

Networking Best Practices

Land the Job & Career You Want

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MONTCLAIR STATE
UNIVERSITY

**To download the slides and
the marketing plan example,
visit this link:**

bit.ly/msu012521

NO to Passive / Reactive



YES to Active: Take Control



**Find that island of
your dreams and...**



Rocket to it!

**Networking can
turbocharge
your career**

WHAT WE'LL COVER

- ✓ Networking: What it is, and why bother
- ✓ Strategy for building your network
- ✓ How to reach out
- ✓ Your pitch – an essential networking tool
- ✓ How to easily keep in touch

Networking

Getting introductions and building relationships over time



It's all about keeping In touch



- **Form lifelong relationships**
- **Re-contacting is key**



Networking helps you...

Stand-out (lead) by
bringing in new

- ❖ Techniques
- ❖ Strategies
- ❖ Partners
- ❖ Business intelligence



Learn about career options (that island...)

Tap the hidden job market

In a job search, it's all about the “Hidden Job Market”

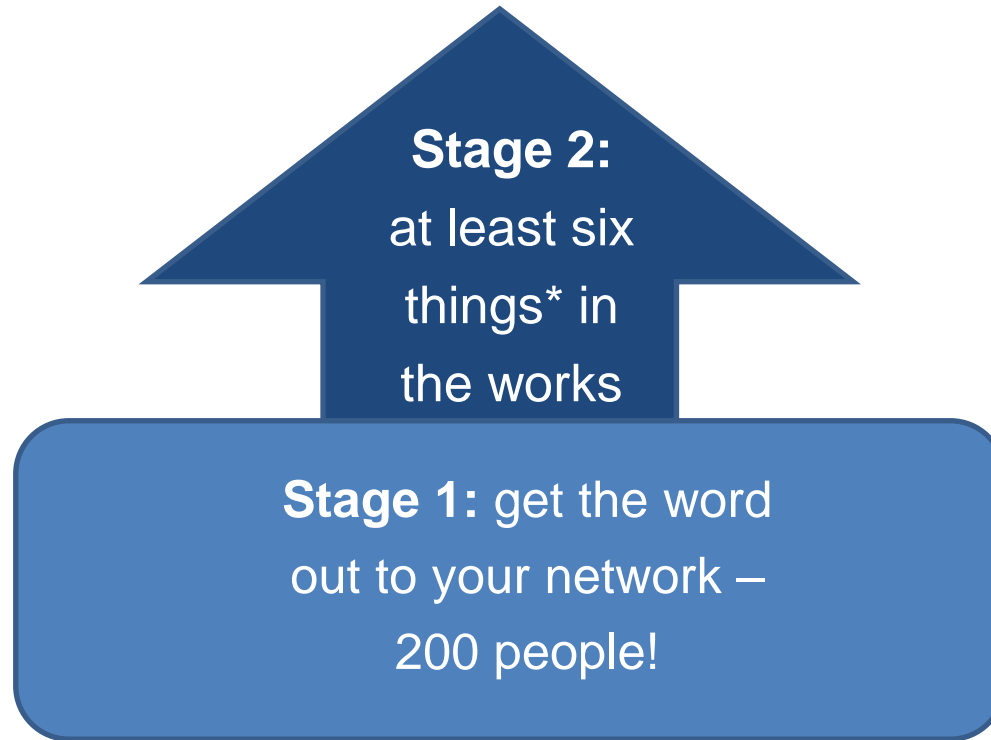
This relationship-driven market for unadvertised jobs gets you the interview as soon as there's an opening.



How to Tap into the “Hidden Job Market”

1. Build relationships that lead to informational meetings and interviews
2. Have high-ROI informational meetings
3. Keep in touch

Strategy for Active Search



* “things” = meetings or interviews with people one or two levels above you who can hire you

1. Build relationships that will lead to informational meetings and interviews

Think BIG about your existing network!

People in your field

- Work colleagues
- External colleagues

Other professional contacts

- Vendors
- People you worked with years ago
- Former professors

Family and close Friends

Acquaintances (e.g. your neighbor)

School classmates

Your dentist...



