

Build A Powerful Network That Gets You Job Opportunities

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Network To Get Job Opportunities

Agenda

- The Elephant in the Room
- Networking Events
- 1-on-1 Networking Meetings
- The Third Rail That Derails Networking
- The HERO Story
- The Spider Web That Catches Openings

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Why Bother?

“If you’ve been building relationships throughout your career, you wouldn’t be spending much time sending out resumes when you’re looking for a new position. You’d rely on these strong relationships to speak on your behalf, and refer you to decision-makers.”

Andrea Kay, Career Consultant and author of
Greener Pastures: How to Find a Job in
Another Place

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Reasons...Or Just Excuses?

- *They're too busy to help me*
- *I have nothing to offer them*
- *I'm just asking them for a favor*
- *They already know I'm looking*
- *They already know what I would want*
- *They already know why I would be good at what I want*
- *They know I'm just calling to ask for a job*
- *They can't help me – they are in the wrong industry, company, job, retired, not working, won't know anyone who could help me, ...*

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Basic Concept:
Good To Great by Jim Collins

1. Get the right people on the bus, **THEN** find the right seats for them
2. The flywheel principle
3. Focus, Focus, Focus

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Networking Events

- **Don't confuse attending events with networking!**
- **How many contacts is a 'good' result?**
- **When to move on?**
- **Use your 'marketing headlines.'**

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1-on-1 Networking Meetings

- In person vs. by phone
- Messaging: getting vs. having a meeting
- Be prepared
- Show leadership / Model behavior
- Follow through

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In person vs. By phone (vs. By Email)

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Messaging: Getting a meeting

- Volunteer -

Messaging: Having a meeting

- Volunteer -

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Be prepared

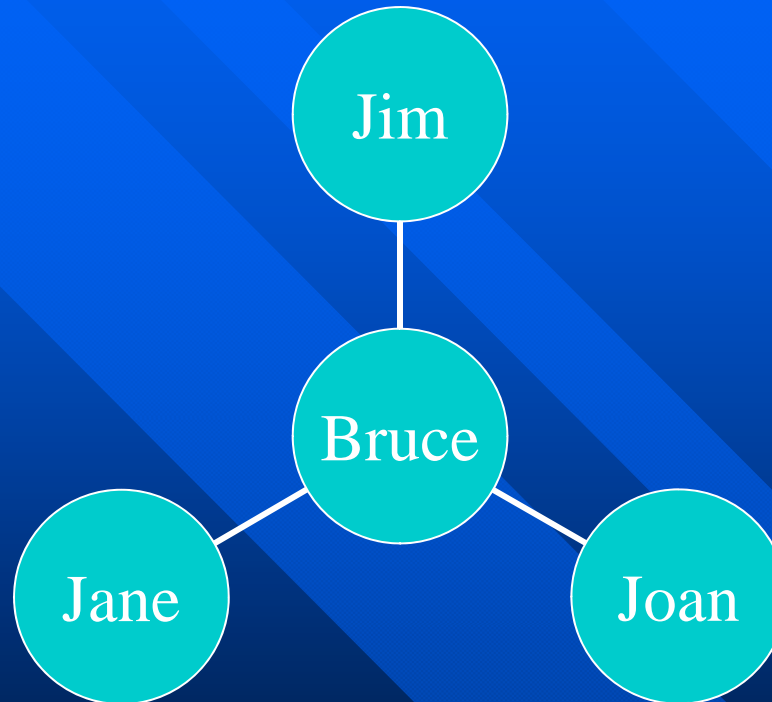
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Follow Through

- **What happens if I meet with you, you give me advice or contacts, and you never hear from me?**
- **What if you get a nice thank you, and then never hear from me again?**

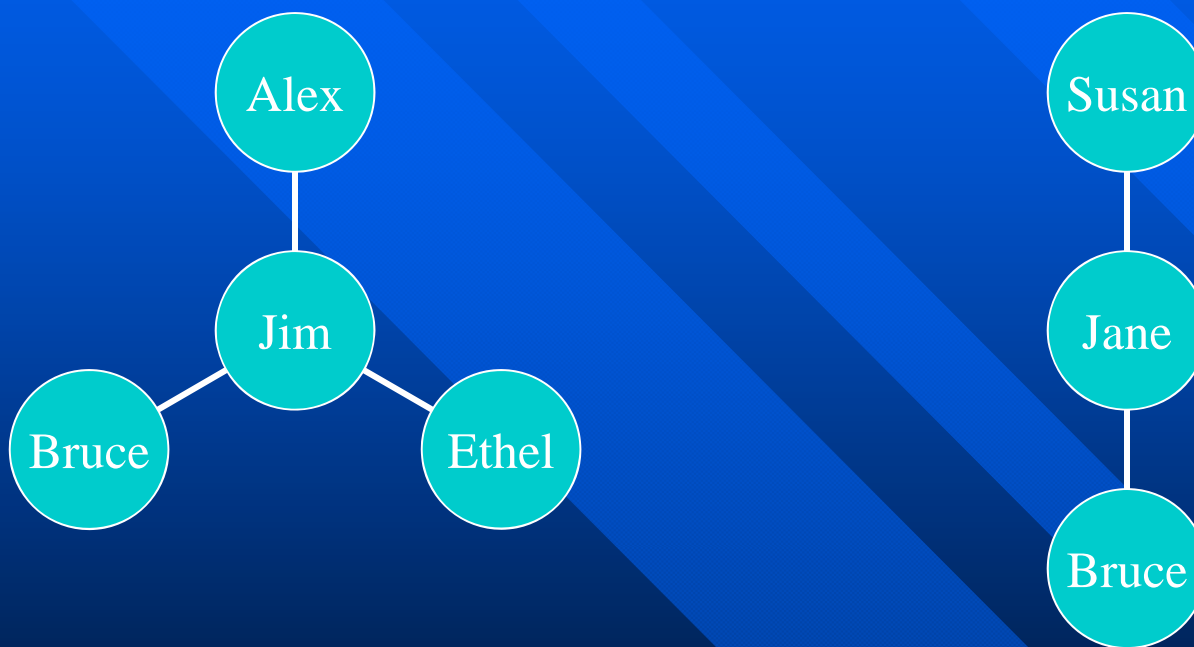
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Follow Through – You need a system



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Round 2



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Show leadership / Model behavior

Everything you do in and around this meeting contributes or detracts from your professional image!

Voice mail, email, attire, behavior, confidence, agenda, opening statement, questions asked (or left unasked), thank you note, follow through after meeting

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The Third Rail: “Help me find a job”

- **Sending resume**
- **Asking about openings**
- **“Informational Interviews”**

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How do you get seen as a person to get on the bus?

Judge It vs. Fudge It

Equip and Engage

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Equip and Engage

The HERO Story

H eadline

E xperience (with key results)

R est of the story

O bjective

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Equip and Engage

- **Show focus (but stay open)**
- **Brainstorming**
- **Ask Questions – not Yes or No**
- **Dig Into Challenges**
- **Seek Natural Ways to Request Referrals**
- **Keep to Promised Time Frame**
- **The Redirect**

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The Spider Web That Catches Openings

- **Psychology & The Hidden Job Market**
- **Law of Large Numbers**
- **Success Begets Success**
- **Organized, Focused Networking Works**
- **Friends vs. The Next Level Out**
- **References**

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Additional Resources

- *Career Tips* email newsletter
- More on the Dos and Don'ts at:
www.JHACareers.com/ArticlesNetworking.htm

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