

NETWORKING

AT A GLANCE...

- 65-70% of all jobs are found through networking. Just applying for jobs online leads to success about 1% of the time. If you want to get hired, you need to network.
- You are not likely to get very much from someone if you just speak with them once. Networking is also about giving and receiving. It is about developing relationships with potential employers.
- Networking can start from a casual or chance connection with some-one, setting up an informational interview, or corresponding through emails or websites.

NETWORKING BASICS

WHAT IS YOUR PURPOSE?

Are you exploring your options in a variety of career fields or do you already know what industries are most interesting to you? Networking is a way to learn more about a potential career and build connections within that industry at the same time. Do not put off networking even if you do not have a clear career path. Networking and asking for general advice can help you clarify your career goals. What type of employment are you looking to obtain? An internship? Volunteer opportunity? Or a full-time position after graduation? All of these factors help determine the questions you should ask and the

INTRODUCING YOURSELF

Knowing how you want to introduce yourself is useful in any situation. Your personal pitch or commercial, will focus on your skills, accomplishments, expertise, knowledge and personal qualities. This is not as difficult as it seems, as long as you take the time to practice beforehand. Here is a simple formula for success:

TOO SHY TO NETWORK?

You might think you just are not outgoing enough to be good at networking, or that you struggle to come up with things to say. You can do it too! And you need to if your going to find a job as quickly as possible. Here's a few tips for reserved

networkers: Find your personal networking style. Don't try to be something you are not, and be open about how intimidating the process of networking feels to you. This is a great way to break the ice and start a genuine conversation. Start small. Don't jump right into the busiest time of the career fair. Instead, come early when the room isn't so crowded or overwhelming. Attend an info session or invite someone to lunch instead of trying to compete with people who may be more outgoing than you. Just Listen. Most people are more than happy to talk about themselves and their career path. Ask a simple open-ended question and then listen. You won't have to come up with much to say, and you'll still make a genuine connection.

1. PRESENT

What are you studying? Where are you currently working?

2. PAST

Where have you worked the past? What made you interested in this field?

3. FUTURE

What are your short-term or long-term career goals? Where do you see yourself in 5 years?

WAYS TO NETWORK

CAREER FAIRS

Early in your career, the best way to make connections and explore your options is the Career Fair. Yes, it is busy and crowded, but employers come to campus just to meet you! They are here to answer questions about their company, and more importantly, they are looking for qualified candidates to fill entry-level positions. Practice your introduction, print a dozen copies of your resume and arrive early! Your preparation will be noticed.

INFORMATIONAL INTERVIEWS

An informational interview or scheduled meeting can be highly effective. Let the contact know how you got their information and why you are hoping to meet with them. Ask if there is a convenient time when you can come to their office, or schedule a time to communicate over the phone if that is more convenient for the person. When attending an informational interview, dress the part. Treat this as you would a job interview; they will not take you seriously if you do not take yourself seriously. Be prepared with questions you may want to ask, be a good conversationalist, and stick to the amount of time for which you asked. After your meeting, send them a thank you

note. An email is convenient, but a handwritten note provides a nice touch. Follow up with anything they suggested you do. Remember you are a reflection on the person who referred you as well as your University. Be polite, professional, and do not pester them.

CASUAL INTERACTIONS

Any situation can turn into a networking situation, just think of all the places where you can meet new people. Start a conversation, use your introduction (that you've already practiced!), and begin to develop a relationship. As appropriate, ask if you would be able to keep in touch with this person, and exchange contact information.

LINKEDIN

LinkedIn increases your chances of getting noticed. Research says that 93% of hiring managers search LinkedIn for recruit! Connect with students, professionals, and join net-working groups. Look for BYU Career Services and Alumni groups to extend your networking. LinkedIn is also a great way to maintain relationships with connections you've already made. (www.linkedin.com)

QUESTIONS TO ASK WHEN NETWORKING

1. How did you get to where you are today?
2. Tell me about your career path.
3. Did you have an internship?
4. What's your favorite part of your job?
5. What is it like to work for your company?
6. How would you describe the company culture?
7. Where do you see this industry going in the future?
8. If you were in my situation, to whom would you send a resume?
9. If you could do it again, what might you have done differently?
10. What advice would you give someone like me?