**In your job,
who depends on
you and who do
you depend on?**

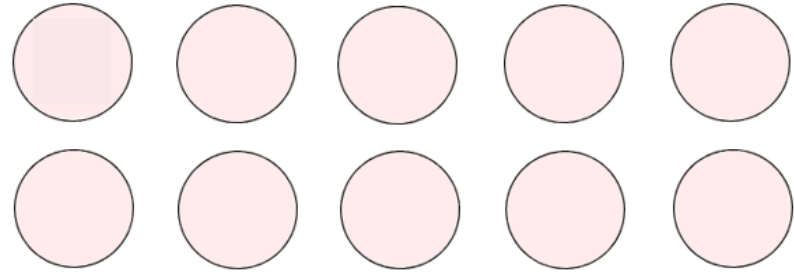


Create your current job “Stakeholder Map”

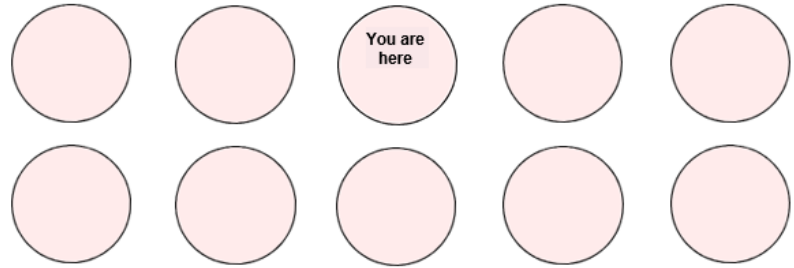
- List all your:
 - “bosses” (not just the official one)
 - peers (including business partners, vendors)
 - “subordinates” (including non-direct reports who support you)

**Quarterly: Assess these
relationships, address
gaps**

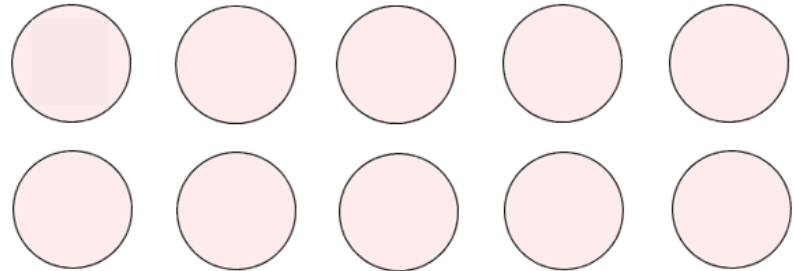
Those above you who influence your job



Peers – At Your Level



Lower Level than You



Ways to Build & Maintain Your Network

- Referrals & Introductions
- Cold outreach
- LinkedIn
(and other social media)
- Associations
 - Professional
 - Alumni
 - Civic organizations



Cold Contact (informational meeting)

Subject: Your CFA talk last September...

Dear Eleanor,

Your talk at the CFA Society in September resonated strongly; I appreciated your take on the current opportunity in Latin America, as I adopted this same strategy in managing a portfolio for InvestCo5. On another note, I notice that we share two connections and three groups on LinkedIn.

As a portfolio manager and CFA, I'm beginning to look for other opportunities. Given your reputation in the industry, I would very much appreciate 15-20 minutes of your time to gain your insight on how I might be of help to InvestCo1 down the road. I will not be expecting any openings at InvestCo1; this request is purely informational.

Our conversation could be mutually beneficial. My success with the strategy you outlined might be of interest to you. As well, I have a broad and deep network on LinkedIn (I know all of my roughly 800 contacts) and would be happy to make introductions.

Some background: I have over 15 years of experience achieving returns that have consistently outperformed the benchmark, as a Portfolio Manager (*InvestCo5*, *InvestCo6*). My expertise includes fixed income, equities, options, convertible arbitrage, and cross-asset class trading. Highlights:

- Managed portfolios of over \$1 billion, achieving returns that were **twice the peer average** through 2008-2010.
- Took underperforming portfolios at FinCo1 and FinCo2 and turned them into **successful profit generators**.
- Took positions that netted **returns of over 140%** in six months, through research on distressed investments.
- **Created four asset allocation products** including a \$640 million dollar target date fund series and a \$1.6 billion risk-based series.
- Considered a **subject-matter expert**; presented at last year's X conference; regularly asked to present to prospects, clients, boards, and investment committees.

