

Networking fundamentals

Transcript

Networking is the number one job search strategy. It pays off. It's how most people find their jobs. So you do need to understand how it works and how to do it, but it's not that complicated really. People are concerned that they don't have a network in place, everyone does. Some are smaller networks and some are larger, and you can grow yours over time, and you will just naturally as you go through life.

Think about your network as people, contacts, people you know. You know people from your personal life (your friends, people that you socialize with); you know people in the community. Perhaps you do volunteer work or you're on sports teams - that kind of thing - and you know people like former colleagues, current colleagues, professionals, your landlord -- make them earn that rent I say. You have lots of people who are already in your network, and you can utilize them. When I say utilize them/use them, it shouldn't be unidirectional. When you have the opportunity to give someone in your network something in return, you should be well prepared to do that. It could be that you're going to be asking more of your network for a time than you're able to offer, but try to give back when you can.

As you think about your network, try to actually list them. So think about the people who are your contacts on Facebook or LinkedIn, and create an Excel sheet or however you want to do it. But write down all the people that you know. After you've done that, I think a good next step is to consider categorizing them. Let's think of three groups: A, B, and C.

'A' people you know very well that you know these people and if you haven't contacted them, you're thinking about how to do that. They work in the industry in which you would like to work and they have decision-making authority. (They're at a supervisory or managerial level.)

'B' people work in the right industry but they, perhaps, don't have that level of authority, but they can definitely refer you to the people who do.

'C' people – you might think aren't that helpful – are basically everybody else. Everybody else is really important. You don't know who are in those people's network and it could just be one or two people away that is the perfect person who is going to refer you to that job that is going to be your dream job.