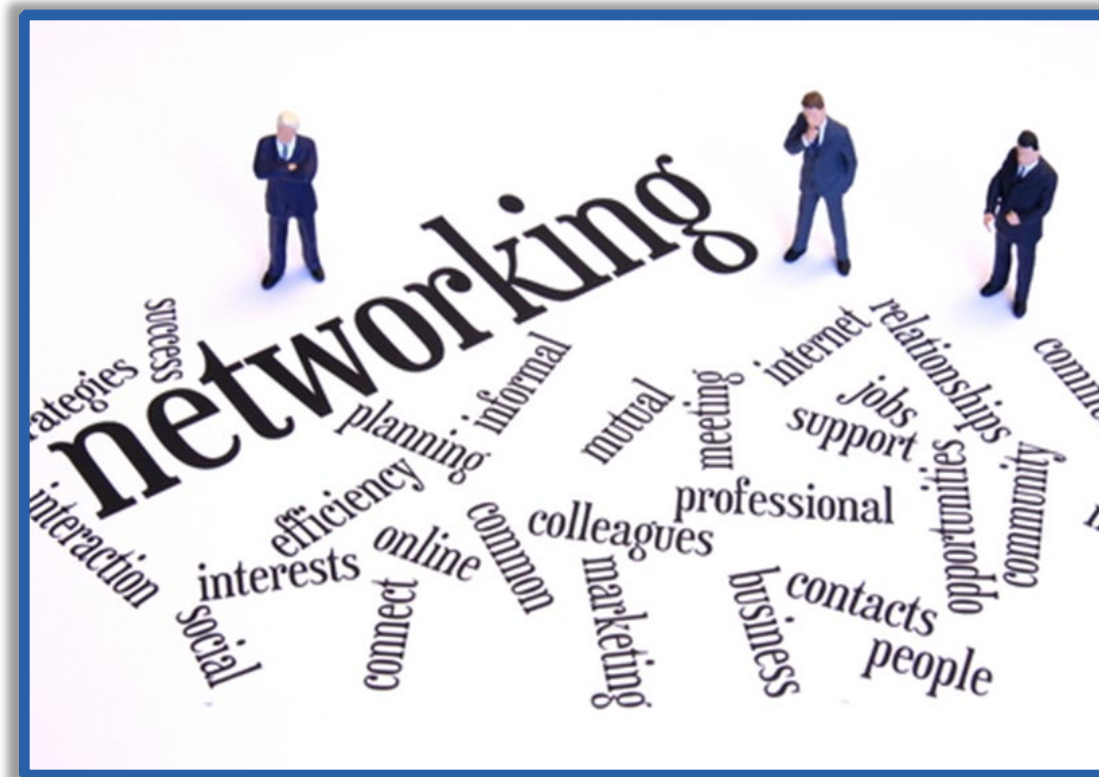


# Networking



Arapahoe/Douglas Works!  
[www.adworks.org](http://www.adworks.org)  
303.636.1160

 @adworks303

 Arapahoe/Douglas Works!

Arapahoe/Douglas Works! is an equal opportunity employer/program.  
Auxiliary aids and services are available upon request to individuals with disabilities.



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. For virtual workshops please be respectful and mindful of your camera if your video is on.

“To ensure compliance with current A/D Works! And Arapahoe County IT policies for virtual platform use and information storage, attendees are asked not to use AI tools to capture notes during any of our workshops currently.”

# Objectives

## Learn how to...

- Find the hidden job market
- Understand a network
- Build your network
- Maintain your network
- Utilize networking tips and tricks



