

Networking for Career Growth

Presented by: Mulraj Ved

ASQ North Jersey

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What is Business Networking?

It is all about

- Building a relationship – not just contacts
- Building mutual trust
- It's lifelong journey
- Think about giving – not getting – Help others (you will enjoy)
- Give many more introductions, leads, referrals and opportunities to others than you hope to get back
- Give without remembering – Receive without forgetting
- Always thank your “Givers” – Follow up every lead, Give feedback to “Givers”
- Respect the value of your Giver's network – Remember their interests
- Create an impression with your actions
- Business Networking is NOT Social Networking
- Meet your network – attend events
- Think what will encourage your contacts to introduce you to others
- Remember – you have to aim to give more than you hope to get



Your Work Situation

- **You have a job – You love it**



- **You have a job – You don't like it OR Fear of losing your job**



- **You have lost your job – How can you find a new job NOW?**



You Lost your Job

You Feel

- Really down
- Stupid and Alone
- Cheated
- Depressed
- Rejected
- Worthless
- Angry
- Trapped
- My family situation is deteriorating



So What do you Do Now?

You must act

- Burn off any excess emotion or anxiety
- It is professional – not personal (even though it is affecting you personally)
- Clear your mind
- Energize your entire being (Daily workout – Yoga – Meditation)
- Take Control of your finance – (Insurance, Mortgage)
- Think about your Health – (Cobra)
- Think about your family – Do not add your stress to their life – especially your children
- Network



Networking for Career Growth

The purpose of Networking is to ultimately meet personally to the hiring manager and give him/her your best sales pitch.

- First, you want to let as many people as possible know you are in the job market and you are available
- If you have any shame or embarrassment about losing your job, get over it
- Build a positive story in your mind. You're not sorry you were laid off
- Start to call your friends and people you have met through your job. Make a long list and go back to people you have known for several years



Where you start your Job Search

Here are the ways people are finding new jobs today.
You will use most if not all of these methods:

1. Networking - cold calling everyone you know and everyone they know including friends, recruiters, acquaintances, neighbors who can help
2. Resume posting on internet Job Boards like Monster.com, CareerBuilder, Dice.com, TheLadders.com
3. Get daily RSS feed from different websites
 - CareerBuilder.com
 - Monster Job Search Agent (www.Monster.com)
 - Indeed Job Alert (www.Indeed.com)
 - JobSeeker Weekly (www.jobseekerweekly.com)
 - www.Beyond.com
 - www.careers.asq.org/search.cfm
4. Resume submission to employers' web sites
5. Resume mass mailing - sending out hundreds of resumes to recruiters
6. Targeting selected companies
7. Posting your profile and networking on LinkedIn

Networking for Career Growth

When you are networking, communicate these messages:

- You are in the job market
- Looking for (Specific) type of work at (specific) level.
- Do you know of any open positions?
- Do you have any contacts that might know of an opening?
- Do you know anyone at (target) company ?
- Why don't we stay in touch? How about if I give you a call in a few weeks? How about lunch when you are in town?



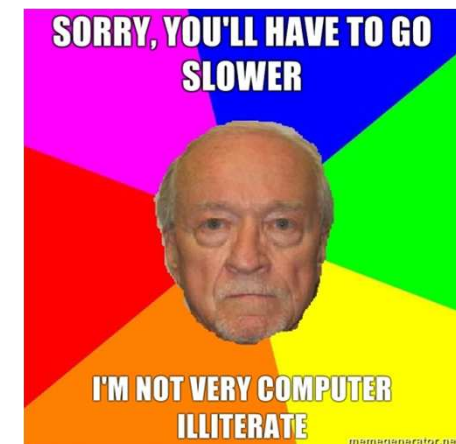
Keep a notebook showing whom you called, when, and how they responded to the messages above.

Keep calling people back every three to four weeks otherwise people will forget about you and your job search

Networking for Career Growth

When you are networking, DO NOT convey these messages:

- I am tired of finding a job
 - Can I work for you?
 - Make the other person feel guilty of not helping you
 - Badmouth your ex-employer or boss or a common friend
 - Let the person know what you DON'T like
-
- You get physically tired quickly
 - I am not very enthusiastic
 - I can not be trained
 - I am too old to learn new things
 - I do not know internet
 - I can not type
 - I do not know MS Office
 - I can not TEXT
 - I can't use a Smartphone
 - I do not know what is Facebook



Tips on Resume

Unless you are extremely well networked you will need a good resume.

- It should be contemporary WITH Cover Letter – Check Spellings (A MUST)
- Think of your resume as a portrait of yourself
- Your resume is your brochure. You are the product.
- Your resume is your 60 second commercial spot – Never more than two pages
- Your resume should be good enough to get you an interview. Then it is up to you to close the sale.

