Effective Networking

Proactive and Reactive Approaches to Finding a Job

Brian Hinchcliffe
Director Executive Career Transition Services
What do you hope to learn from this workshop?
Key Learning Objectives

- Understand what effective networking is
- Consider proactive and reactive approaches to finding a job
- Determine how you need to adjust your approach to job search
Creation of a Job

• When is a job posted publicly?
  • When all other options have been exhausted

• Why does a job exist?
  • A business problem needs to be solved
The Job Funnel

Apply for advertised jobs
(Easy to Find)

- Cover letter to show close fit (requirements vs qualifications)
- Send soft & hard copies
- Network

Win advertised job
(Harder to Win)

Target companies
(Hard to Find)

- Research companies
- Identify business needs
- Demonstrate business solutions
- Network

Win hidden job
(Easier to Win)

REACTIVE

HARDER

EASIER

PROACTIVE
Two Roads to Winning a Job

First road
• Posted job
• ATS gate
• Recruiter gate
• Shortlist gate

Second road
• Network
• Research

Linkedin
Networking

Decision Maker
Your goal is to reach the Decision Maker

• Network
  • What is Decision Maker’s job title
  • Ask your contacts if they know this person
  • If in doubt, aim higher rather than lower – “gravity” works in organizations
• Research
  • Would you be excited to work with this company?
  • Find out history, operations, financials, Board/Management and company culture
• Optimize your application
  • HR controls the process, but is not the enemy
  • Targeted cover letter
  • ATS (Applicant Tracking System) gate – use www.jobscan.co to quickly check key words
• Take both roads
  • Apply for fewer jobs where you are well-qualified and very interested
  • Firing off applications without networking and researching → low success rate

“Begin with the end in mind” – Steven Covey
Be Clear about your Objectives

Develop a personal Marketing Plan

• CAREER OBJECTIVE
• POSITIONING STATEMENT
• AREAS OF EXPERTISE
  • Technical / Functional Skills
  • People Skills
  • Business Skills
• KEY ACCOMPLISHMENTS
• TARGET MARKET INFORMATION
  • Preferred role(s) or function(s)
  • Preferred location(s)
  • Preferred industries
  • Preferred company sizes (employees or revenue)
  • Preferred company culture
  • Target companies
• STRATEGY & TACTICS TO APPROACH MARKET
  • Networking / Recruiters / Job Boards / Direct Company Contact
# Be Clear about the Value You Bring

## SWOT Analysis

<table>
<thead>
<tr>
<th></th>
<th>Positive (Potentially helpful in achieving your objectives and may give you an advantage over others.)</th>
<th>Negative (Potentially harmful in achieving your objectives and may put you in a competitive disadvantage to others.)</th>
</tr>
</thead>
</table>
| **Internal** (Factors internal to you or your job search plan) | Strengths  
- Enter first Strength  
- Enter additional Strengths | Weaknesses  
- Enter first Weakness  
- Enter additional Weaknesses |
| **External** (Factors from your environment or external to you or your job search plan) | Opportunities  
- Enter first Opportunity  
- Enter additional Opportunities | Threats  
- Enter first Threat  
- Enter additional Threats |
Networking Meeting Agenda

- Introduction to objectives and marketing plan
- Discussion of the current marketplace
  - Business climate in general
  - Industry
  - Conditions at contact’s company
  - Competitors
- Advice on your Marketing Plan
- Review of your target company list
- Additional people, known by your contact, with whom you should be talking:
  - Within the contact’s company
  - Within competitors, vendors, customers, suppliers
  - Recruiters
  - What you can do to help your contact
Questions

DON’T ask

• Have you got a job for me?

DO ask

1. What advice can you give me?
2. Who else should I be talking with?
3. How can I help you?
Networking is about Relationships

- Build your list
  - You should never run out of contacts
- Prioritize your contacts
  - Highest to lowest
- Develop relationships
  - Get to know them as they get to know you

“Strangers don’t get hired”
What will you do differently?

• How do you need to adjust your approach to job search?
• What will you START doing?
• What will you STOP doing?
Contact me

Brian Hinchcliffe
Director, Executive Career Services
Career Partners International
Houston – Dallas – Fort Worth – Austin – New Orleans – Mexico City
www.cpitmg.com
2000 Bering Drive, Suite 150, Houston, TX 77057
15950 North Dallas Parkway, Suite 400, South Tower, Dallas, TX 76248
brian.hinchcliffe@cpitmg.com
713-784-3197 Ext. 1592 (O)
972-824-8330 (M)

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