RiseSmart

Master the Art of Networking

Agenda

- What Networking Is (and Isn't)
- Why Networking Works
- The Hidden Job Market
- How to Approach Contacts
- The 20-Minute Networking Meeting
- Key Questions to Ask
- Additional Networking Strategies

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Have you ever thought that:

- Networking is just about getting what you want.
- The longer a networking meeting is the better the outcome.
- When networking you must give a very detailed description of your background.
- You don’t really need to prepare for networking meetings.
- Your contacts WILL find you a job.

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Guess what?

These are ALL myths

Ones that, if you believe them, have been hindering your ability to network successfully

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What Networking Is (and Isn't)

Networking ***is***…

- for *everyone!*
- *easy* with practise!
- all about making connections and offering value to others

Networking is ***NOT***…

- asking for a job
- sending out massive email blasts
- calling random people
- disorganised or unfocused

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Why Networking Works

Approximately 70% of our participants find their next role through networking!

Networking allows you to:

- Expand your presence in your professional circles
- Clarify your job search goals, learn, find resources
- Discover job leads that no one else knows about

Don’t search for jobs. Raise your visibility and credibility to bring the opportunities to you. Create Evangelists!

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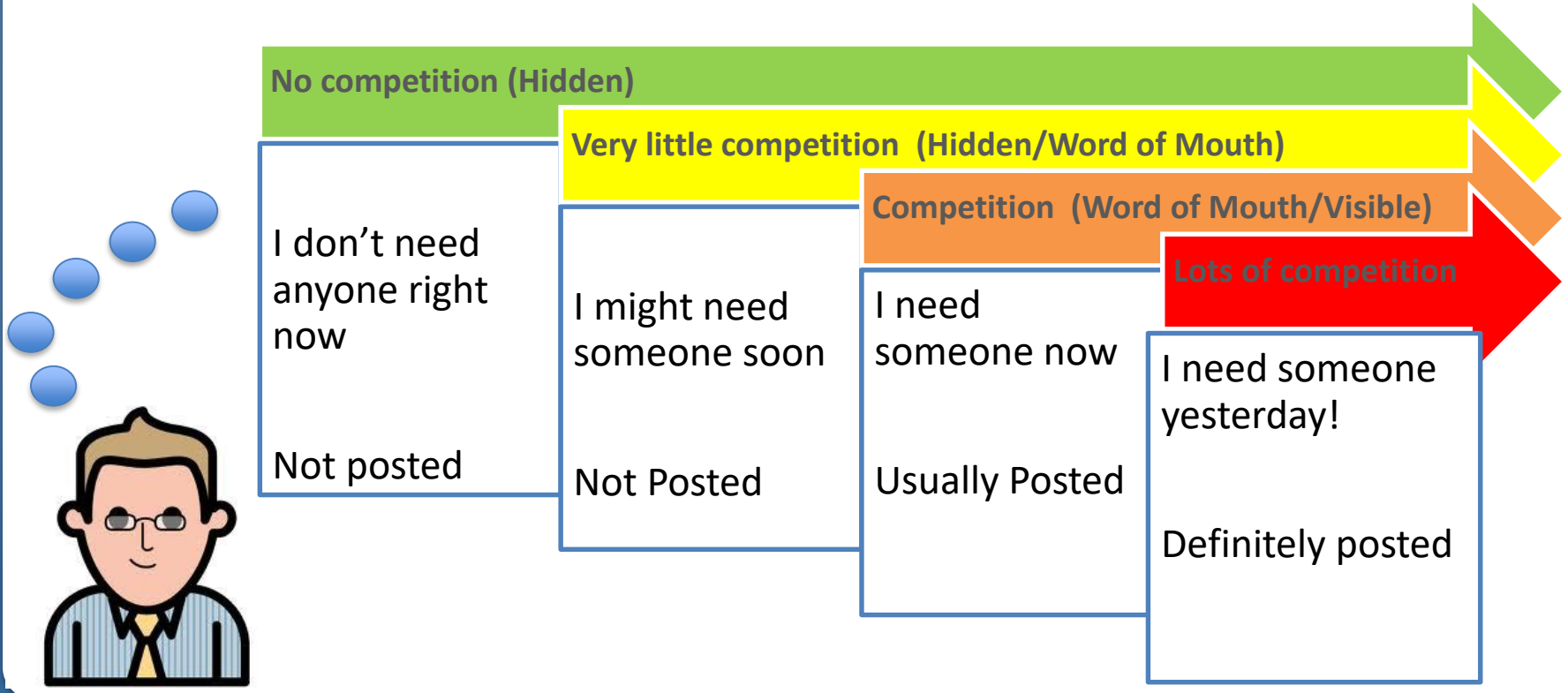
The Hidden Job Market

