Professional Networking

Mike McNatt, Compliance Engineer, B+B SmartWorx
(Career Transition Workshop – Naperville, IL)

"*Now* that desk looks better. Everything's squared away, yessir, squaaaaaared away."

"MY QUICK CAREER SUMMARY" --->

Bendix, KC - 4 yrs
Global Data Systems/Tulsa - 2 yrs
Aeromet/Tulsa - 2 yrs.
Amoco/Tulsa - 10 yrs
Amoco/Naperville - 4 yrs
Tellabs - 8 yrs
Argonne - 2 years (killer drive)
B+B SmartWorx - 11 yrs & counting

Networking – Preview

- Why you need to be an effective Networker
- Define Networking
- Your 30-Second Elevator Speech
- Developing your Network
- Formulating your Networking Plan
- Tools used in successful Networking

Why do networking in Job Search?

❑ Internet Frenzy

❑ Over 95% of resumes are never reviewed

❑ Most companies are deluged by resumes

❑ In the past- 70% to 80% of positions were found through passive Networking

❑ Up to 80% of positions are never advertised

❑ The most challenging job market since the recessions of 80's and 90's

❑ Job Cycle in today's market 1.8 – 3.2 years

What is Networking?

Cultivating mutually beneficial, give-and-take, win-win relationships

❑ NOT strictly to "meeting people"

❑ An important skill in networking is "listening"

❑ Focus on helping others before determining if they can be of assistance to you

(Job Search) Networking Tip #1

DON'T SAY THIS:

"Have you heard of anything?"
OR

"Let me tell you how painful it was to lose my job"

Instead ….

IEEE
EMC
SOCIETY

Networking Tip #1 (cont'd.)

DO SAY THIS:

"I don't expect you to know where there's a job for me"

This immediately lets them off the hook!

(Job Search) Networking Tip #2

PHONE SCRIPTS

- ❑ **You need a guide for what you'll say**

- ❑ **Practice, practice, practice**

- ❑ **One for a contact you know well**

- ❑ **One for a referral**

IEEE EMC SOCIETY

(Job Search) Networking Tip #3

HOW TO DRESS FOR NETWORKING MEETINGS?

Only one rule….

DRESS TO THE "NINES"!

(example)

Networking Tip #4

Record Keeping

- ❑ **Contact record form – name, dates notes**
- ❑ **Company record form – names, dates**
- ❑ **Use paper forms, Excel or other tool**
- ❑ **Examples**

Contact Form

Networking Log

Name of Contact _____

Address _____

Phone (H) _____ Phone (W) _____

E-mail Address _____

Information on this Person (current and past employers, organizational memberships, etc.)

_____

_____

_____

Contact Log

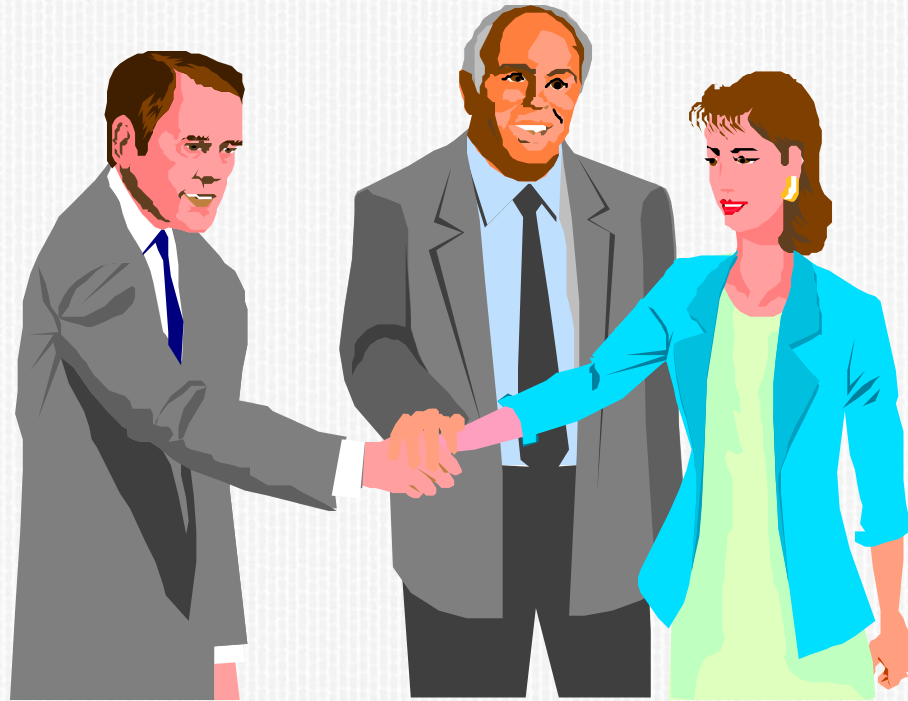| Date	Notes on Contact Note whether letter, phone or in person contact. Note date of planned next contact here or on calendar.	Results/Referrals

