

An open metal padlock is shown on a textured, light-colored surface. The padlock is dark and appears to be made of steel or iron. The shackle is open and curved upwards. The body of the padlock has some markings, including the number '4014M' and a small keyhole. The background of the slide is a gradient of blue and yellow.



Networking

A Key to Unlocking Career
Opportunities



Networking involves seeking information from people.

It can be used for **personal** reasons (e.g. finding a good gym) or **professional** reasons (e.g. finding a great employer in your field).



Networking is used in Career Planning:

- ◆ To hear first-hand about careers or work settings.
- ◆ To learn about openings for jobs or internships.
- ◆ To help you both give and receive assistance
- ◆ To unlock the hidden job market – of jobs not highly advertised





How The Hidden Job Market Works

- ◆ A position may be filled **before it's advertised** if a current employee or friend recommends someone for the job. The employer is using his or her “network” before a job gets posted somewhere.





Your Networking will help you “tap in” to the Hidden Job Market.

The more people who know that you are looking the better your chances. Need to get started? Here’s how.



Step 1: Identify your contacts

- ◆ Professors you've had.
- ◆ Trainer at the gym.
- ◆ High school teachers.
- ◆ Former supervisors.
- ◆ People you met in that campus club.
- ◆ Your hair stylist.
- ◆ Your Parents, sibs and extended family.
- ◆ Your friends and their families.
- ◆ That person you talk to on the bus, at the grocery store, etc.
- ◆ Your neighbors.
- ◆ Your doctor, dentist, lawyer, etc.
- ◆ Who Else can you think of?



Step 2: Identify the type of information you seek

- ◆ Do you want to *learn about a career*
- ◆ Are you looking for *advice about getting experience* before you graduate?
- ◆ Or are you *doing a job search* looking for a position?



Step 3: Begin using your contacts to network

- ◆ Start with people you currently know
- ◆ Ask them if they can answer your questions, or if they can refer you to someone who can.



Step 3: Use your contacts

- ◆ Or, ask them if they know someone else, who might know someone.



- ◆ Networking often involves using *multiple links* between people to get to the one you need to talk to.



The Five Links rule

- ◆ You may not know the person you seek but using networking, theoretically, you can make the connection you seek with 5 or fewer links.
- ◆ An example....



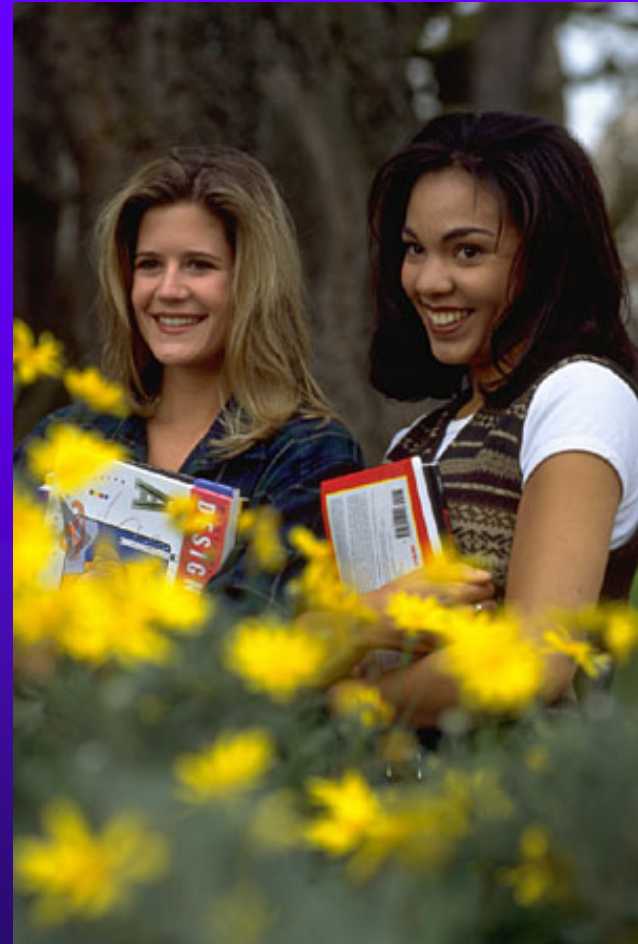
Let's say, you want to be a
writer!

