Elements of Networking

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What's the best way to improve the odds of having your resume read?

➢ **Market Consensus**
Managers tend to hire people they trust, people they can get along with, or people that have been recommended to them!

➢ **Networking** is the process of contacting people who can give you information about potential job openings or introduce you to others who have this information.

➢ Target your resume to a person or organization that may have a job opening.

➢ The resume must be specifically tailored to the specific position... FOCUS ON YOUR SKILLS AND HOW YOU HAVE USED THEM. **Be sure they match the job requirements!**

➢ To find potential job openings **you must network!**

➢ The ultimate goal of networking is to meet the person who has the authority to hire you for the job you want. **Either in person or online.**

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The Hidden or Unadvertised Job Market (IEEE-USA Today's Engineer)

➢ Today, internal sourcing and word of mouth referrals dominate how jobs are filled

➢ More people find jobs though connections (networking) than by applying to open job postings online or other methods

What does this mean to you and your job search?

➢ *You must use a multiprong approach exploring every available resource* (i.e. Internet, ads, job fairs, employment agencies, job boards).

➢ Remember... Networking is a life skill and not just a job search tool

Social Job Search Sites

➤ Companies are expanding hiring to incorporate social networking sites into the hiring process to source candidates, to post jobs, and to accept job applications.

➤ LinkedIn and Facebook are the dominant social sites at this time.

➤ It is recommended that LinkedIn users fully populate online profiles provided as much information that could be useful to recruiters and managers. Highlighting your skills and showing how they were used productively are very important.

➤ *Recruiters and managers also frequent online job search sites so be aware that any interaction online can be monitored both positively and negatively.*

➤ Don't expect Networking to be effective if it is a one way communication from you just asking for a job. You have to establish and build an ongoing reciprocal relationship.

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Networking Precautions

➢ It is strongly recommended by many career coaching specialists to avoid broadcasting your generalized, resume on the Internet. Employers want you to write a resume tailored specifically for them.

➢ You need to target your resume for specific positions being sure to make changes by adding and highlighting skills appropriate for each position you apply for.

➢ Large, general job banks such as Monster are where most job seekers focus their time and effort in an online search. While there is some value to these services, these sites get far too much attention for the minimal return offered most job seekers. (NCDA)

➢ A number of sources strongly suggest that users remain guarded about personal information they post online. Your overall daily activity on LinkedIn and Facebook is your digital identity that can be seen anytime by anyone, including potential recruiters and employing managers.

You Must Network Purposely

➢ You must find ways to meet individuals that are working for companies that are engaged in activities suitable for your skills.

➢ Recommended that you start a blog of your own where you post relevant articles pertaining to your research/ work experience. Content should also include publications and skills that showcase and highlight your overall abilities.

➢ Browse job boards and company and national research labs employment web sites.

➢ Prepare a job search plan that includes a networking contact database.

➢ Be sure to get a business card from any and all contacts you meet.

➢ Send a quick and genuine e-mail to anyone you meet

➢ Learn to use the advanced search function on LinkedIn and other networking sites.

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Where is the Best Place to Network?
"At This ECS Meeting!"
What Must You Do at This ECS Meeting

- Introduce yourself to speakers that are working on technology that is specific to your marketable skills.

- Try to establish a repore with speakers.

- Ask if they know of any possible openings in their areas.

- Ask if they would be willing to network with you for future opportunities.

- Ask for a business card.

- Go home with at least 25 business cards.

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