Because resumes are so important, you will want to spend some time getting it right. Spend a few hours each day over an entire week if needed. Keep coming back to it with a fresh perspective.

Resume MUST be tailored to the job you are applying for
Keep in mind: NOT what the employer can do for you BUT What you can do for the employer

Have your resume critiqued by few recruiters and human resource people

There are free Internet sites which provide advice on how to make your resume really sizzle.

Tips on Interview

- Know the company/job requirements - research
- Know the interviewer when possible
- Your appearance – conservative is the best bet
- No strong odors – No jewelry (bling bling)
- Be ready as soon as you enter –
- Your communication with the receptionist is equally important

- Relax and smile
- Eye contact
- Keep a positive state of mind

- Greeting, getting settled, break the ice (with a common topic)
- Firm shake hand
- Do not slouch
- Hand gestures
- Be ready for open ended questions – tell me about your self – Your likes/dislikes
- Continually judge the interviewer and direct him/her in your favor – Let him speak
- “Why should he/she hire you?” question
- “ How much you should open up?” – Say what is required, nothing over
- Get his/her business card – Do not forget thank you note via email
- Importance of Thank You Note



Tips on Interview

Who gets the job – Employer's view

- He knows what is he talking about
- Chemistry – I/we like him
- High Energy – talk, walk, gestures, quickness of answers, enthusiasm, smile
- Positive attitude – ability to praise others (subordinates, peers, superiors, ex-boss)
- Genuine and honest
- Comes across hard working, smart, thoughtful, mature, team player (“we” attitude)
- Can really help me/my organization – will make me look good
- Non-threatening



If You don't Like your Job

Prepare before You Leave Your Job – “To Do List”

- Do not do anything which will harm your existing employer – now or in future
- Act intelligently – not emotionally
- Use personal cell phone for job search
- Make sure you have a personal email account of your own.
- Make sure you have all the phone numbers and email addresses you need
- Do not post your resume open to everyone (especially your existing employer)
- Evaluate the contents of your Facebook page, your own website, your blogs
- Do not receive job related emails on your company's email address
- Do not send resume via company email
- Do not tell your colleagues (sometimes you call them friends) you are looking for a job
- Do not tell your boss – “Fire me”
- Seek a medical doctor's advice for high stress and anxiety



Linked-In Connection

How to use LinkedIn to grow your career, build a network of contacts, and job search.

What is LinkedIn

LinkedIn is the leading online professional directory of individuals and companies. Individuals use LinkedIn for professional networking, connecting, and job searching. Companies use LinkedIn for recruiting and for providing company information to prospective employees.

LinkedIn Directory

LinkedIn is a directory of professionals and companies. Individuals and companies use LinkedIn for networking, job searching, hiring, company research, and connecting with affiliates, including alumni, industry, and a variety of other business related groups.

Join groups

Groups are one of the best tools and best-kept secrets on LinkedIn. There are groups for every conceivable shared interest. You'll find alumni associations, professional associations, networking groups and many other special-interest groups

Web Resource

www.YouTube.com – search Business Networking

www.YouTube.com – search “Job Search Tips”

www.YouTube.com – Search “interview skills”

<http://www.careerplanner.com/career-articles/IndexToCareerArticles.cfm>

Bing Search: Sample Resume, Cover letter examples

Linked-In Connection

How to use LinkedIn to grow your career, build a network of contacts, and job search.

www.linkedin.com

How to do Job Searching on Linked-In: http://video.about.com/jobsearch/Job_Search_LinkedIn.htm

How to complete your Linked-In Profile: <http://jobsearch.about.com/od/networking/a/linkedinprofile.htm>

How to Leverage Linked-In

http://msn.careerbuilder.com/Article/MSN-2516-Job-Search-6-tips-to-help-you-better-leverage-LinkedIn/?sc_extcmp=JS_2516_advice&SiteId=cbmsn42516

Networking in General

One of the BEST job related web resource for ALL professionals

<http://msn.careerbuilder.com/msn/default.aspx>

Top 10 Social Networking Tips including Job Search

<http://jobsearch.about.com/od/onlinecareernetworking/tp/socialnetworkingtips.htm>

Non-Verbal Communication during an Interview

http://msn.careerbuilder.com/Article/MSN-2493-Interviewing-Your-nonverbal-communication-can-wreck-your-interview/?SiteId=cbmsnhp42493&sc_extcmp=JS_2493_home1>1=23000

You Love your Job

Continue to enjoy
But
Do Not Forget

Business Networking

Best of Luck

Questions and Answers

Questions?

