

Arapahoe/Douglas
WORKS
Workforce Center 
A proud partner of the [americanjobcenter](#) network

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

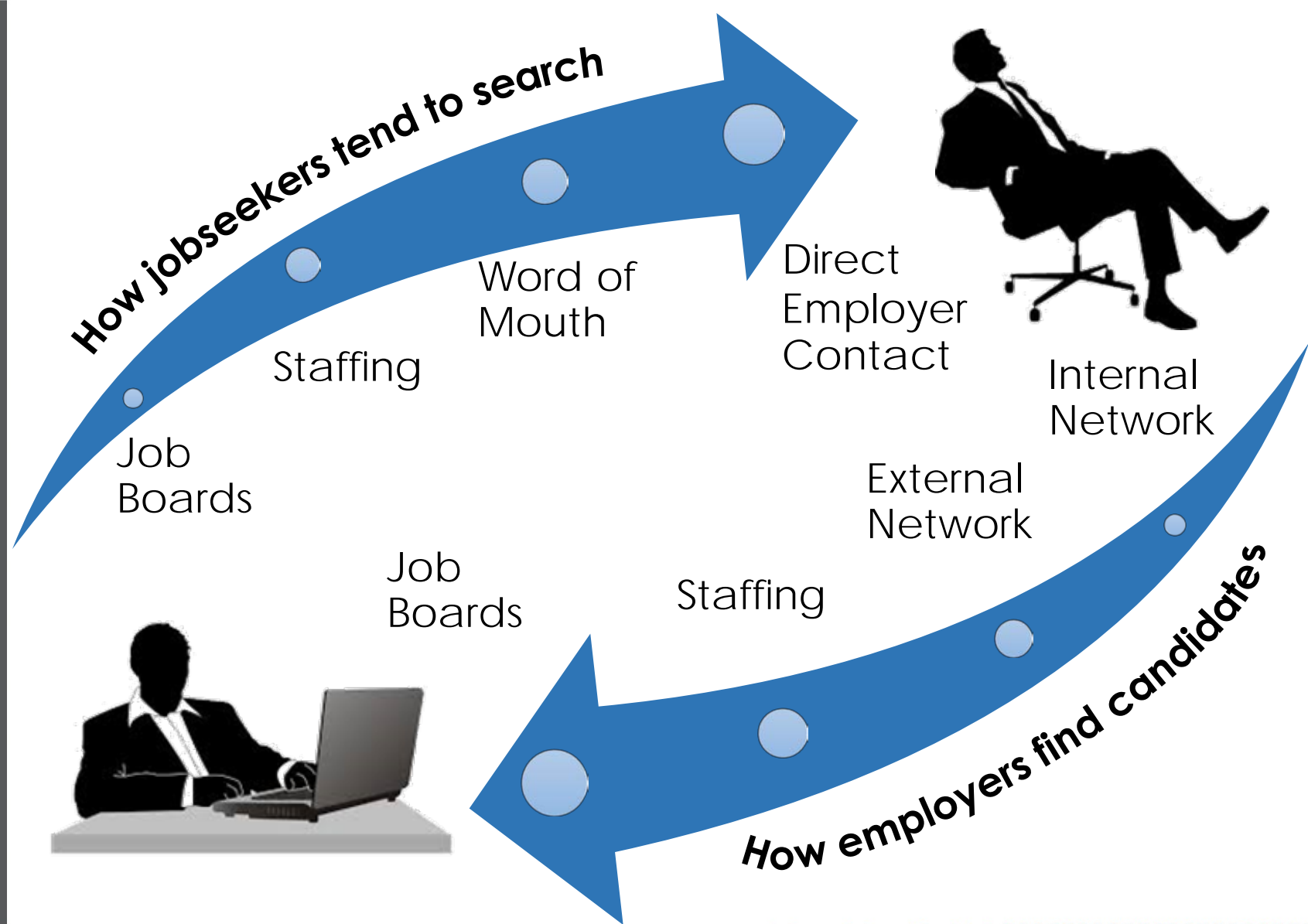
Easily searchable:


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!)

-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

Linked 

twitter 

facebook®

 *Pinterest*

Meetup

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



Job applications
Company research
Social media

28 hours



Lunch meetings
Hiring events
Hobby meetups

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

<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>