



Networking

Approximately 75% of all professional positions are filled through networking!

Everybody networks to find: who sells the best products, provides the best services...and has the hidden jobs! In fact, Mark Gronowetter, a sociologist at Harvard, found in a study some time ago that about 75% of all professional and technical positions are filled through personal contacts. Richard Bolles, author of the best selling book *What Color is Your Parachute*, suggests an 86% hiring success rate in using personal contacts (your network) to get to the "person-who-actually-has-the-power-to-hire- you". Your contacts have the potential to open doors. Make networking a part of your daily routine!

PURPOSE

Networking is building rapport with people to encourage them to provide leads and contacts. It is a way to obtain information, advice, resources and referrals. Connecting with people and sharing information is critical today.

PLACES AND PEOPLE FOR NETWORKING

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|--------------------------|------------------|----------------------------|
| -Student organizations | -Alumni | -In the classroom |
| -Volunteer activities | -Internships | -Career fairs |
| -Relatives/acquaintances | -Employees | -Professional associations |
| -Co-workers | -Your references | - Other job hunters |

NETWORKING STRATEGY

1. Develop a list of every potential contact. Talk with your list of contacts about what kind of job you are looking for and how you they might help you. If you haven't yet defined the position, start with conducting Informational Interviews to help you determine your focus, (see Informational Interviewing handout). Describe a job function even if you do not feel comfortable naming a title (i.e.: type of work, industry or setting, and level of responsibility). Use informational interviewing to expand your contacts, including the DU Career Network. Give your contact a brief outline of your skills and experience, develop a "one minute commercial", (see One Minute Commercial handout), presentation.
2. Write or call the person to whom your contact referred you and mention the referral's name. Explain that while a position may not currently be available, the opportunity to talk with them is just as valuable and that you would need only a brief meeting. If you write, be sure to follow up with a phone call within a week.
3. In your meeting, let the new contact know what you are looking for (concisely in a few sentences) and ask for advice and suggestions on what avenues you might pursue. This is also a good opportunity to get an industry opinion on your resume and whether or not it will accomplish your objective in that industry. Do not conclude a meeting without asking if the contact can refer you to someone else. If no additional contacts come to mind, ask if you can call back in a few days to see if they think of anyone else. Prepare personal business cards and leave a card with basic information (name, email, phone, website, etc.).
4. Always follow up any referral or meeting with a thank you note. A person likes to know that their time is well spent and appreciated. Be personal and specific. Keep your contact informed of the result of any follow-up you do on their suggestions which results in a new lead or a job.
5. Keep a personal log of your contacts, who they were referred by, and to whom they referred you. It is important to be able to backtrack if necessary because an opportunity may arise for you to return the favor.