Networking and Job Hunting

4 MARCH 2016
Networking for Softies

Most people hate the idea of networking
° Feels pushy and unnatural
° Worry that it exploits friends
° Makes you look desperate

So don’t do “networking” in the negative sense
° Not about “working the room”
° Surprisingly it is not about getting a job

Try to build a chain of helpfulness
° Look for “who do I know that could tell me something interesting” rather than “who could I exploit”
° Perhaps start by thinking “who could I help”
Make it easy and social

Start with people you know well so you

- Never have to start a conversation with “you don’t know me but....”
- Don’t need to think carefully about how to open the conversation
- Can feel comfortable about saying “this is going to come out all wrong, but could I try this out with you...”

Helps to build up skills

- Meeting people face to face - helpful for job interviews
- Asking rather than telling
- Finding out about them not selling yourself

But always remember the most important connecting question

- *Who else should I be talking to?*
Informational Interviews

Information interviews are about
- Discovery and learning
- Deciding if you like the job or sector and how you match it
- Picking up vital information like the language used and trends
- Note it is NOT about getting a job

Things you may find out:
- What kind of roles exist
- What organisations are there out there
- Would I find the job interesting
- How do people get into this field or occupation
- How can you match yourself better if a role come up in the future
REVEAL interview technique

<table>
<thead>
<tr>
<th>Recap</th>
<th>“I am here because...”</th>
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<tr>
<td>Explore</td>
<td>“I am here to find out as much as I can about....”</td>
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<tr>
<td>Vision</td>
<td>“What changes do you see in this sector in the next two years?”</td>
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<td>Entry routes</td>
<td>“How do people normally get into this line of work?”</td>
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<td>Action</td>
<td>“What should I do to find out more?”</td>
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Informational Interview Exercise

In pairs find out about a new area

Use the REVEAL Process

Be inquisitive and positive

Even though this is an exercise - ask for the 3 names
Managing the process

Start with people you know

Build up your contacts methodically
  ◦ Keep records and allocate time to the process

Practise the skill of approaching people and meeting with them
  ◦ Learn how to do an informational interview

Get people you know to introduce to other people
  ◦ Never cold call

Ask yourself what value can I add to this network
  ◦ This is a social process so it is two way
# Dos and Don’ts

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
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</thead>
<tbody>
<tr>
<td>Use the REVEAL process as a template</td>
<td>Offer your CV unprompted</td>
</tr>
<tr>
<td>Be prepared for the question “and what about you?”</td>
<td>Go over the agreed time</td>
</tr>
<tr>
<td>Keep a record of each interview</td>
<td>Ask about job openings, this is not what you requested</td>
</tr>
<tr>
<td>Send a thank you email, but don’t enclose your CV</td>
<td>Neglect to ask for 3 names</td>
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<tr>
<td>Could send a thank you card a week or so later, you can include your email address on this</td>
<td></td>
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<tr>
<td>Remember some people will say no to a meeting</td>
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<tr>
<td>Always ask for 3 names</td>
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How long will it take to get results?

It depends on luck and your efforts

In a few months you will probably have met someone who will help you get a job

Biggest results seem to come from the 3rd level – people you have not met yet.

How long is this piece of string?
Be clear about yourself

Your two breath message:

“I want to do a job that allows me to do A and B and C 
... in an organisation that is doing X and Y and Z”

◦ Helps people you are talking to understand who you are and where you want to get to 
◦ A, B and C are the motivated skills – the things you do best 
◦ X, Y and Z are the field and style of the organisation you want to work for 

Works much better than job titles 
◦ Allows the person you are talking with to make the connections 
◦ Can generate positive and helpful reactions: 
  “That sounds like...”  “You should talk to my friend John he...”  “Have you looked at company ....”
REVEAL interview technique

Recap
Explore
Vision
Entry routes
Action
Links
REVEAL interview technique

Recap

◦ “I am here because...”

◦ Remind the person you are meeting
  ◦ who introduced you,
  ◦ why you asked for the meeting
  ◦ what you are hoping to get out of it

◦ Make it clear you will be asking for referrals at the end
  ◦ could say something like “I aim to talk to 12 people in this field”
REVEAL interview technique

**Explore**

- "I am here to find out as much as I can about...."
- Shows that you are there to explore and ask questions
- Example opening question
  - How did you get into this line of work?
- Going into more depth
  - What do you find most interesting/challenging about working in this sector
REVEAL interview technique

Vision

◦ “What changes do you see in this sector in the next two years?”
◦ Gives you more information and may flag up new research questions and other companies

◦ “What kind of people are doing well in this sector?”
◦ Reveals the ideal skills profile of successful candidates
REVEAL interview technique

Entry routes

◦ “How do people normally get into this line of work?”
◦ Looks for both the conventional and unconventional ways
◦ Are there particular qualifications or courses
◦ There are often non-standard routes into any sector
REVEAL interview technique

**Action**
- “What should I do to find out more?”
- “If you were in my shoes where would you look next?”
- Looking for ideas about other organisations and sub sectors
REVEAL interview technique

Links

○ “Who else should I be talking to?”
○ This is critical to the success of the process
  ○ “Thanks very much for your time today. As I mentioned before I’m keen to talk to a number of people in this field. Could you recommend two or three other people who could give me an equally useful perspective”
○ Show how appreciative you are of what you have learned
  ○ Otherwise it risks sounding like “is there anyone more useful than you?”
○ What if they can’t think of anyone?
  ○ Probe for names of companies
  ○ Names of industry networks or bodies
  ○ Failing all this the names of recruitment consultants
○ Final Step – ask them to email/phone the contact to let them know you will be contacting them
  ○ “I hate to ring people so could you do me a favour and let them know why I would like to speak to them”