Networking Skills
Location: N106 BCC
Presenter: Kristen Hintz

Networking skills are crucial to a successful job search strategy, particularly in a difficult market. Often it is effective networking that turns your resume into an interview. This session will outline what effective networking is, why it is important, and give you opportunities to practice.

**Networking Defined:** navigate, interconnect, link, and relate; to gracefully convert a conversation or relationship into an interview or a referral!

**5 job sources (in order of most important to least)**
1.) Networking (best source)—over 60% of job leads
2.) Research
3.) Newspaper/print media
4.) Internet (combines all three: networking, research and print media) – 30% of job leads
5.) Third party recruiters – 10% of job leads

**3 keys to a successful job search**
- Get jobs by talking to people
- Maintain 100 leads at all times
- Look in channels—not just openings

Over 75% of open jobs are filled before they are advertised publicly!

**True or False? Networking will…**
- ...get me a job?
- ...is best reserved for extroverts?
- ...only work if you know lots of people?
- ...stops, once I get the job I want?
- ...can be expensive?

**Connection Exercise:**
Below are 250 surnames taken randomly from a Manhattan phone book. Go down the list and give yourself a point (1) every time you see a surname that is shared by someone you know (underline it). (The definition of "know" here is very broad. For example, if you sat next to that person on a plane, you would know their name if you were introduced to each other.) Multiple names count, so if you know the name Johnson and you know three Johnsons, you get three points.

Average score for young adults is 20. Highest score ever was 108 and the lowest score ever was 2.
Source: The Tipping Point by Malcolm Gladwell

**Corporate Presentations**

3 types--
1.) Night before interviews, slots already filled
2.) Night before interviews, some slots available
3.) 2 weeks – 2 months before interviews – no slots filled

You should attend a company’s presentation when…
1.) You are an intern candidate, and they are only recruiting for full-time positions.
2.) You are a full-time candidate, and they are only recruiting for summer interns.
3.) You don’t know much about the INDUSTRY, COMPANY, or DIVISION.
4.) You used to work there.
5.) You think you’ll know someone giving the presentation.
6.) A relative or friend used to or currently works there.
7.) You are a fan of their product.
8.) They are hiring for your major.
9.) They are explicitly NOT hiring for your major.
10.) You think all of the interview slots are filled.

Good questions to ask when there is a ‘recruiting mismatch’:
--Do you have any advice for me in getting connected with this company or department?
--What do you like about working at the company?
--Where do you see my skills and experience fitting in your company or organization?
--Will you keep my resume on file in the event that an interview slot opens up?

How to “work a room” effectively… (more info. later at fall PDS)
§ Be assertive, but not aggressive (know difference!)
§ Know greeting courtesies.
§ Breaking & entering conversations: walk by, quick nod and make a psychic connection
§ Always wear your MBA name badge…and on your RIGHT SIDE (line of vision during a handshake).
§ Always eat or drink first.
§ Have a buddy and ‘rescue signal,’ but don’t spend a lot of time talking with your classmates.
§ Learn and remember names and use it in conversations.
§ Look for “approachables”.
§ Exit conversations with: “It’s been a pleasure…do you have a business card?”

MBA Program Networking Opportunities

- Trade Journals
- Wall Street Journal
- Treks
- Career Fairs (esp. CEC)
- Company (Corporate) Presentations
- Intern Network (through VCC)
- PCC Staff/Resources
- Conferences/Consortiums
- Faculty/Staff Members
- Other Students
- Listservs
- eRecruiting and AlumniLink
- Headhunters/Third Party Recruiters
- Football Tailgates
- PCC or student organization sponsored- workshops or brown bag discussions
- Coffee Hours
- Alumni
- Professional Associations
- Information Interviewing
- Student Organization Involvement

Additional Networking Resources
Power Networking by Marc Kramer (in CRC)
Dynamite Networking for Dynamite Jobs by Krannick (in CRC)
Great Connections: Small Talk & Networking for Business People by Anne Baber & Lynne Waymon
How to Talk to Anyone, Anytime, Anywhere by Larry King
How to Work a Room by Susan RaAne (in CRC)
The Secrets of Savvy Networking by Susan RaAne (in CRC)
What Do I Say Next? By Susan RaAne (in CRC)
Small Talk & Networking for Business People (in CRC)
Vault Reports Guide to Schmoozing (in CRC)
How to Say It by Rosalie Maggio (in CRC)

CRC=Career Resource Center
- http://yopro.com/Default_1.asp  YoPro is an organization dedicated to enhancing the professional and personal lives for individuals who work hard and have fun by hosting and sponsoring events and workshops in fun, social settings and providing interactive features and content on our web site.