Target Company Form

On-the-Job Networking

1. Never stop networking
2. Meet people
3. Memorize names

On-the-Job Networking

"Meet everyone!"

Networking Events

❑ Continually expands your network

❑ Great practice!

❑ Introverts – get out of the shell

❑ How often

Examples:

❑ EMC & other Society meetings

Networking Events (cont'd)

IEEE Young Pro Social Networking Night & …

From	**IEEE eNotice**
Sender	**enotice-local-22@ieee.org**
To	**enotice-local-22@IEEE.ORG**
Date	**Fri 08:07**

IEEE Young Professionals Social Networking Night @ Greater Detroit

This Free Networking event is open to all Young Professionals, Students, Both IEEE members. The event will take place just after the IEEE WIE International Leadership is a great Opportunity to mingle with Industry Experts, early-career professionals, IE Attendees and Speakers from a broad range of industries.

IEEE EMC SOCIETY

Networking Events (cont'd)

Gray Hair
MANAGEMENT, L.L.C

NETWORKING EVENTS

SCHAUMBURG, IL - 2:00 PM

Event Date: Wednesday, September 14, 2016

Member Price: $0.00

Non-Member Price: $15.00

Location: 1901 N Roselle Rd, Suite 800, Schaumburg IL 60195

Get Directions: Click here for a Google Map

www.grayhairmanagement.com/networking/

IEEE EMC SOCIETY

Networking Events (cont'd)

CRAIN'S
CHICAGO BUSINESS.

Chicago's most active networking groups

......

CITY CLUB OF CHICAGO (pictured at left)

Founded: 1903

Number of members: 1,540

Become a member: Membership is open to anyone.

Type of events: Typically, a speaker or a group of speak
lunch or breakfast at a Chicago restaurant on issues affe
included Cook County Board President Toni Preckwinkle
consultant who's now director of the University of Chicag
tend to lean toward public policy. Lunches are around $3
nonmembers.

Membership cost: Starts at $50 and goes up to $1,000

IEEE
EMC
SOCIETY

Networking Events (cont'd)

TECH COCKTAIL

Founded: 2006

Number of members: This group doesn't have membership numbers because events are open to all. **Tech Cocktail** events.

Become a member: Not applicable

Type of events: The classic Startup Showcase and Mixer includes a lineup of a dozen local startups in competition. Tech Cocktail also has a speaker series and weeklong tech festivals in Washington.

Membership cost: Events range from $10 to $25. Festival tickets start at $99.

Gist of the club: Tech Cocktail caters to tech startup creators, entrepreneurs, developers, designers, r

Networking Events (cont'd)

Networking with LinkedIn

Networking with LinkedIn

- ❑ World's Largest Professional Network
- ❑ Over 400 Million members
- ❑ Over 100 Million active (use ≥ monthly)
- ❑ 24 Languages
- ❑ Two new members/second
- ❑ Microsoft acquiring LinkedIn for $26 billion

Networking with LinkedIn

Successful Networking – Review

❑ Developing Relationships

❑ Mutually Beneficial – WIN / WIN

❑ Provide help to others; Sharing Resources

❑ LinkedIn

❑ Networking Events

NETWORKING EVENT!!

