Networking

Reasonable Accommodations Available Upon Request

Arapahoe/Douglas Works! Workforce Center
6964 S. Lima Street • Centennial, CO 80112
www.adworks.org
Thank you for choosing to attend our Networking workshop brought to you by the Arapahoe/Douglas Works! Facilitation team.

We facilitate all our workshops as if they are in a live classroom setting. Please be respectful and mindful of your camera if your video is on.
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 hour job search
12 hours
28 hours

Job applications
Company research
Social media

Lunch meetings
Hiring events
Hobby meetups

30%
70%
1st Impression

Are you networking yourself into or out of an opportunity?
Be memorable in a POSITIVE way
Smile & Relax
Tips and Tricks
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
Thank you for attending our workshop today.

We’d appreciate your feedback. Please click on the link below to access our workshop evaluation. We especially enjoy your personal comments.

**Workshop Evaluation, link**

**PowerPoint and Handout, link**
https://www.adworks.org/index.php/job-seekers/online-powerpoint-workshops/

**To reach a Career Services Advisor, link**
https://www.adworks.org/job-seekers/