My LinkedIn Profile is www.linkedin.com/in/x if you would like to find out more about me.

I would value and appreciate your perspective on my situation and believe even a brief meeting could be beneficial. Would you have a few minutes available to talk, perhaps sometime next week?

Elements of Success

- Focus on value to them
- Asked for just 20 minutes
- Mutually beneficial
- Powerful Pitch
- Not asking for a job
- No reference to a resume
- Call to action
- Show appreciation

Pitch

Include your “pitch” when you’re reaching out by email to someone you don’t know, to make yourself interesting/worth responding to

Subject: Referred by Helen Smith, re: HR people analytics

Dear Susan,

Helen (copied on this email) suggested that I reach out to you because she knows of both my HR leadership background and your cutting-edge work in people analytics. I also read your fascinating profile in CLO; congratulations on all you’ve achieved at YourCo.

As an HR Director most recently at MyCo, I’m beginning a search for new opportunities in the Tech sector. Given all of you’ve accomplished in this sector, I would greatly appreciate 20 minutes your time to gain your perspective on my search (I will not be expecting any job openings). If interested, I would be happy to share insights gained from my industry-recognized work on performance management, or introduce you to people in my extensive network.

Pitch

Some background: with 15 years of HR leadership experience, I’ve led initiatives focused on retention, performance management and talent acquisition. Highlights:

- Increased retention by 63% for top performers
- Transformed approach to performance management, improving employee engagement by 15%
- Created a national award-winning leadership development program
- Improved recruiting through new marketing channels and branding, e.g. increased web traffic by 40%

My LinkedIn Profile is www.linkedin.com/in/myname for your additional information.

I would be grateful for a few minutes of your time. Would you have 20 minutes available to talk?

LinkedIn: Who to Connect With

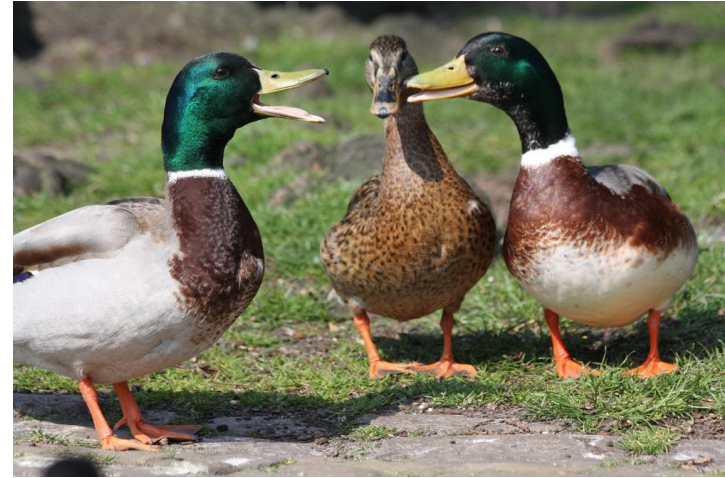
**First
Quality...**

**Then
Quantity**



Quality Connections

- ✓ Know in some way & open to helping (maybe)
- ✓ Connection request from stranger & you want them in your network



If someone you don't know

Build a relationship –
ask why they are reaching out

Example message (after “accept”): *Hi Margaret, I appreciate your request to connect (just accepted)! As I like to know everyone in my first-degree network, I'm curious as to how you came across my profile and/or why you decided to reach out.*

Developing Your Network

TRY THIS:

Send a mass e-mail to your broad network. Include:

- ✓ Your job target
- ✓ Your pitch, with bullet points (no resume)
- ✓ Ask for help with contacts in any department at these firms (list firms at bottom)
- ✓ Say you will not be asking for a job, but rather a 10 minute conversation
- ✓ Ask about how the company is organized and where you would fit down the road.
- ✓ Make sure to bcc all the recipients- don't expose their e-mail addresses!

Email to Sandy's Entire Network

Subject: Your Help Requested

Hi all!

