

# CAREER NETWORKING



**Transition Masters**  
Developing Job Search Presentation Skills

# Networking Options

- ❖ Face to Face
- ❖ Telephone
- ❖ Zoom and other social media video sites
- ❖ Internet through LinkedIn, chat rooms, forums, etc.



Where do  
you network?

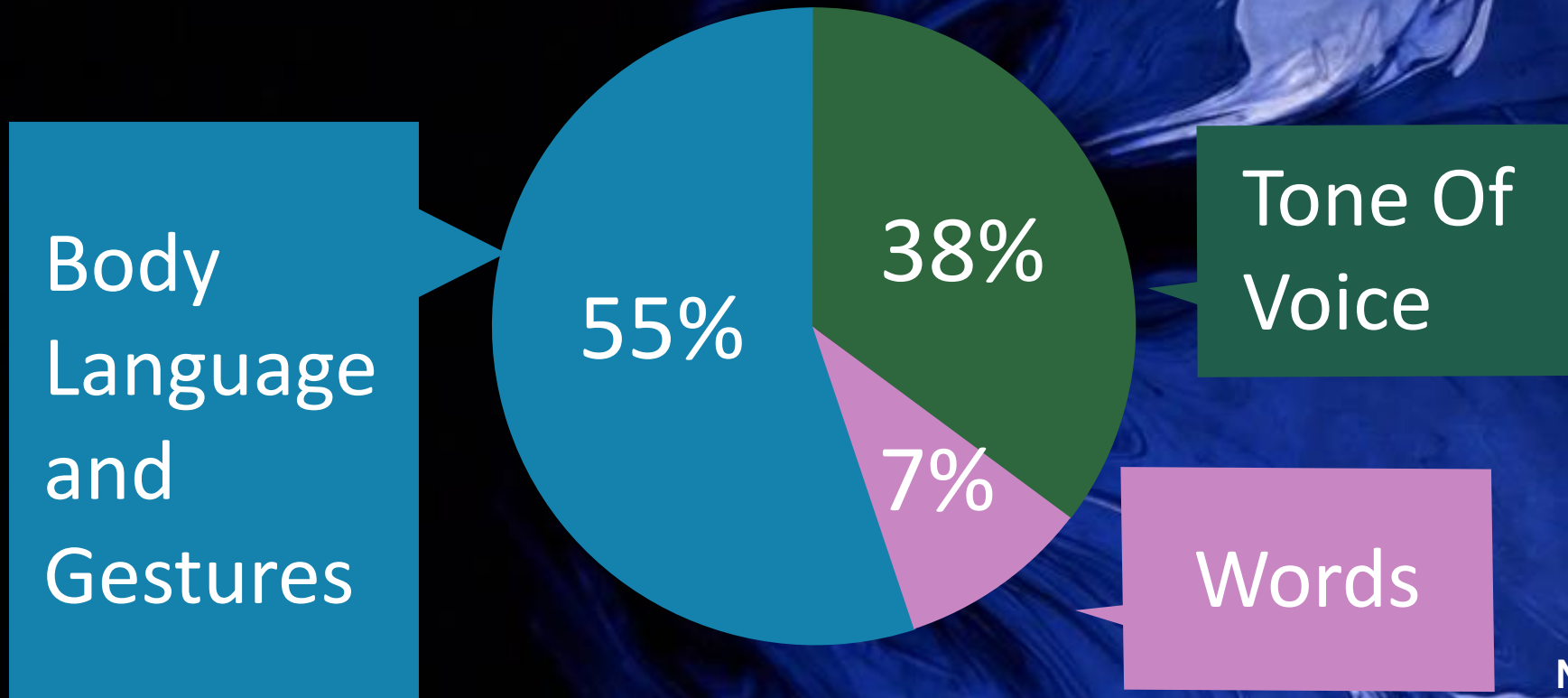
- ❖ Casual events (church, concerts, hobbies, parties, bars)
- ❖ Social events (school, weddings, reunions, “meet ups”)
- ❖ Business related events (Chamber of Commerce, Rotary)
- ❖ Association/organization specific local chapter meetings

❖ **Find Your Tribe!**



“Likeability”  
Communications

93% Non-Verbal



Mehrabian  
studies of  
Likeability

# Target Networking Levels

## Level 1

Family, friends, church, casual acquaintances

## Level 2

Insiders, independent recruiters, people who work for the target company

## Level 3

Decision makers, department managers at the target company who can hire you

# Networking Process

- ❖ Greet and ask what type of work they do
- ❖ Be ready to respond with what you do
- ❖ Ask if they will look at your list of target companies
- ❖ Ask if they know anyone who works for one of these companies
- ❖ Ask for an introduction, or try to learn the name of the hiring manager
- ❖ Follow up with a thank you email or card

## ❖ List of target companies

- Industry
- Size
- Geography
- Commute
- Turnover



## ❖ When networking, show the six most important companies on your list

# It is a Numbers Game

- ❖ Talk with 30 Level 1 contacts
- ❖ Leads you to 15 Level 2 contacts - insiders
- ❖ Insiders lead you to 5 Level 3 contacts - decision makers
- ❖ Contact with 5 decision makers should generate an interview
- ❖ Contact with 25 decision makers should lead to 5 interviews
- ❖ The average job seeker interviews with 5 different companies before they receive an acceptable offer





# Informational Interview Questions

- ❖ What attracted you to this career path?
- ❖ What previous experiences have helped you the most in your current role?
- ❖ Describe a typical day in your role.
- ❖ What one thing do you wish someone told you before entering this field?

# Informational Interview Questions

- ❖ What have been the biggest rewards in your position?
- ❖ How would you describe someone who would excel in this career?
- ❖ How would you prepare to be considered for a career by this company?
- ❖ Who else should I speak with?



Questions?

# Contact Information



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