

# NETWORKING

Let's get serious about  
Career Development

“FOR THE  
EARTH IS FULL,  
AND THERE IS  
ENOUGH AND  
TO SPARE;

yea, I prepared all things, and have given unto the children  
of men to be agents unto themselves.”

Doctrine and Covenants 104:17



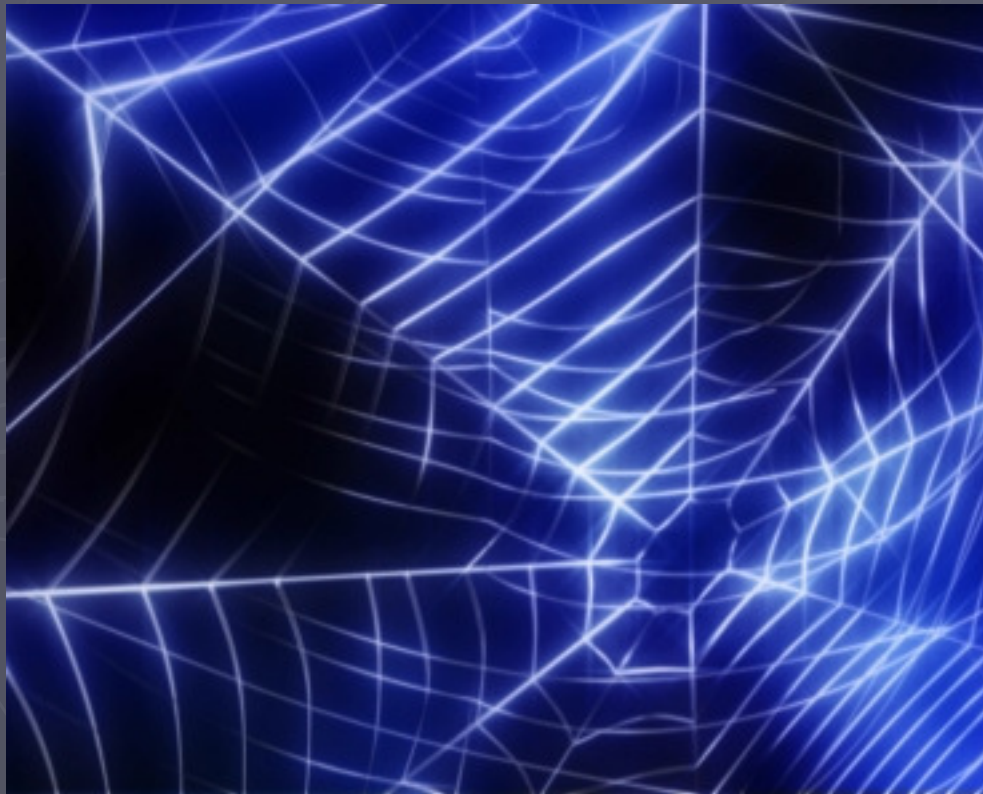
# THINGS TO KNOW ABOUT NETWORKING ?

- ▶ Where employment is really found
- ▶ What Networking in real world is & why it is important
- ▶ Methods to develop a network
- ▶ How to keep track of resources
- ▶ Steps to successful networking
- ▶ Prepare & Practice & Take Action

# Where are jobs found?

Sources	Where People Look	Where Jobs are Found	Where are You?
Want Ads	65%	14%	
Agencies	10%	13%	
<b>Networking</b>	<b>5%</b>	<b>36%-80%+++</b>	
<b>Approach Company</b>	<b>3%</b>	<b>15-30%</b>	
Internet & Other	70%	8%	

- ▶ A series of informal connections between individuals who help each other either directly or indirectly
- ▶ A network is like a spider web of contacts



# A GOOD WAY TO FIND A JOB

- ▶ Understand networking
- ▶ Develop your network
- ▶ Identify people you know
- ▶ Use directories
- ▶ Use Church & community resources
- ▶ Use employment web sites
- ▶ Nurture resources regularly

**NETWORK TO GATHER DATA  
THAT OTHERS DON'T  
POSSESS**

**TO GAIN A COMPETITIVE  
EDGE**

- ▶ Job leads
- ▶ Contacts that might champion your cause
- ▶ Inside information on hiring
- ▶ Research company
- ▶ Career development info
- ▶ Leads to training and skill development
- ▶ Cooperative alliances
- ▶ **Info that can help in current job**

# LIST POSSIBLE CONTACTS

1. Friends/social contacts
2. Persons in my field in my organization
3. My field outside my org.
4. My org. not in my field
5. Church members any category
6. Other: community, etc.
7. People who I don't know, but should get to know ! !

