

WELCOME TO THE

***INNOVATIVE
POWER HOUR***


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Tonight's Content

A photograph of a diverse group of people in professional attire networking at a social event. In the foreground, a woman with braided hair and a brown scarf is smiling and talking to a man in a white shirt and dark tie. They are both holding glasses of wine. The background is filled with other people in a well-lit, modern setting. The text "Networking – Making It Work" is overlaid in white on the image.

Networking – Making It Work



1) Consider the Odds

- 80 percent of jobs are not posted online
- More than half of candidates are eliminated from the online job search by applicant tracking systems
- Only about five applicants actually earn an interview from hundreds of applications
- Only 4% of applicants will have an opportunity to interview for a job they applied to
- Good networking increases your odds of being considered for a position to 33% - 47%



Networking allows you to break out of the pack, find a personal connection, and get selected as one of the few who get an interview. Using it you have between a 33% - 47% chance of success — versus a 4% chance simply applying online.

2) Make Friends, Not Connections

- Focus on getting to know people
- Relationships should be mutually beneficial and serve you and other person well
- Networking is typically about you – what you want, helping you find a job, etc. But people appreciate being heard, listened to and valued.
- People like to do business with people they like
- Resist the urge and urgency to make this all about YOU





3) Be a Resource To Others

- Before & after meeting with someone, consider ways you can serve as a resource to him/her:
 - Share connections on LinkedIn
 - Share an article, news or press release
 - Make an introduction to someone that would benefit the other person (house cleaner, soccer coach for their kids, nanny referral, business contact, etc.)
- Other Ideas?



4) Networking Is Work

- Most long term job seekers have one thing in common – they have done little to no networking as part of their job search
- “Looking For a Job Is a Job In Itself”
- Requires:
 - Strategic Thinking
 - Research
 - Patience
 - Sensitivity
- One person / connection at a time
- Develop a Network Mentality – Leverage Wherever You Are

5) Use LinkedIn

- LinkedIn is one of the best resources to build your professional network
- Add connections via existing email contacts
- Use the LinkedIn platform to add connections, inviting people based on:
 - *Locations*
 - *Companies*
 - *Industries*
 - *Job Titles*
 - *Colleges*
 - *Mutual Connections*
- Explore LinkedIn Groups your new connections belong to – invite people to connect via those groups
- Be thoughtful about your connections and network – make it intentional, strategic and thoughtful
- Set a weekly goals for adding new connections AND meeting with them
 - Thank them when they accept the connection request



ANY
QUESTIONS
?



Future MeetUp Topics

- Avoiding the Black Hole
- Phone Interviews
- Preparing for On Site Interviews
- Interview Follow-Up
- Working With a Recruiter
- Negotiating Offers

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Thanks for Coming!
