking is a learned skill and you have already been doing it for years.
2. What goes around comes around!
3. Focus and be clear about who you are ([elevator speech](#)) and what information you are looking for. Be **confident** and purposeful.



The Rules and Philosophy of Networking

4. You will continue to have an excellent network both professionally and personally if:
 - You **thank** people for their help
 - You speak well of people in your network
 - You are willing to “**give**” when asked or to at least refer the person to another resource
 - When something comes up that would benefit someone in your network, you proactively pass it on to them
 - You look for opportunities to **repay** your fellow networkers
 - You are known for being both a “giving” and “asking” person

The Rules and Philosophy of Networking

4. Networking is a **barter** system
5. Never make a judgement about whether a person can help you or not.



Professional Networking

- Is the art of building **alliances**, and it is a benefit to all parties involved.
 - **LinkedIn**: Follow-up
 - **Facebook**: The average user is only **4.74 degrees away** from any other facebooker. “Thus, when considering even the most distant Facebook user in the Siberian tundra or the Amazon rainforest, a friend of your friend probably knows a friend of their friend,” Facebook wrote in a blog post about its findings. in the United States the contact degree of separation is three.



Professional Networking

- **Presenting a Perfect Digital Footprint:**
 - Prospective employers will check you out online
 - Be professional in all **written** correspondence (proofread for grammar and spelling errors)
 - Do an **ego search**
- **Networking Benefits:**
 - Meet people and develop a support network
 - Gather information and advice
 - Collect names, phone numbers, and email addresses of new people to contact



Community Networking

- You are networking when you:

- Talk to other parents when attending your kids school programs, sporting events, or music events
- Volunteer for charity or social groups
- Go to your doctor, lawyer, accountant, and other professionals and tell them what you are doing
- Visit with other members of your social clubs or religious groups
- Talk to your relatives, friends, and neighbors
- Strike up a conversation with someone else sitting next to you on a plane, bus, subway
- Talk to peers, and the people you come in contact with in the workplace

Networking

- **Culturally Competent Networking**

- Brown shoes and loud ties 'hinder investment banking hopefuls'
- <http://www.bbc.com/news/uk-37244180>
- Use the proper napkins
- Ballgame vs staying at work and completing a project

- **Networking:** Is time consuming

- **Reciprocity**

- **Organizational Culture:** Target vs Family Business



Networking Barriers

- Excuses

- I don't have any contacts or know anyone who has job openings
- I'm an **engineer, accountant**, etc. and I'd rather not talk
- I don't want people to solve my problems
- I'm not going to beg for a job
- I don't know what to say
- I **hate cold calls**
- There aren't any jobs available in my field
- I don't have a job, no one understands me
- I **don't like rejection**



Tips for improving networking skills

1. Share with others, give more than you receive (**network in a grocery store? Really?**)
2. Develop relationships: get to know people for who they are not just their position or status in the workplace; Include interest in their families
3. **Follow up** on every lead you are given, even when you think it is a waste of time (**grants email**)
4. Contact the person who gave you the lead and let them know the results of the contact. This will result in future contacts from that person.
5. Focus on what you are looking for - ask for specific information or advice.
6. When you say you will do something, **keep your word.**
7. Don't reject the information or advice you are given; everyone hates a know-it-all.