Visible Job Market – online job postings

Word of Mouth Job Market – referrals

Hidden Job Market – invisible jobs



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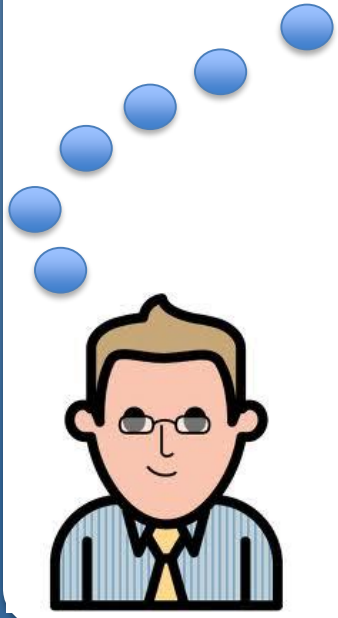
What is the first thing a hiring manager does when they need someone?

They think about whether they know of someone already.

They put feelers out.

They ask people they know and trust if they know anyone and often tell those around them that they are seeking someone!



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How to Approach Contacts

1. Identify your targets
2. Tier 1: existing network
3. Tier 2: new contacts
4. Focus on informational meetings

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The 20-Minute Networking Meeting

Stop networking from your own point of view and begin networking from your contacts point of view!

**From the book “The 20 Minute Networking Meeting from Marcia Ballinger and Nathan Perez

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What do most contacts think?

- Networkers are often unprepared
- Networkers often expect their contact to lead the meeting
- Networkers often take up way too much of time
- Networkers often do not have a clear idea of what they want

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Let's flip the script!

1. Come prepared – research just as much as you would for an interview
   - Research the contact, the company , the industry, everything
2. Have your agenda for the meeting ready
3. Do not take up more than the promised 20 minutes (unless the contact is leading the way)
4. Be very clear and concise about your PVP and what you want
5. Be thankful and gracious!!!

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The 20-Minute Networking Meeting

- **First Impression (2-3 minutes):** Arrive early, make light conversation with gatekeeper, thank them, chitchat, and set the meeting agenda
- **Introduction (1 minute):** Give your PVP or brief elevator pitch
- **Discussion (12-15 minutes):** 5 questions
  - Question 1 – 3: Ask 2-3 tailored questions and take notes
  - Question 4: Ask what you can do for them
  - Question 5: Request an introduction (do you know….)
- **Ending (2 minutes):** End the meeting on time, thank them again, and ask to keep in touch
- **Follow-up:** Send a thank you, offer value, keep in touch

Repeat the process with your next contact!

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Key Questions to Ask

Do your research! **Observation → Question**

Questions 1 – 3 Examples: Insightful Questions

- I noticed on your LinkedIn profile that you keep very up to date with professional development. Which activities have had the most ROI for your career growth? Are there any you might recommend for my career path?

- I noticed on LinkedIn that you spent 5 years in management consulting before moving into your current role. What was it like moving into, and out of, consulting? Would you recommend it?

- I know that you previously worked for ABC Company, and I've been exploring opportunities with them. Would you recommend them as an employer? Do you have any insight into their unspoken preferences for job candidates?

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Key Questions to Ask…

Question 4: Do you know anyone…….

- Do you know of anyone from your work on the ABC conference who might be a good connection for me? Can I reference your name?
- I noticed you have a great network from your time at ABC. Would you be able to recommend someone I could speak to there?

Question 5: How can I help you….