But you don't know anyone in the
publishing business.....yet.



5 links Example

- ◆ You begin by talking to your roommate about wishing you knew someone in the publishing industry.
(Link 1 = roommate)

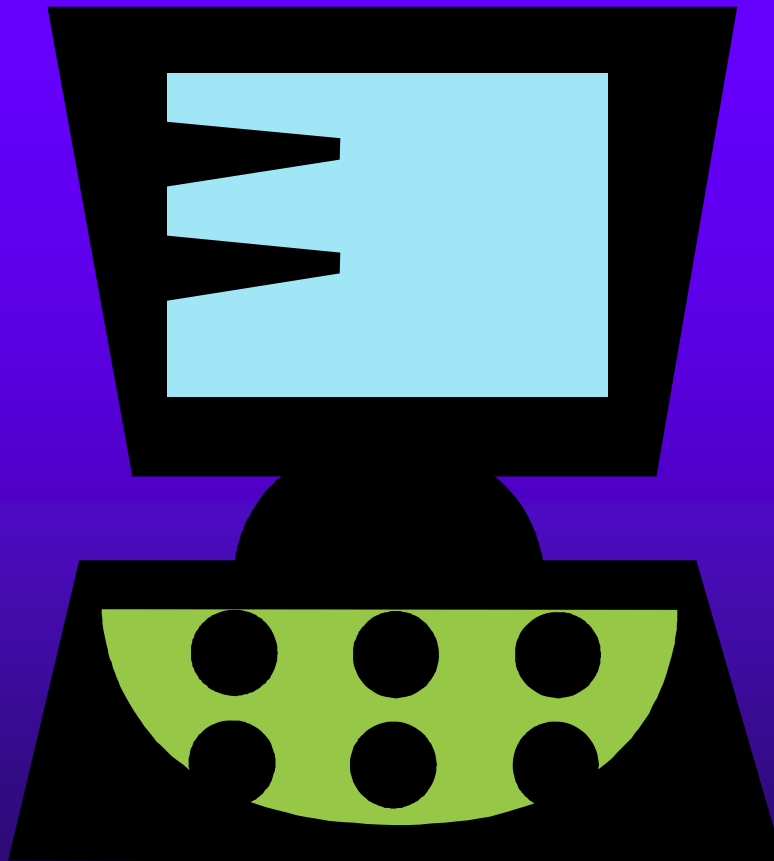


5 Links Example



- ◆ Then your roommate recommends her English professor as a contact that might know someone in publishing.
(Link 2 = professor) .

5 Links Example



- ◆ You contact the professor who suggests that you email his contact at XYZ Publishing House. (Link 3 = Professor's contact at XYZ Publishing)



5 Links Example



- ◆ The contact at XYZ Publishing House agrees to an informational interview (an interview to share information)
- ◆ This interview leads to an internship.



The Bonus: You extend your network even further during your internship

See how it works!



Getting Started...

- ◆ Start out **easy**. Ask people you know well for information
- ◆ Practice asking people what they do for a living, or what field they are in and **be interested** --- even when you are not “seeking” information.
- ◆ Be **open to helping** others. It’s not a one-way street. You might be a resource to the other person.
- ◆ Remind yourself that people **enjoy** helping others.



Practice Networking by Giving assistance to others

Listen for opportunities to offer help
and information to others.

After you discover how great it feels
you'll be more open to asking others
for help.



Begin Today.

Resolve to meet one new person today. It doesn't have to be a CEO it can be someone you meet in a class!





When preparing for your job search....

Visit the Career Center in Room 185 Student Services Building. Ask about upcoming career fairs, mock interviews, and other services to assist you in networking.



Networking

An important key to your success.

*Best Wishes for a Successful
Networking Experience.*