# The Job Market

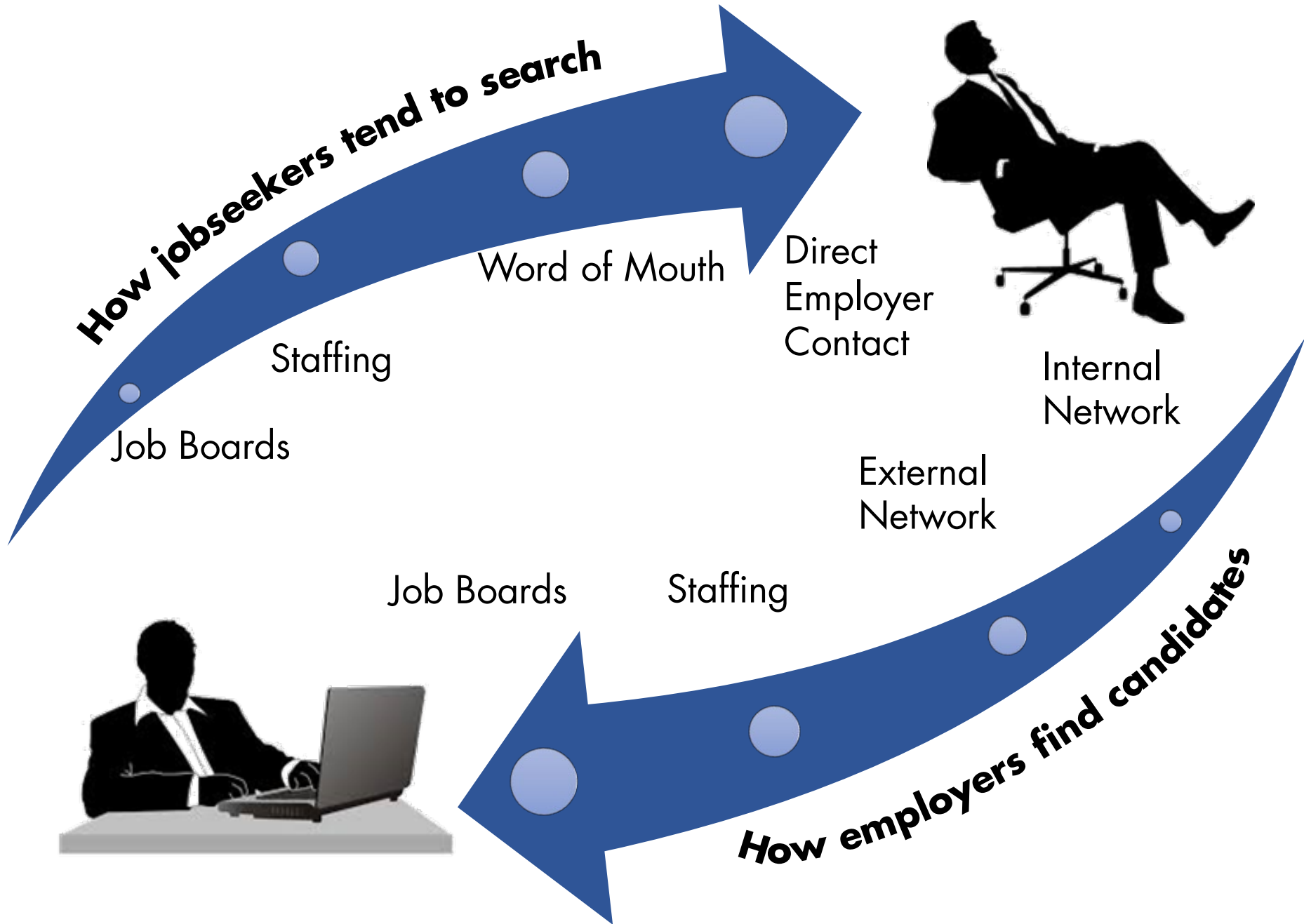
## Visible Job Market – 20%


- 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)

-US Bureau of Labor and Statistics 2016

# 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



Facebook



Instagram



X



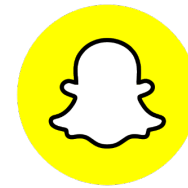
YouTube



WhatsApp



Threads



Snapchat



LinkedIn



Pinterest



TikTok



Vimeo



Viber



Telegram



Line



Discord



Twitch



Skype



Tumblr



WeChat



Reddit

# 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

You can actively incorporate networking into your job search

40-hour  
job search



12 hours



**30%**

- Job applications
- Company research
- Social media

28 hours

**70%**



- Lunch meetings
- Hiring events
- Hobby meetups



# 1<sup>st</sup> Impression

- Are you networking yourself into or out of an opportunity?
- Be memorable in a **POSITIVE** way
- Smile & Relax



[Reference: "The Elevator Speech" on YouTube](#)

# Networking 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?

A close-up photograph of a person's hands tying the laces of a black athletic shoe. The person is wearing dark leggings and a ring is visible on their left hand. The background is a blurred indoor setting.

# 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 networking 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:**

<https://fs8.formsite.com/adworks/Evaluations/index.html>



**PowerPoint and Handout, link**

<https://www.adworks.org/index.php/job-seekers/online-powerpoint-workshops/>

**To reach a Career Services Advisor, link**

<https://fs8.formsite.com/adworks/form52/index.html>