As some of you may know, I am beginning my search for a new position that would make good use of my skills and talents as a portfolio manager. I would greatly appreciate the opportunity for a ten minute conversation with a contact in any one of the financial institutions listed below. In that conversation I will not be asking your contact about specific openings. Rather, I would be interested in learning how the institution is organized and where my skill set might be a fit down the road.

A reminder of my background: I have over 15 years of experience as a Portfolio Manager, and have consistently outperformed industry benchmarks. My expertise includes fixed income, equities, options, and convertible arbitrage. Highlights from my experience include:

- Managed portfolios of over \$1 billion, achieving double-digit returns that were twice the peer average.
- Took underperforming portfolios at FinCo1 and FinCo2 and turned them into successful profit generators.
- Took positions that netted returns of over 140% in six months, through performing in depth research on distressed investments.
- Delivered expert market and portfolio commentary that was credited with attracting new investors by the CIO.

I've listed 17 financial institutions below. I hope it's not too much to ask that you read through the list. Any contacts you have, in any position, in these or other financial institutions would really help. Please feel free to email me their contact information, and/or forward this email on as appropriate.

Thank you so much for your time, reflection and support!

Financial Institutions.... (list)

All the Best,

From one of my clients. This email resulted in many leads for Sandy, four interviews, and a job offer!

- a) Not asking for a job
- b) 10-minute conversation
- c) Specific target
- d) Pitch
- e) Call to action
- f) Marketing Plan

Turned down for the job?

**Bring them
into your
network!**



Quality Associations and Groups

50%+ of members can help you



Quality:

- Find and be found by the right people
- Discussions/networking /learning

Quantity:

More likely to be found,
and to find others

Get involved to build a high-quality network

- Run or help run a committee, e.g. events, marketing, budget, etc.
- Offer to support senior officers of the association
- Get on the board

How to find the “right” associations

- Google them
- Ask your colleagues
- www.meetup.com
- Search for LinkedIn “Groups”



Lists of Associations

LinkedIn Groups You Should Join

Educational Institutions

Organizations Where You Worked

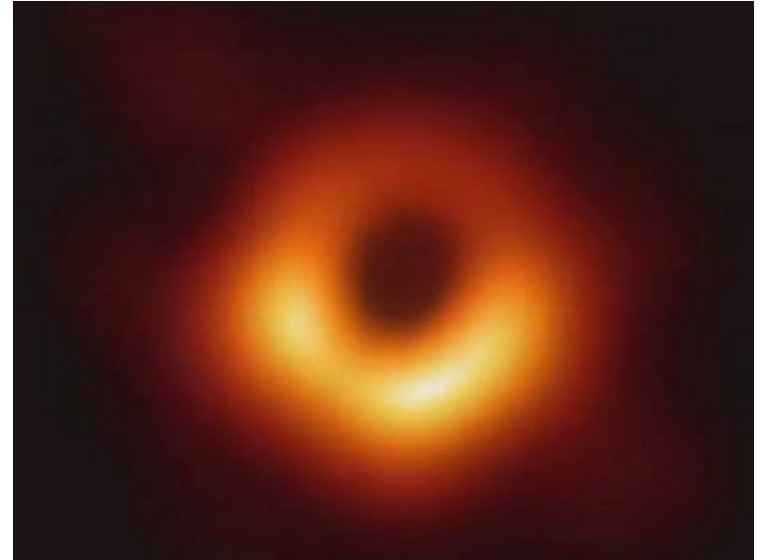
Real-world Associations

**Groups That Only Exist On
LinkedIn**



Don't Make this Mistake!

- ✗ “send me your resume and I’ll forward it on” ***black hole***
- ✓ you need to have the relationship with the hiring manager!
 - Ask if ok to email with “Referred by” in the subject line.
 - Ask to be copied on their email directly to the person.



