"Now that desk looks better. Everything's squared away, yessir, squaaaaaared away."
WELCOME TO OKLAHOMA
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
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 ....
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
(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

<table>
<thead>
<tr>
<th>Date</th>
<th>Notes on Contact</th>
<th>Results/Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Note whether letter, phone or in-person contact. Note date of planned next contact here or on calendar.</td>
<td></td>
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</tr>
</tbody>
</table>
Target Company Form

Target Record

Name of Target
Address
Phone
Web Site

Key People In this Organization

Person | Title | Phone #
-------|-------|--------

Information on this Targeted Organization

Contact Log

Date | Name | Notes on Contact
-----|------|-------------------

Note whether letter, phone or in person contact. Note date of planned next contact here or on calendar.
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
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, IEEE Attendees and Speakers from a broad range of industries.
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/
Networking Events (cont’d)

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 affi
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
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, and more.
Networking Events (cont’d)

Chicago After Work

5 Truths That Every Networking Event Newbie Needs to Know  September 21, 2015

4 Things Every Serious Networker Should Have On Them Righ...  August 15, 2015

5 Very Bad Networking Event Strategies  Aug
Networking with LinkedIn

m.mcnatt@ieee.org

Sign In

Not a member? Join now
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

**Groups**

- **HAZARDOUS AREA Safety**
  - 5,032 members
  - Unlisted Group

- **UL - Hazard Based Safety**
  - 1,607 members
  - Visible

- **ELECTROMAGNETISM**
  - 3,715 members
  - Visible

- **IEEE Product Safety**
  - 3,060 members
  - Visible

- **Global Regulator**
  - 6,324 members
  - Visible

- **Product Compliance**
  - 1,544 members
  - Unlisted Group

- **EMC Experts**
  - 7,334 members
  - Visible

- **ARRL HAM Radio**
  - 7,998 members
  - Visible
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
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

- More of Same
- New Industry
- New Role
- Radical Change

Industry
- Same
- Different

Job Description
- Same
- Different
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
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
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
<table>
<thead>
<tr>
<th>Weekly Goal</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thur</th>
<th>Fri</th>
<th>Sat/Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Cold Calls</td>
<td>10</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
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<tr>
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<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Number of Follow Up Calls</td>
<td>5</td>
<td>2</td>
<td>1</td>
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</tr>
<tr>
<td>Number of Networking Meetings</td>
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<td></td>
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<td>Number of Companies Researched</td>
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<td>1</td>
<td>1</td>
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<td>1</td>
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<td>Number of Companies Contacted</td>
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<tr>
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<tr>
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<td></td>
<td>1</td>
<td>1</td>
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<tr>
<td>Number of Job Offers</td>
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## Schedule Your Day/Week

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<thead>
<tr>
<th>Time</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thur</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Coffee Mtg</td>
<td></td>
<td>Coffee Meeting</td>
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</tr>
<tr>
<td>9:00</td>
<td>Call Block</td>
<td></td>
<td>Job Fair</td>
<td></td>
<td>Call Block</td>
<td></td>
<td>Want Ads.</td>
</tr>
<tr>
<td>10:00</td>
<td>Research</td>
<td>Call Block</td>
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<td>Research</td>
<td></td>
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</tr>
<tr>
<td>11:00</td>
<td>Research</td>
<td></td>
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</tr>
<tr>
<td>12:00</td>
<td>Lunch</td>
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</tr>
<tr>
<td>1:00</td>
<td>Phone Interview</td>
<td>On-Site Interview</td>
<td>Research</td>
<td>Network Group</td>
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<tr>
<td>2:00</td>
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<tr>
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<td></td>
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</tr>
<tr>
<td>5:00</td>
<td>Call Block</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Date Night</td>
<td></td>
</tr>
</tbody>
</table>
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
Look how late it is! Why do I always do this? Why is it so hard to stop surfing the internet and just go to bed?
“WHY IS IT SO HARD TO STOP SURFING THE INTERNET AND JUST GO TO BED?”
THANK YOU!

Questions?

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m.mcnatt@ieee.org