

# The Webinar Will Begin Shortly



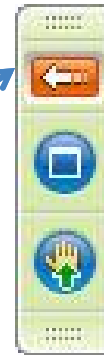
## Networking: The Key to Job Search Success

*Be Your Best Career Coach*



## Housekeeping

- Webinar control panel
- Audio:
  - Computer speakers
  - Telephone
- Type your Questions
- Polling questions
- Technical difficulties



The screenshot shows the GoToWebinar interface. At the top, there is a menu with 'File', 'View', and 'Help'. Below the menu is a vertical toolbar with icons for audio, a square, and a hand with a plus sign. The main window has a title bar with 'File View Help' and window control buttons. The content area is divided into sections: 'Audio' with radio buttons for 'Use Telephone' (selected) and 'Use Mic & Speakers'; 'Dial: 916-233-3089'; 'Access Code: 394-196-665'; 'Audio PIN: 44'; and a note 'If you're already on the call, press #44# now.'. Below this is a 'Talking:' field showing 'Denise Pringle'. The 'Questions' section has a text area with the message 'Welcome to the OurExperienceCounts.com Webinar - 10 Job Search Strategies Experienced Workers' and a text input field with the placeholder '[Enter a question for staff]'. A 'Send' button is at the bottom right of the question section. At the very bottom, there is a footer with the text '10 Strategies For Overcoming Age Bias In Your Job Search - Final Test', 'Webinar ID: 915-165-162', and the 'GoToWebinar™' logo.



## About the Instructor



Denise Pringle will be your coach and facilitator for today's webinar. She has been a Human Resources Executive, Trainer, Teacher and Speaker in the Bay Area for more than 20 years.

In addition to being an Advisor at [OurExperienceCounts.com](http://OurExperienceCounts.com), Denise has been a consultant to businesses on management practices, policy development, and organizational issues. She has been an invited speaker and trainer on topics focusing on career coaching, resume writing, and interviewing strategies to groups and companies throughout the Bay Area.

Denise has been an adjunct professor at San Jose State University, where she also received her BA degree in Social Sciences.