Source: [European Southern Observatory](#) under [Creative Commons](#)

**2. Have high ROI informational meetings, i.e.
with those who can hire or refer you**

Structure an Informational Meeting

1. Exchange pleasantries
2. Remind them why they are there
3. Networking pitch (30 seconds to 1 minute)
4. Ask questions – see if/how you can help them
5. Depending on their interest in your working for them:
 - Maybe share a list of companies on your personal marketing plan - Ask, “What do you think?” And then see if you can get a referral
 - Maybe ask for feedback on your resume
6. Follow up with a thank you note if they did you a favor, an “influence email” if they are interested in your working for them

**To download the slides and
the marketing plan example,
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bit.ly/msu012521

An Essential Networking Tool



Your Pitch is for..

- Networking, interviews, informational or business meetings, surprise encounters
- Answers to “what brings you here” “tell me about yourself”
- Making a memorable impression that differentiates you – advances the conversation, makes things happen



Pitch Versions

Routine work interactions	Five Second
Voice message, or cold-call	20 Second
Networking, sales “encounters”	30 Second
Interviews, planned meetings	Two Minute

Your Networking Pitch

- 30 seconds to 1 minute
- For networking situations – e.g. at association event or informational meetings
- Any other interaction where time is limited and you want to share your value.



Organizing Your Pitch

1. Why they should care (branding/hook)
 2. How they should “categorize you”
 3. What differentiates you
 4. Examples to back it up
 5. Underlying your success (Two-minute only)
 6. Turn it back to them
-
- 20
- 30
- 2 minutes





Step 1: To Develop Your Brand, ask yourself...

- What makes me great at what I do?
- What is the essence of my role and the value I add?
- How do I stand out?

Step 1 examples (branding/hook)

- Learning is a journey, and I provide the map (L&D professional)
- In my role I make Human Resources more “human” (HR ombudsperson)
- We turn uncertainty into opportunity (Insurance underwriter)
- I turn data into actionable knowledge (Business Analyst)
- I make PC’s dance (IT professional)
- I can catalyze anything (research chemist)
- As an interim creative director, I’ve been told I get my clients’ brands better than they themselves do

Steps 2-5: a Subset of Resume Summary Section

2.  **LEARNING & DEVELOPMENT PROFESSIONAL**
3.  Bring close to ten years of experience and success developing and leading programs that have consistently improved organizational effectiveness.
- Cross-cultural L&D
 - Talent Assessment
 - User Experience
 - ADDIE / SAM / Kirkpatrick
4. 
 - Developed training and onboarding strategy that **improved learning effectiveness by 50%+**.
 - Improved **performance management** at global organization; recognized for **reduced rater bias** and improved rating accuracy.
 - Developed performance management **training tailored to all staff levels and functions**, with major role across all phases of **ADDIE**; demonstrably improved training effectiveness (**Kirkpatrick Level 3**).
 - Initiated web-based **talent management assessment tool**, in partnership with executive team and IT. Received promotion based on initiative's success.
 - Key role in **UX design for L&D app**; conducted interviews, created questions, eliminated bias, recommended design changes. Result: New design **drove a quadrupling of app usage**.
 - Created "best practices" whitepaper that supported division-wide **internal coaching and leadership programs**.
 - **MA in Organizational Psychology**, UC Berkeley, Magna Cum Laude (2013)
5.  *From reviews and [LinkedIn recommendations](#): "thought leader," "strategic business partner," "key member of the team," "proactive," "communicates challenging concepts clearly"*

Make it Conversational

Do THIS...



NOT THIS!!!



Really Simple

Engaging

Stories

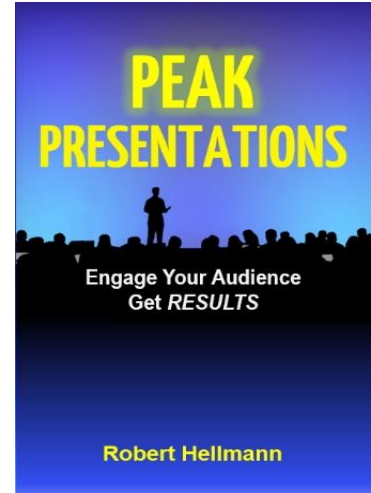
Useful

Licensed

Tailored

Surprising

Include
These
Elements



3. Keep in touch via contact management

Keeping in touch is crucial – to stay top of mind



- **Form lifelong relationships**
- **Re-contacting is key**

Contact Management: 50% of Success

Whether just a spreadsheet or something more sophisticated, you need two crucial fields:

next action, date next action

Keep in Touch: Segment your contact frequency

Not actively
looking

Not in your field?
2-3 times a year

In your field?
At least quarterly

In a job search?
Keep “everyone”
updated every 3-6
weeks



Channels for keeping in touch

One-to-one

- ✓ In-person/virtual meetings/coffees/lunches
- ✓ Calls
- ✓ Individual emails
- ✓ Larger meetings or gatherings

