

Networking and Job Hunting

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Networking for Softies

Most people hate the idea of networking

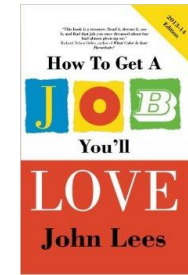
- Feels pushy and unnatural
- Worry that it exploits friends
- Makes you look desperate

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*"



Choosing a Direction
based on John Lees
"How to get a job you'll love"
johnleescareers.com

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

- R**ecap *“I am here because...”*
- E**xplore *“I am here to find out as much as I can about....”*
- V**ision *“What changes do you see in this sector in the next two years?”*
- E**nter routes *“How do people normally get into this line of work?”*
- A**ction *“What should I do to find out more?”*
- L**inks *“Who else should I be talking to?”*

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

Do

Use the REVEAL process as a template

Be prepared for the question
“and what about you?”

Keep a record of each interview

Send a thank you email,
but don't enclose your CV

Could send a thank you card a week or so later,
you can include your email address on this

Remember some people will say no to a meeting

Always ask for 3 names

Don't

Offer your CV unprompted

Go over the agreed time

Ask about job openings,
this is not what you requested

Neglect to ask for 3 names

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 some thing 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”