Tips for improving networking skills

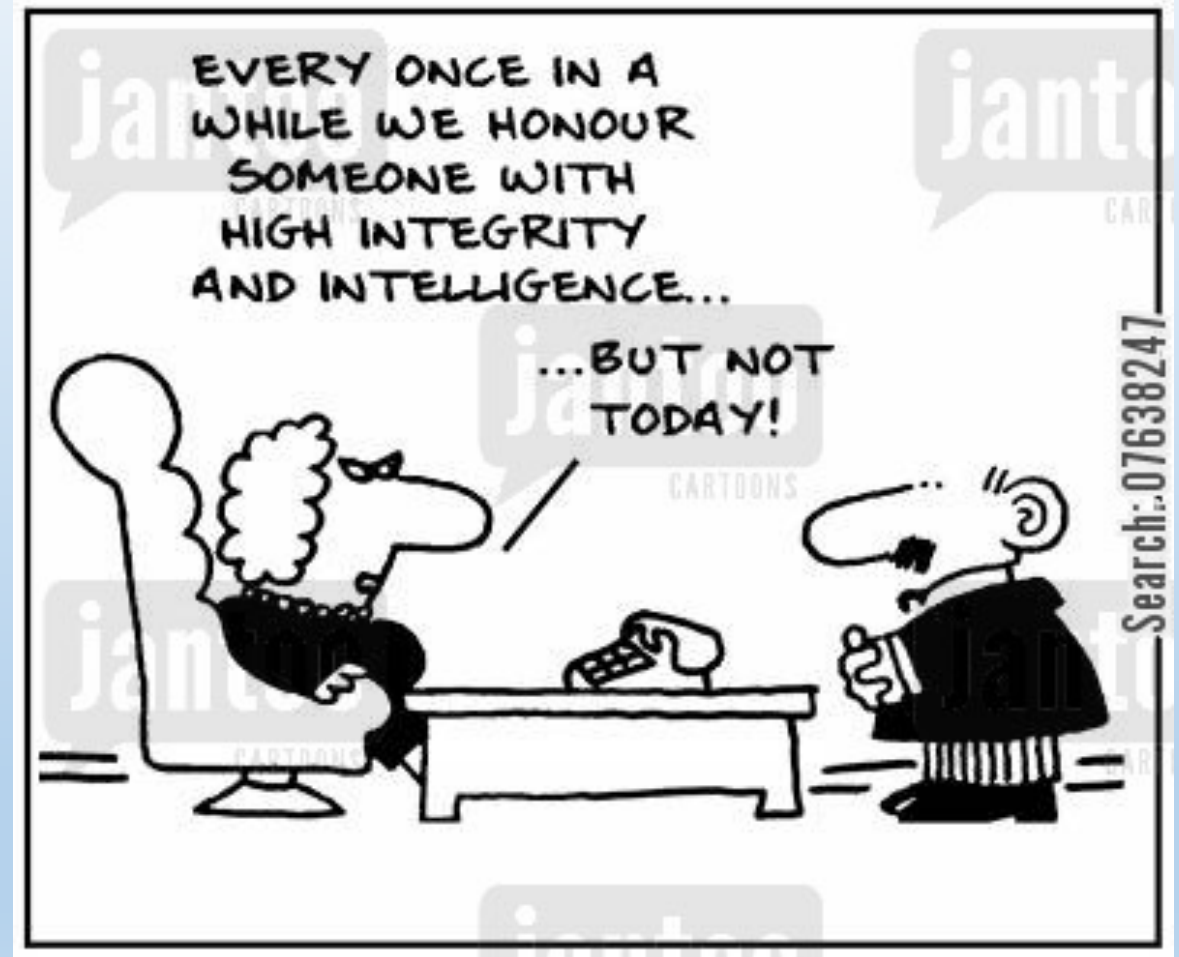
8. Don't expect your network to be everything in job search; it plays an important part, but it is only one piece of the puzzle.
9. Network everywhere and with everyone
10. Make networking a habit for life
11. Start networking before you need it: Look forward 15-20 years and most of you will be CEOs, Directors, Presidents, Vice Presidents, etc.
12. Have a plan: What are your talents, strengths, etc.
13. Be **credible**
14. Be **genuine** - Ex-President and phone calls on birthdays
15. Intuition
16. Never dismiss anyone as unimportant: **President vs custodial staff and administrative assistant.**

Tips for improving networking skills

16. Volunteer for boards that have meaning to you

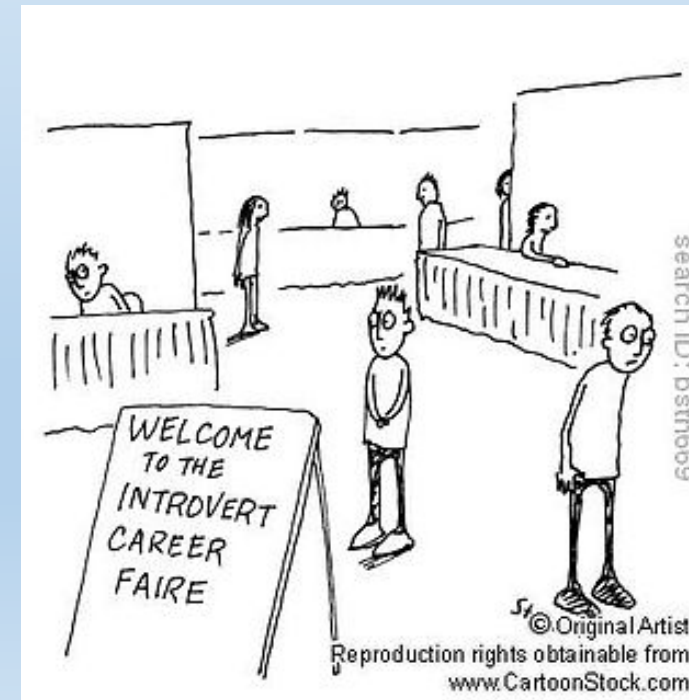
17. Keep networking even after you get the job

- I did not get the promotion; I'm not invited to after work parties
- Religion, politics, and other sensitive topics – should you engage in these topics?