David Goldstein



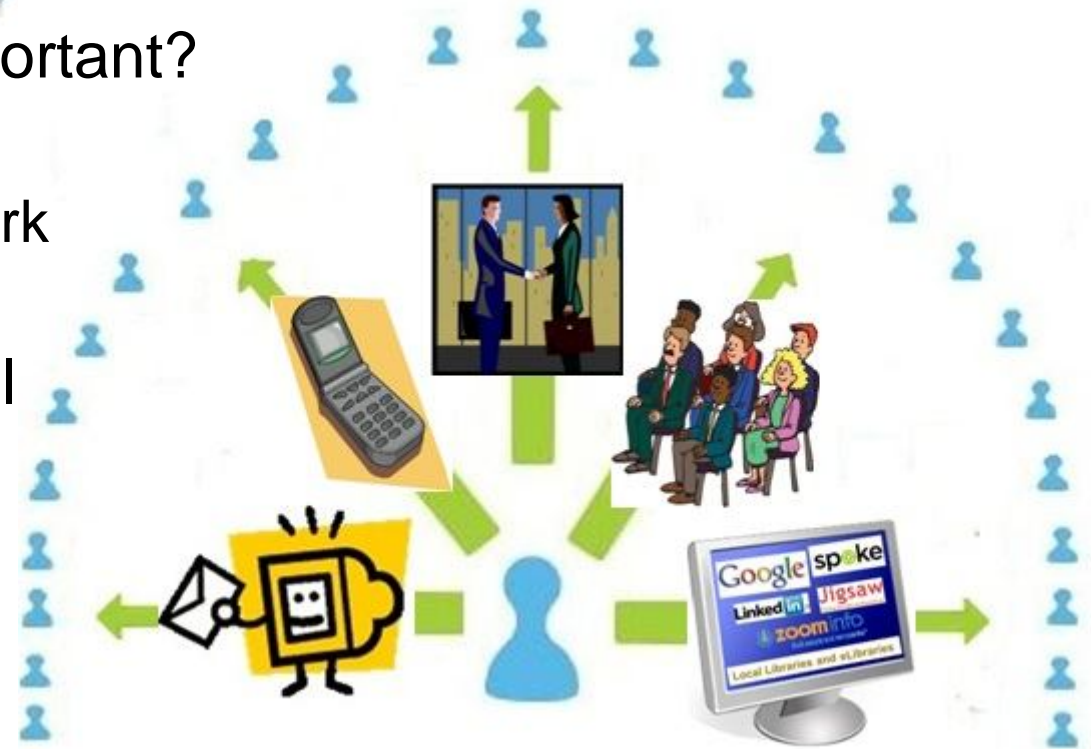
Dan Hartford





# Agenda

- What is Networking? 
- Why is Networking Important?
- Getting Started –
  - Identifying your network
  - Building your network
- One Size Doesn't Fit All
  - E-Mail
  - Telephone
  - In Person
  - Meetings & Groups
  - Inter-Networking
- Wrap Up and What's Next

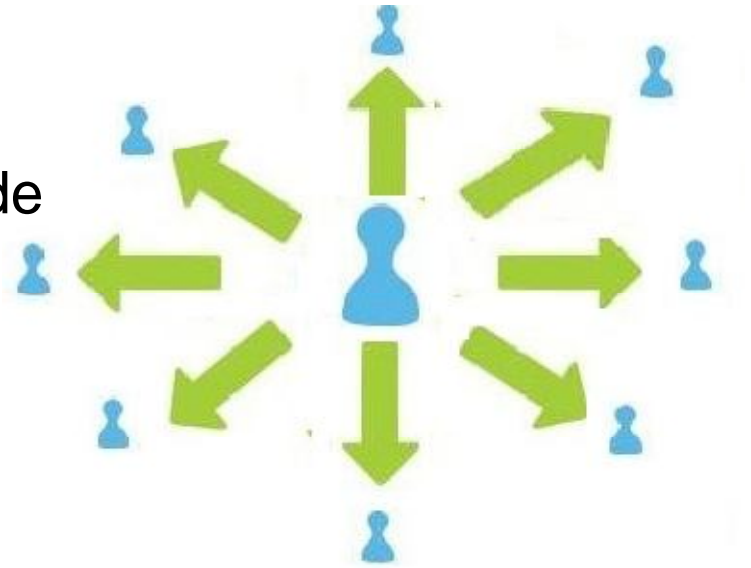




# What is Network-ing?

## “Network”

- Organized group of contacts made through:
  - Work
  - School
  - Community
  - Neighborhood.



## “Networking”

- Meeting people
- Letting them know:
  - Who you are
  - What you’re looking for
  - How you’re best suited for it.





## Why Should I Network?

It's in your best interest to network:

- **It's the most successful job search strategy**
- Become an insider
- Overcome stereotypes



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## Getting Started: Identifying your network

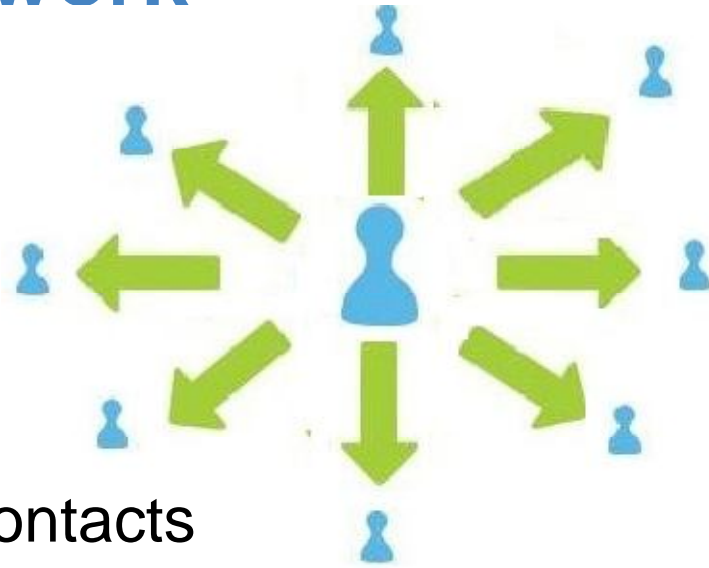
- Targeted list:
  - Industries
  - Companies
  - Key stakeholders
  - Search firms
  - Positions
- Start with everyone:
  - You know & want to know
  - Contact information
  - Prioritize them
- Continue to give and get referrals to grow your network during and after your active job search.