# PRIORITIZE CONTACTS

Rank each category 1 very low - 6 very high

▶ **Contact's integrity**

# PRIORITIZE CONTACTS

- ▶ Contact's integrity
- ▶ Contact's span of influence

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  - ▶ Contact's span of influence
- 
- ▶ My rapport with contact

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- ▶ My rapport with contact
- ▶ Contact's knowledge of my **Work Results**

# PRIORITIZE CONTACTS

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- ▶ My rapport with contact
  - ▶ Contact's knowledge of my work results
  - Knowledge of my career goals

# PRIORITIZE CONTACTS

- ▶ People **likely** to help directly
- ▶ People who **might** help directly
- ▶ People who **can** help indirectly

# RANK EACH CATEGORY

- ▶ Sum the score for each category
- ▶ Determine rank of score
- ▶ **Go to - Action Plan -**
  - Enter Top Five

# Develop Network Action Plan

- **Areas I Can't Impact**

Integrity of Contact & Span of Influence

- **Areas I Can Impact**

Our Rapport

Knowledge of My Work, Results & Goals

- **Action Plan to Raise Score of Areas I Can Impact**

---By When? ! ! !

## WHERE ARE THE JOBS FOUND?

Size of Company (# of employees)	Percent of Jobs	Where Am I Searching?
1-19	25%	
20-99	30%	
100-499	26%	
500-999	7%	
1,000 +	12%	

**PEOPLE I DON'T KNOW**

**BUT**

**I CAN MAKE CONTACT WITH**

**AND**

**GET TO KNOW**

**& WHO MAY HELP ME**

# Network Tools

- ▶ Organize Contacts
- ▶ Essential Commercial
- ▶ Network/Business Cards
- ▶ Networking groups
- ▶ Directories
- ▶ Cold Calls / Info calls
- ▶ Scripts & Practice
- ▶ Most effective tool - DO IT & DO AGAIN

# Directories = Network Tool

- ▶ Business directories
- ▶ Professional directories
- ▶ Book like "Ohio Job Bank"
- ▶ Telephone directory (Yellow pages)
- ▶ **Other kinds of directories**

**Q:** How am I going to contact the people I don't know very well or don't know at all?

**A:** Get to know someone that knows the desired contact  
or  
start making cold calls

**DON'T LET PRIDE FOOL YOU**

**PRACTICE LIKE A CHAMPION**



# PLAN INFO/COLD CALLS

## -SCRIPT THE CALL-

### ▶ **Before the Call**

- List everything you know
- List things you need to know
- Prepare opening approach
  - ▶ **The Essential Commercial**

# PLAN INFO/COLD CALLS

## -SCRIPT THE CALL-

### ► **During** the Call

- List name of person, title, and date
- Record key points; try to determine if there is a match
- List commitments & new referrals
- List follow up ideas

# After the Call

1. FOLLOW UP

2. FOLLOW UP

3. FOLLOW UP!

# PHONE CONTACT FORM

- ▶ Contact Information
- ▶ Items Discussed
- ▶ Follow Up Activities
- ▶ New Referrals

# BASIC STEPS OF NETWORKING

1. Learn to grow your network - Nourish your network regularly - If job getting:
  - Have a plan for every day
  - In job search contact 10 persons per day
  - In Career Development contact weekly
  - Ongoing networks are for WINNERS! !
2. Analyze your contacts systematically
3. Know your objective - know why you are contacting the persons & how they can help
4. Don't ask for a job - show insight into the work - share your achievement/results
5. Make a powerful first impression - "30 second essential commercial" - Prepare what you are going to say!

# BASIC STEPS OF NETWORKING

6. Learn something from every contact
7. Get two referrals
8. In job search try to set up two interviews per day
9. Organize referrals in a record keeping system - make detailed notes of contacts
10. Write thank you notes to every contact - less than 5% do
11. Follow up all referrals - always - *Do what you say you will do*
12. **Keep going - Winning principles pay off!**

# WHAT DID WE LEARN ?

- ▶ Where employment is really found
- ▶ What is Networking in real world  
& why it is important
- ▶ Methods to develop a network
- ▶ How to keep track of resources
- ▶ Steps to successful networking
- ▶ Networking is the bridge to **Success** !

# CONTACT RESOURCES REGULARLY

A large network **does not** = success

Unless you CONTACT & NURTURE

Networking is the bridge to **Success** !

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# Examine Barriers To Achievement

- ▶ Often we don't know how to pursue a career or get a job in today's rapidly changing world
- ▶ Distractions
- ▶ Focus - other priorities
- ▶ Low motivation
- ▶ Low effort