WELCOME TO THE

INNOVATIVE POWER HOUR

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INNOVATIVE PEOPLE SOLUTIONS

INNOVATIVE POWER HOUR

Tonight's Content





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%



2) Make Friends, Not Connections

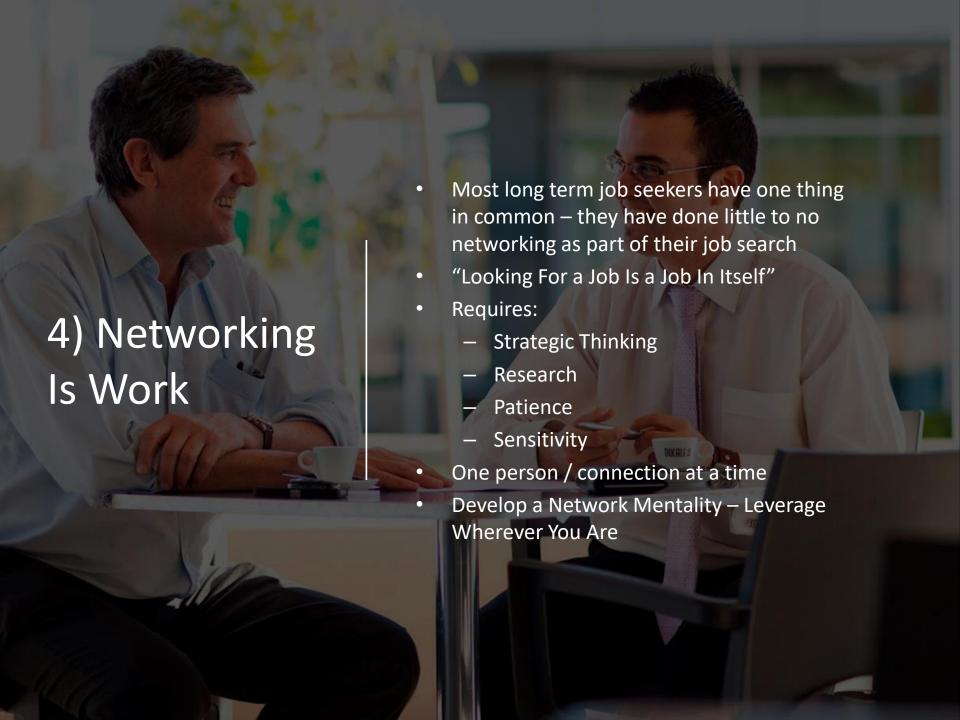
- Focus on getting to know people
- Relationships should be mutually beneficial and serve you and other person well
- Networking is typically about you what you want, helping you find a job, etc. But people appreciate being heard, listened to and valued.
- People like to do business with people they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





3) Be a Resource To Others

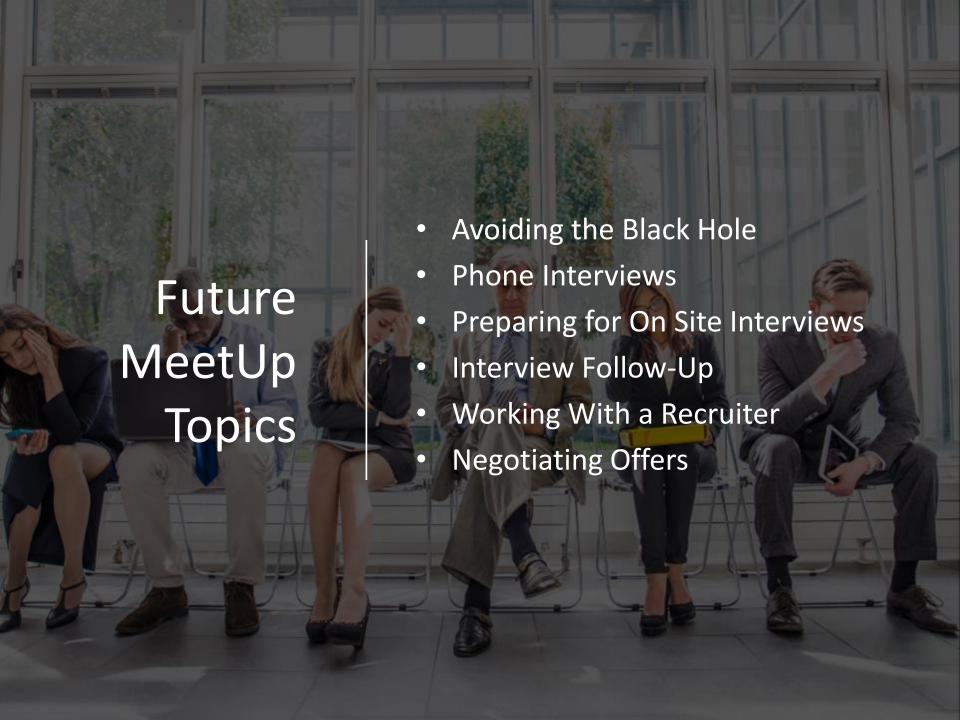
- Before & after meeting with someone, consider ways you can serve as a resource to him/her:
 - Share connections on LinkedIn
 - Share an article, news or press release
 - Make an introduction to someone that would benefit the other person (house cleaner, soccer coach for their kids, nanny referral,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



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







Thanks for Coming!