One-to-many

- ✓ Mass emails
- ✓ LinkedIn updates
- ✓ Social media posts



**When emailing, If you feel you have
nothing to say...**

www.journalofstuff.com/usefularticle

Subject: Additional thoughts

Subject: Hello and update

Example: keeping in touch

Subject: Hello and update




Hi Ben, hope things are well with you and Thanks again for meeting with me last month!

Thought I would update you on how things are going with my search as it's been a while. I've met with PharmaCo1, as well as some other pharmaceutical firms. The conversations have been interesting and may result in something down the road. In the meantime, I continue to reach out to companies and people in my marketing plan.

If I can do anything for you, including introducing you to my network, please don't hesitate to ask! I look forward to talking with you again soon.

Keeping in Touch via LinkedIn

Share an article, photo, or update

 Write an article  Image 

- **View “Home” Page Updates**
- **Message your contacts**

**If currently employed, act like you're about to lose
your job**

Do these things

1. Get your job search “marketing materials” in great shape, including your resume, your LinkedIn profile and your pitch.
2. Ensure you have the email addresses and organizational information of key people you want to keep in touch with at your current company
3. Ensure any personal files you have at work are backed up
4. Start building your career-advancing network of relationships today, both inside and outside your organization, using all the guidelines just discussed
5. Do your best to get clued into office “gossip” about what’s going on, to help avoid surprises.



Don't forget empathy

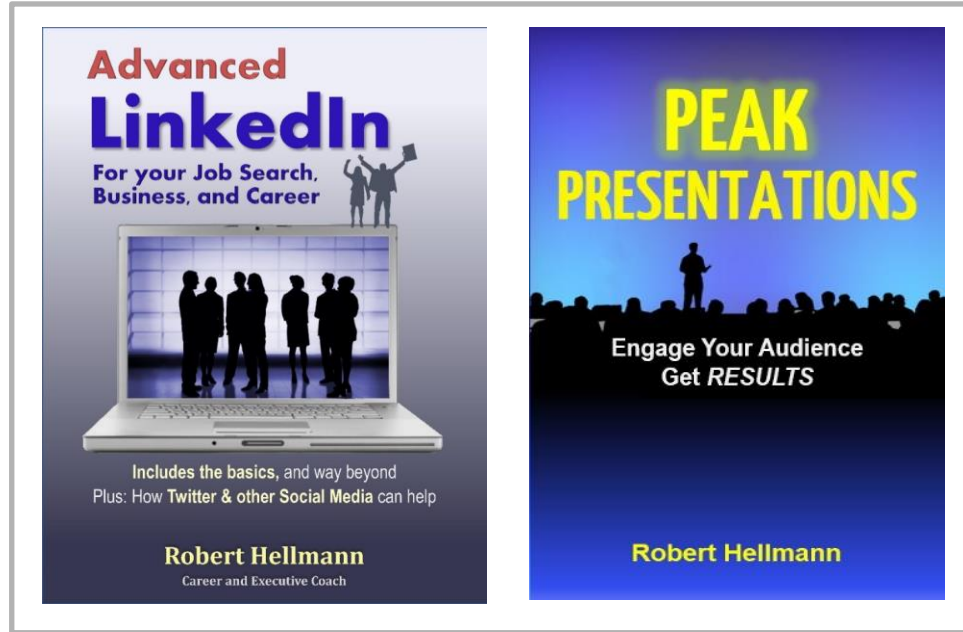
When reaching out, consider...

...including language like: “If the timing of my outreach is less than ideal for you in the current environment, I can get in touch with you at a later time.”

Get the Slides & Marketing Plan Example:

bit.ly/msu012521

www.hellmannconsulting.com/pubs



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