- Thank you Mr. X for being so helpful, now how can I help you?
- I am planning the next event for our trade association, I would like to send you a free ticket as a thanks for all your help today.
- If you think of anything I can help you with please let me know, still, as a token of my appreciation for your time I printed out this Business Review study on combining engineering teams during a merger – I thought it might be helpful to you given your company's current M&A activity.

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Wrap it up!

•Thank you so much Mrs. Y for your time, I know you are busy so will let you get back to your day. Thank you again for offering to introduce me to Mr. Z, it will be great to meet him. I will send that vendor contact list to you tomorrow as promised.

•My time is up Mr. X, you have been such a huge help, thank you for meeting with me. To recap I will send you the email of that programming contractor I know, I think he can be a great help to you on that upcoming project. I am really grateful that you will keep your ears open for potential positions or contracting jobs for me!

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Additional Networking Strategies

- Group Networking
- Online Networking
- Recruiters

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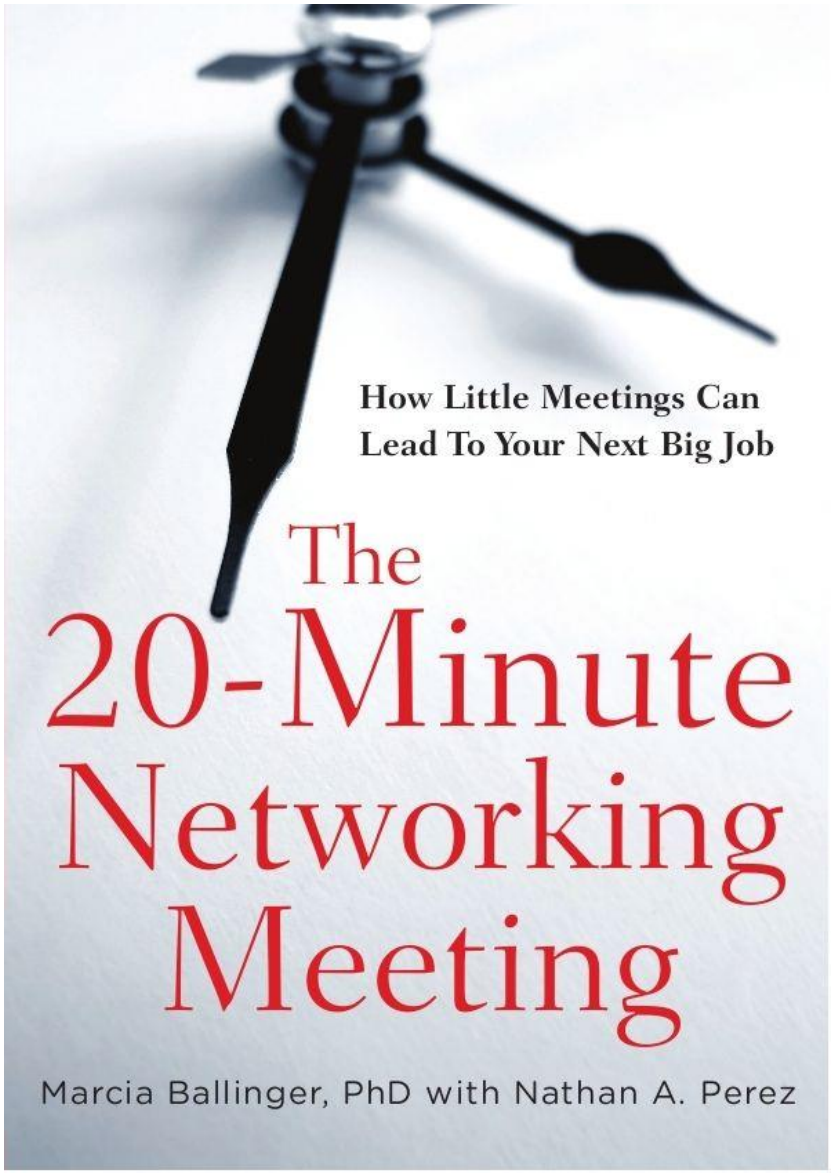

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Thank you!

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