❑ **Seek out someone you don't know (or don't know well)**

❑ **Introduce yourselves**

❑ **Get this info: write down**
Business Card (or 3x5 card)
Name
Occupation
Email address
Company (if employed), & how long there
(If between jobs, what are you looking for; 2-3 target companies)
Job Description – at least three duties
Hobby – some details

❑ **You have three minutes**

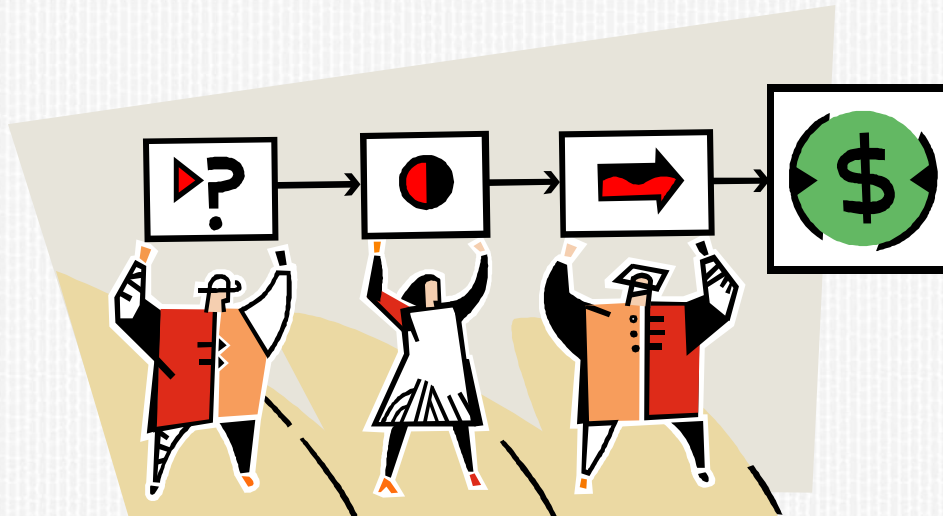❑ **Then find a second person**

IEEE
EMC
SOCIETY

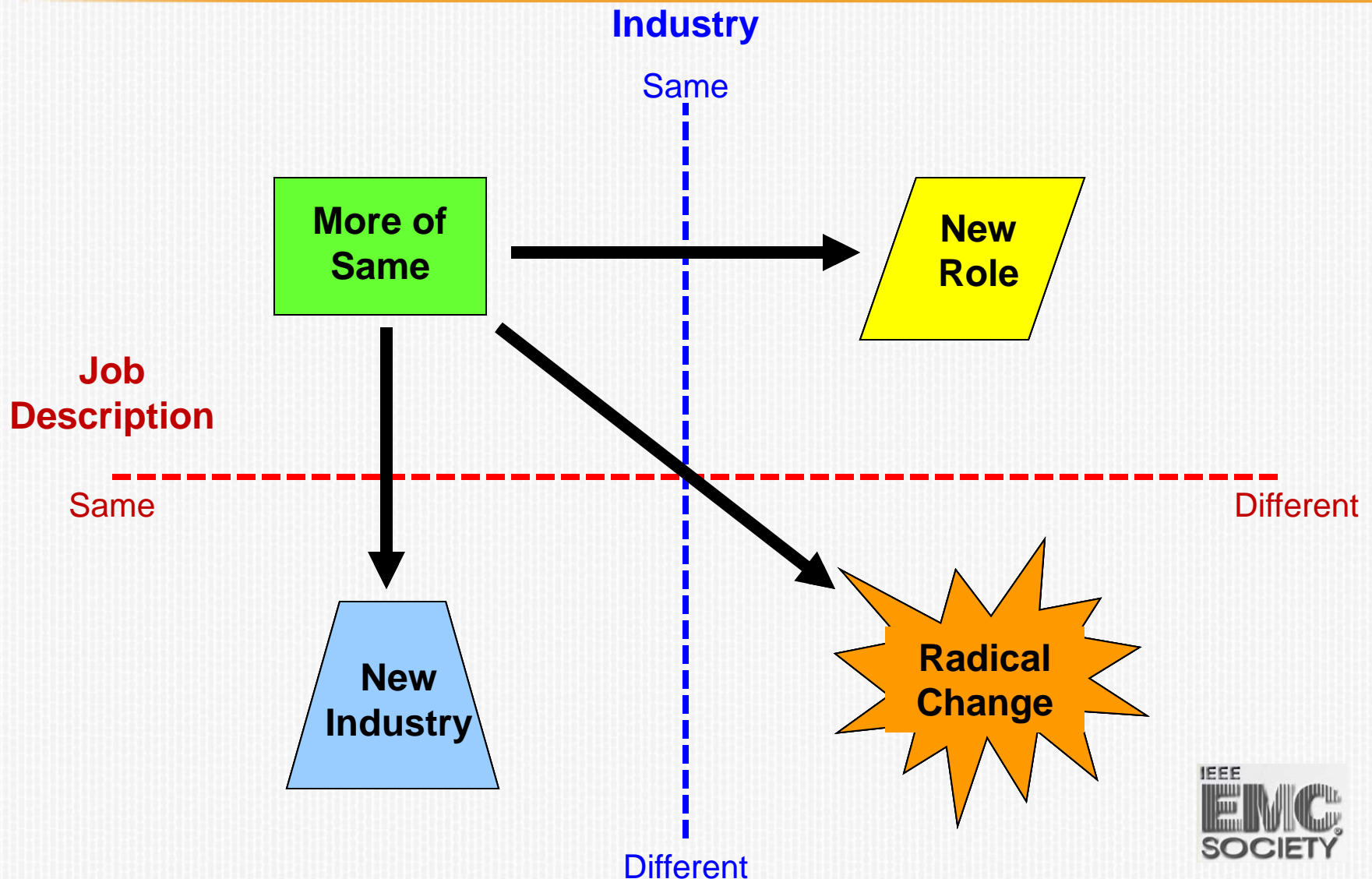# NETWORKING FOLLOW–UP

The importance of:
saying "Thank You!"

Networking Strategy – Who Are You?

❑ What problems do you solve?

❑ What do you do that is unique?

❑ How are you different/better than the competition?

❑ (if you're in a job search)
  Why are they going to hire you?

Be Open to Different Possibilities

The Elevator Speech – Defined

- An overview your background. As the name implies, it can be delivered in the time span of an elevator ride, a maximum of 30 seconds.

- 30 sec. commercial / Value Proposition

- If a job search, include 2-3 target co's

The Elevator Speech – Objective

❑ To have 30 seconds of information that states

❑ Who you are

❑ What you do

      IF A JOB SEARCH:

❑ 2-3 of your target companies

❑ How can they help you (contacts)

The Elevator Speech – Crafting

❑ Thirty seconds of information

❑ Engage with questions

❑ Power statement describing your skill set or solution to their needs

❑ Conclude with a call to action

❑ Takeaway "between-successes card"

Job Search Helps

- 5-6 slides following, from "Career Transition Workshop" Naperville
- Several slides courtesy Lisa Beal
- Next four-part Workshop starts **Saturday, Oct. 1**
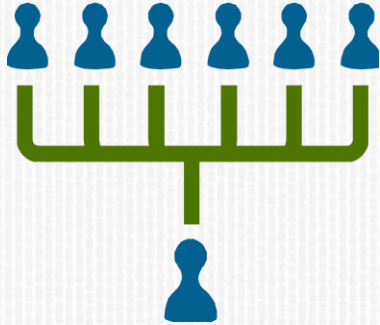
    (email me for details)

Develop a list of target companies

- Be Specific
- Target 5 at a time
- Why do I want to work there?
- What are *their* needs?
- How do my skills solve *those* problems?
- Apply the Hiring Principle!

- ✓ Do the research:
  - Internet
  - Library – DO ask for Help!
  - LinkedIn
  - Informational Interviews
  - Networking
  - Fill out Contact forms
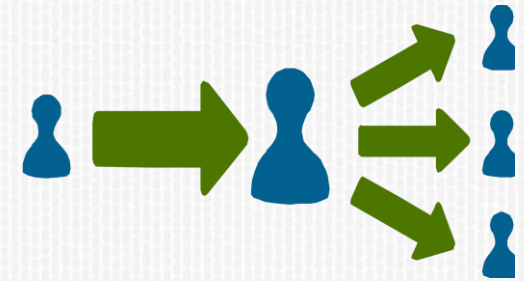
Develop a List of Contacts Who Can Help You

People You Know:
- Friends
- Family
- Co-workers
- Clients
- Suppliers
- ?
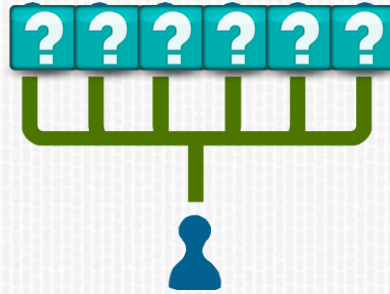
People You Want to Know:
- Hiring Managers
- HR Managers
- Small Business Owners
- Recruiters
- Career Coaches
- ?

