“We must firmly choose the course we will follow, or the endless drift of events will make the decision for us.”

Herbert Prochnow
Networking: a business skill for career success

Presented by: Mike Brown
Director, MBA Career Services
Workshop Objectives

• Networking purpose and benefits
• Developing your network
• Informational interviews
• Networking events
• E-networking
Networking—what is it?

• Building relationships
• Developing a support system
• Obtaining information, advice, referrals
• Passing along information, ideas, contacts
What it is NOT!

- Manipulating others
- Keeping score
- Obligating others
- Putting people on the spot
- Asking people for a job
Benefits of Networking

• Gain advice from others
• Learn about companies, industries, jobs
• Form relationships with others
• Narrow a job search from general to specific
• Practice marketing ourselves
How Companies Fill Positions

- 50.3% ALL hires filled internally
- 27.5% externals filled by referrals
- 24.9% externals filled by job boards
- 18.8% externals filled from career site

10th Annual CareerXroads Source of Hire Report
Survey Authors: Gerry Crispin and Mark Mehler
www.careerxroads.com
Build Your Network

3rd tier
Decision makers & hiring managers

2nd tier
Bridge you to your target companies

1st tier
People you know best
Who are your “A” contacts?

Current classmates
Parents, relatives
2\textsuperscript{nd} year MBA students
Former classmates
Guest speakers
Student associations
Former co-workers
Physician, dentist

Alumni
Parents of classmates
Faculty, staff
Current, former employers
Religious community
Volunteer organizations
Former customers, clients
Family friends
Six Streams of Network Contacts

Brainstorm Exercise: “A” contacts
Let’s Look at Networking Tools

- Telephone scripts
- Approach letters
- Questions to ask
- Marketing plan
- Branding message
- Business cards
- Tracking system
How do I start?

• List and prioritize your “A” contacts
• Complete your marketing plan
• Develop research questions
• Write your telephone script to set up meetings
• Reach out with approach letters/emails
Anatomy of a Network Meeting

- Rapport Building
- Personal introduction, summarize career
- Questions and conversation
- Closing - referrals and thank you
Rapport Building

• *5 minutes maximum*
• Warm up conversation
• Emphasize mutual connection
• Reiterate reassurance disclaimer
• State your objective for the meeting
Personal introduction

• *3-4 minutes*
• “Let me tell you a little about myself”
• Deliver your branding message
• Present your marketing plan
• Segue into your questions
Ask your research questions

- 15-20 minutes
- Industry trends
- Business issues
- Needs, challenges
- Skills and experience
- Your contact’s career track

Refer to: Sample Questions to Ask
Four overriding themes

• Resources – what should I be reading?
• Events – what should I be attending?
• Activities – what should I be doing?
• People – who should I be talking to?
Close the meeting

• 3-5 minutes
• Keep your time limit promise
• Ask for her/his business card
• Ask for leads, referrals, introductions
• Offer sincere thank you for time, advice, information
Networking Case Studies
Typical Networking Event?

Hi, how are you?

*Good. How are you?*

Not bad. What’s new?

*Not much. What’s new with you?*

Not much. Been real busy.

*Me too, Good to see you.*

You too. We’ll have to get together sometime.

*Great idea. I’ll give you a call.*
Networking Events

• Have an Agenda
• What you have To Give?
• What do you want To Get?
• Plug into “The Reciprocity Principle”
“If you give somebody something, he or she will try to give you something back.”
What do you have to give?

• Online or print journal article
• Interesting fact based on your research
• An upcoming event
• Names of people you know
• Solution to a problem
• Appreciation – thank you
What do you want to get?

- Information—industry trends, issues
- Ideas—new insights, strategies
- Data—company financial picture
- Relationships—an new colleague
- Energy—encouraging encounters
- Support—introductions to expand your network
The Art of Conversation

- Listen Actively
  - Encourage – nod, smile
  - Acknowledge – restate or sum up
  - Respond – comment, ask questions
  - Save – store important “nuggets” for the future
The Art of Conversation

• Be Seriously Curious
  – Are you a first-timer like me?
  – What do you think of the speaker’s ideas?
  – How did you get into marketing?
  – How did you come up with that packaging idea?
  – What’s a typical busy day like for you?
  – What advice would you give an MBA student?
“If you want to have an interesting conversation, be interested. If you want to meet interesting people, be interested in the people you meet—their lives, their history, their story.”

Jim Collins, author of Good to Great
E-Networking

- Clean up your digital dirt
- Keep emails business casual language
- Avoid acronyms and symbology
- Spell check, spell check, spell check
Using LinkedIn

• Set up a complete LI profile
• Include Specialties/Keywords
• Invite people to join your connections
• Endorse colleagues, classmates
• Search for target companies & contacts
• Search interviewers’ profiles
Next steps

• Build out your marketing plan
• Develop and reach out to your “A team”
• Practice your telephone scripts
• Craft your approach letter/email
• Formulate questions to ask
• Practice your branding message
Welcome Jennifer Eury
Director, Alumni Relations
Leveraging Your Smeal Network