# Getting Started: Building Your Network

- Use your list to network
- Attend:
  - Professional meetings,
  - Job fairs
  - Other networking events
- Call, e-mail (or both) your contacts
- Arrange for informational interviews and referrals
  - It's NOT about asking for a job
- Make additions and changes to your list
  - Note outcomes of your meetings
- Send thank you notes and follow up after meetings.





# Networking at Meetings & Groups

## Whaddya say, waddya do?

*Above all – be authentic - be yourself*

- Dress “interview ready”
  - Are your clothes, shoes and hair up-to-date?
- Be ready with your “one minute commercial”
- Business cards, copies of your resume, cell phones on silent
- Show good listening skills
- Ask questions
- Determine mutual interest level
- Arrange for next steps, thank contact for his/her time
- Document and follow up

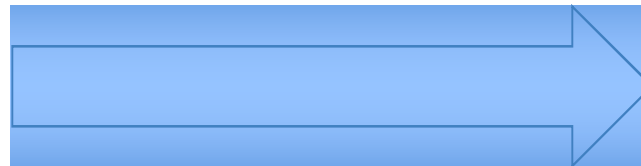




## Using E-Mail to Network

E-Mail is an optional “pre-introduction”

- Note, this isn’t INSTEAD of a phone call!
- Low risk approach for contacting people – especially those you don’t know
- Initial contact for next step







## Networking By Telephone

For great telephone networking:

- Remember—you've got **20 seconds** to capture your listener's attention
  - Be concise and to the point
- List the calls you plan to make
  - Know the purpose for each



**Ultimate goal: Secure a face-to-face meeting**

- Be prepared with your calendar, referral names for each contact, practice your script.



## Sample phone script



“Hi Mr. Jones:

My name is Denise Pringle, and Michelle Obama suggested I contact you. I’m in the process of transitioning into the solar industry and Michelle thought you’d be able to give me some valuable advice. I don’t expect that you have any job opportunities at this time. My intent is to get your insights on moving into the solar industry, your perspective of the market, and hopefully give me some tips that will help me move forward. Would you be available for about 20 minutes one day next week to meet with me? Perhaps Tuesday would work for you?”

**Got Voicemail?** Be sure to speak crisply, clearly, with enthusiasm and leave your call back information.

***PRACTICE HINT:*** Use your phone to practice.



# Networking in Person

## The Informational or Referral Interview

- Learn about:
  - An industry, company, or specific function
  - Starting to become “known”
- Get:
  - Advice about job search strategy
  - Referrals and recommendations to others
- **It's not a job interview**
  - Information, advice, and visibility





# Informational Meeting Tips

- Honor the time you've requested
- Establish chemistry and rapport
- State your career objective, using your one minute commercial
- Ask questions related to your contact's expertise and environment
- Thank the contact for his or her time
- Send thank you note
- Follow up on advice





# Inter-networking

## Social and Professional Networking:

- Enhances your visibility
- Create your profile
- Use it to find others





## Inter-networking Tips

Make yourself easy to find:

- Blogs, professional organizations, chat rooms, social networks
- Guard your cyber-reputation
- Posting your resume
- Keep your profile(s) current
- Get recommendations from previous co-workers
- Search profiles for professional connections
- Participate in on-line discussions, forums and SIGs





## Wrap Up

- Networking is critical to your job search.
- How to begin:
  - Identify and build a network
- Networking using e-mail, telephone, and in person.
- Informational meetings and networking events
- This takes time, but your investment will pay off.



## What's Next . . .

### **OurExperienceCounts.com** Workshops:

- *Networking for Results*
- *It's the STaRs That Get You Hired*
- *Create The Winning Resume*
- *Target Your Resume*
- *Interview With Confidence*

### **OurExperienceCounts.com** Webinars:

- *Ask the Experts - Open Chat on Job Search Topics*
- *LinkedIn Basics - How to get started*
- *Job Search Tips From the Expert*
- *Negotiating Your Best Compensation Package*