Connectors:
- Pastors
- Professionals
- Teachers
- Chamber Members
- Board Members
- ?

Anyone and Everyone can be a Job Connection

NETWORKING PURPOSE: JOB SEARCH

The purpose of Networking in a **job search** is simple:

"making contact with a hiring manager

in one of your Target Companies"

*Must have these for Job-Search Networking:

 - List of Target Companies

 - List of contacts

Networking Event – (Work the Room)

- ❑ Research the event
  - ❑ Must meet - Organizer/Speaker/Officers
- ❑ Walk the crowd
- ❑ Target additional prospects – meet new people
- ❑ Be happy, enthusiastic, and positive
- ❑ Say the other persons name – twice
- ❑ Be polite in excusing yourself if they are not a good prospect
- ❑ After your call to action (card if appropriate) - move on
- ❑ Eat before the event, and drink afterwards

IEEE
EMC
SOCIETY

Networking – Tools

- ❑ Elevator Speech

- ❑ Business Card
    - ❑ Vistaprint.com
    - ❑ Business Card printed on your PC

- ❑ Handbill (1-pg, short resume; 5 target companies)

- ❑ Follow-up: Thank-you Card
    - ❑ Hand Written - Snail Mail
    - ❑ E-Mail

- ❑ Follow up: Phone call

Set Weekly Goals and Track Against Them

	Weekly Goal	Mon	Tue	Wed	Thur	Fri	Sat/Sun
Number of Cold Calls	10	2	3	3	2		
Number of Networking Calls	5		2		2		1
Number of Follow Up Calls	5		2		1		
Number of Networking Meetings	3		1			1	1
Number of Networking One-on-Ones	2					1	2
Number of Companies Researched	5	1	1	1	1		1
Number of Companies Contacted	3	2	1	1			
Number of First Interviews	2				1		
Number of Follow Up Interviews	2				1		1
Number of Job Offers	2						

Schedule Your Day/Week

Time	Mon	Tue	Wed	Thur	Fri	Sat	Sun
8:00		Coffee Mtg		Coffee Meeting		Attend Networking Event	
9:00	Call Block		Job Fair		Call Block		Want Ads.
10:00	Research	Call Block		Call Block	Research		
11:00		Research		Research			
12:00	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
1:00	Phone Interview	On-Site Interview	Research		Network Group		
2:00				Call Block			
3:00	Accountability Group		Call Block		Call Block		
4:00	Walk						
5:00	Call Block					Date Night	

Networking – Review

❑ What is Networking?

❑ Why is it critical to become a Proactive Networker?

❑ What is the goal of Networking?

❑ How many Networking contacts must you make every day? (Set your own goal!)

❑ What are some Networking tools?

❑ Describe qualities of an Elevator Speech?

❑ What is the "Hiring Principle"?

Networking and Success – Resources

❑ **Get Hired Fast! –** *Brian Graham*

❑ **Think and Grow Rich-** *Napoleon Hill*

❑ **Feel the Fear and Do It Anyway-** *Susan Jeffers*

❑ **Little Black Book of Connections-** *Jeffrey Gitomer*

❑ **The Success Principles-** *Jack Canfield*

Favorite Job Search Books

- ❑ **The Secrets of Savvy Networking**
- ❑ **What Color is Your Parachute?**
- ❑ **Knock 'Em Dead: Great answers to over 200 tough interview questions, Martin Yate**
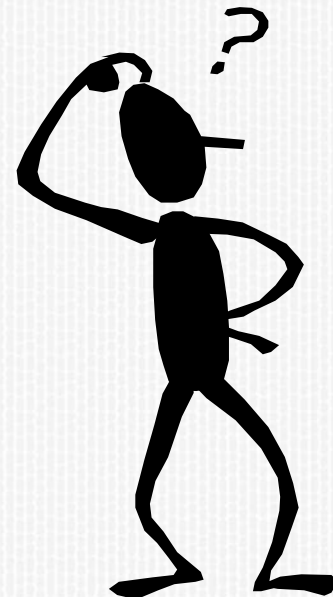- ❑ **Negotiating Your Salary: How to make $1000 a Minute, Jack Chapman**

THANK YOU!

Questions?

Mike McNatt
(815) 579-0454
m.mcnatt@ieee.org