Networking for Introverts

- While conventional wisdom holds that shy types are at a disadvantage in the business world, there are some lesser-known benefits to being among the more reserved. Research by **Wharton** management professor Adam Grant, for example, found that introverts are more effective leaders, and a recent **Cambridge University** study found they're more adaptable in the workplace than their extroverted colleagues.
 - Focus on your goal – make 2-3 connections and leave
 - Contact people in advance
 - Bring a friend
 - Keep the focus on them – build relationships; don't sell yourself
 - Practice



Activity 1

- **Purpose:** To help you get to know each other based on what's going on in your professional or personal lives.
- **Description:** “Ask Me about.... or Tell me about.....”
- **Examples:** 3 unique things about myself; most famous or highest place executive I know

Activity 2

- **Purpose:** React to provocative quotes from current business leaders, celebrities, or famous people.
- **Description:** Form groups of 5-6 and discuss these. After you answer, have the person to your right continue.
- **Quotes:**
- **Being comfortable in our business is very, very dangerous.** Daniel Lamarre, president, Cirque du Soleil •
 - How is the Cirque du Soleil's work like your work or life?
 - What business or career lessons can you learn from this unusual circus troupe?
 - What areas of your business or career would you like to be less comfortable with? Why?
 - If you were to take more risks, what would those risks look like?

Activity 2

- The key to realizing a dream is to focus not on success but significance - and then even the small steps and little victories along your path will take on greater meaning. **Oprah Winfrey**, business woman, host of TV show, and founder of O Magazine
 - What's a small step you've taken recently?
 - If you were invited to be interviewed on the Oprah show what would you like to be talking about?
 - How do you get started when you begin on a huge project?
- Only some of us can learn from other people's mistakes. The rest of us have to be the other people. **Groucho Marx**, comedian.
 - What mistake have you made that taught you the most?
 - What mistake have you helped others avoid?
 - If you had one piece of advice to give people just starting out in life, what would it be?

Activity 2

- **Never overlook the social side of work rituals.** Michael Begeman, Manager, 3M Meeting Network
 - What's the social side like at your company or in your line of work?
 - How has cultivating the social side of work brought you benefits?
 - What's challenging for you about paying attention to the social side or work?
- **You've got to be original. If you're like everybody else, what do they need you for?** Bernadette Peters, singer, Broadway star
 - What have you done to make yourself a "one-of-a-kind" brand?
 - Who's your role model for originality – in your organization or in the world?
 - What's next for you – in which area of your life are you enjoying your most originality?

Activity 2

- Nothing shows a person's character as much as what he or she laughs at. **Old Adage**
 - Do you agree?
 - What gives you the most laughs these days?
 - What have you done to bring more humor to your workplace?
- The mark of a successful organization isn't whether or not it has problems; it's whether it has the same problems it had last year. **John Foster Dulles**, statesman.
 - Do you agree?
 - What challenges does your workplace have that you'd like to handle once and for all so that they don't come back next year?
 - Tell about a time when you were the hero because you solved a problem that had been hanging around for a long time.

Activity 2

- You don't have to be a 'person of influence' to be influential. Scott Adams, creator of the comic strip Dilbert
 - Who are what are you trying to influence the most right now?
 - What traits do you think make someone influential?
 - Who's the most influential person you've known – regardless of where they are in the hierarchy?

Activity 3

- **Title:** Great Connections
- **Purpose:** To give mini-introductions to each other in a structured way, so that you find the commonalities and needs that make building long-term relationships with each other easy and natural.
- **Description:** Spend about 2 and a half minutes with a person.
- Choose a partner – someone you don't know well. We will give you a topic and make sure your partner gets a chance to respond to the question.

Activity 3

Topics:

1. Tell your partner about your most memorable extracurricular moment– outside of any class or academic program you are in.
2. If you could play any movie role, what would it be? Tell your partner what character you would like to play – from a movie that’s already been made or one that you think should be made. Why would you like playing this character?
3. Whether you’re 26 or 62, you might like to be honored and remembered. Tell your partner what you’d like to have named after you. That’s right, if something in the world could be named after you, what would you like it to be? A stadium? A planet? A new Broadway theater? (Give an example using the name of someone in the audience: ‘The Mary Blakely Ice Skating Rink’ or ‘The Jim Walters Children’s Hospital.’ What would you like to have named after you – and of course tell your partner why.).

Activity 3

4. Take two items out of your pocket or purse and tell your partner about them. What role do they play in your life? Why do you carry them around? What's their meaning for you?
5. Imagine that it's 10 years from now, September 10, 2026. What would you like to be doing? Where will you live? What will you be known for? What will your life be like? Tell your partner and listen to his/her description of life 10 years from now.
6. Before you talk with your partner, write 2 truths and a lie about yourself on your index card.

Activity 4

Topics:

- In the next two minutes, shake hands with as many people in the room as you can, say hello, and tell the person your name. There is only one catch: no two handshake/introduction combos can be alike. It's time to get creative . . . go.“
- Pair off with someone you don't know, find 3 things that you have in common but which are not obvious. Allow for two minutes of time, then report out.