Networking
Thank you for viewing the online curriculum brought to you by Arapahoe/Douglas Works!

• If you have questions and/or would like to follow-up with a Career Services Advisor please fill out a brief form for a virtual consultation.
Objectives

Learn how to...

Find the hidden job market
Understand a network
Build your network
Maintain your network
Utilize the tips and tricks
The Job Market

Visible Job Market – 20%
Advertised on:
Job boards – LinkedIn – Indeed – city & county websites – Craigslist – connectingcolorado.com
Easily searchable:
Online job postings – company websites

Hidden Job Market – 80%
Available but not posted
Found through networking
Over 70% of today’s jobs are secured through the hidden job market (i.e., networking!)

What is a Network?

An extended group of people with similar interests or concerns who interact and remain in informal contact for mutual assistance or support.
How to Create a Network?

Social/Personal
Neighbors, Family, Friends
Community Leaders, Schools, Sports, HOA, Chamber of Commerce, Toastmaster's Clubs

Professional
Past Employers, Colleagues, Customers, Clients

Virtual
LinkedIn, Facebook, Twitter, Instagram, Meetup

You already have one!
Additional Places To Network

At
the coffee shop
the gym
the library
job fairs or hiring events
recreational events
local parks or dog parks

While
hiking
taking a classes
volunteering

Or
your hairdresser
wherever people gather
anywhere there is a line or a wait
Building Your Network
Your Introduction

Who you are

What you’re best at

What you’re looking for and why

Focus on your Expertise:

Summarize the arc of your career - industry specialty, years' experience, and/or role

“I’ve been in marketing most of my career - consumer products, luxury, and now retail - specializing in social media.”

To be more memorable - that same marketer could have made the pitch more specific

“I am the social media strategist for We Love Books. I built a community for book lovers to discover our store online. I’m looking for an opportunity to utilize my social media skills with a company like yours.”
Elevator Speech

Be brief – 30 to 60 seconds
Be persuasive – spark their interests
Share transferable skills – add value
Practice – it should be a natural conversation
Business cards – show enthusiasm and preparation
Informational Interviews

An opportunity to ask questions of an expert

Don’t be afraid to ask
Have an agenda or list of questions
Don’t ask for a job
Use their time wisely, and thank them
Virtual Networking

LinkedIn
Facebook
Meetup
Twitter
Pinterest
Instagram
Maintaining Your Network

Keeping track – stay organized

Where did you meet?
When did you meet?
What did you discuss?
What did you learn?
Was there a promise / follow up?
Time Management

We can actively incorporate networking into our job search.

- 40 hours job search
  - Job applications: 30%
  - Company research
  - Social media

- 12 hours

- 28 hours
  - Lunch meetings: 70%
  - Hiring events
  - Hobby meetups
1st Impression

Are you networking yourself into or out of an opportunity?
Be memorable in a POSITIVE way
Smile & Relax
What do I Say?

Hi, I'm [Name]. I don't believe we've met yet.

How did you hear about this event? / What brought you to the event?

What do you love most about your line of work?

What is your biggest need in your business right now?

Who are some of your favorite experts or authors?

How did you get started in your line of work?

Your business sounds amazing. What are the typical ways you find your clients?
Practice = Improvement

Take a class
Ask a peer or a friend for a mock interview
Use the mirror
Time your intro / Elevator Speech
Video yourself
Ask for honest feedback
Review

✓ Find the hidden job market
✓ Understand a network
✓ Build your network
✓ Maintain your network
✓ Utilize the tips and tricks
Please take this time to complete the Workshop Evaluations.

1 is a low score
5 is a high score

Thank you for your time!