

What is Networking???

“Connecting with others to form mutually beneficial relationships.”

Why is networking is the best way to find a job?

- People do business primarily with people they know and like. Resumes and cover letters alone are often too impersonal to convince employers to hire you.
- Job listings tend to draw piles of applicants, which puts you in intense competition with many others. Networking makes you a recommended member of a much smaller pool.
- The job you want may not be advertised at all. Networking leads to information and job leads, often before a formal job description is created or a job is announced.

What are some basic ideas about networking you should consider before getting started?

- Networking is a way of life and is a skill that should be practiced on a regular basis.
- You can network virtually anywhere.
- You should develop a brief introduction that identifies who you are and clarifies your career goals. This is your “elevator speech”.
- Networking sessions are not the time to hand out copies of your resume or to ask for a job. Rather, you should build informal relationships that can be maintained over a long period of time.

Who is your network?

- Sources: Friends, family, friends of family, co-workers, alumni, faculty, staff, coaches, your best advocates, your best allies, those who know everybody, those who know your profession, those who have the kind of job you are pursuing
- Settings: Professional organization, volunteer group, extracurricular activity, athletic event, chamber of commerce, school, church, restaurant, cafeteria, park, grocery store, job fair, workshop, presentation, community event, class reunion, wedding reception, social media, LinkedIn

What is an elevator speech?

An elevator speech is a piece of communication that can be delivered in the time it takes to ride from the bottom to the top of a building in an elevator, approximately 30 seconds. It answers two basic interview questions: “What can you tell me about yourself?” and “Why should I hire you?” You should maintain eye contact, sound natural, and remain engaging in your delivery of it, so try to avoid memorizing it so that it does not sound mechanical.

Example: “Hi, my name is Chris Smith. I am a senior Communication major interested in a career in event planning. As an active member of my college’s Service Club, I have been instrumental in helping to coordinate and promote fundraising events on campus and service projects in the community. This experience has helped me to develop strong skills in communication, teamwork, creativity, organization, and problem solving. My passion is in coordinating recreational and educational activities for youths and young adults, such as the types of programs that you manage at your park district.”

What are some questions to consider asking while networking?

- What sparked your interest in your field?
- What are your responsibilities in this position?
- For you, what part of this job is most satisfying? Most challenging?
- What do you like most, least about this job? What kind of stress do you deal with?
- What personal qualities or abilities are important for doing well in this kind of work?
- What kind of training or background is necessary for this type of work?



- What qualifications and experience do you look for when interviewing new people in this field?
- What impresses you on a resume from someone who is applying for a career in this field?
- How did you get this job, and what kinds of experience and preparation helped you most?
- Can you recommend the best entry-level jobs to get started in this line of work?
- What advice would you have for someone like me, who is considering this field?
- What organizations would you recommend joining?
- Who would you say has been the most help in your career? How did they help you?
- Is there anybody in this field who you recommend I should meet?

What are the final steps in the networking process?

- Provide your business card or resume to your contacts, and thank them for their time and input.
- Follow up with your contacts occasionally, letting them know the status of your search.
- Keep an organized list of your contacts, including details about your interactions with them.
- Continue to network even after you have secured employment, because you never know if and when you might have to look for a new venture.