



Effective Networking

Proactive and Reactive Approaches to Finding a Job

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What do you hope to learn from
this workshop?

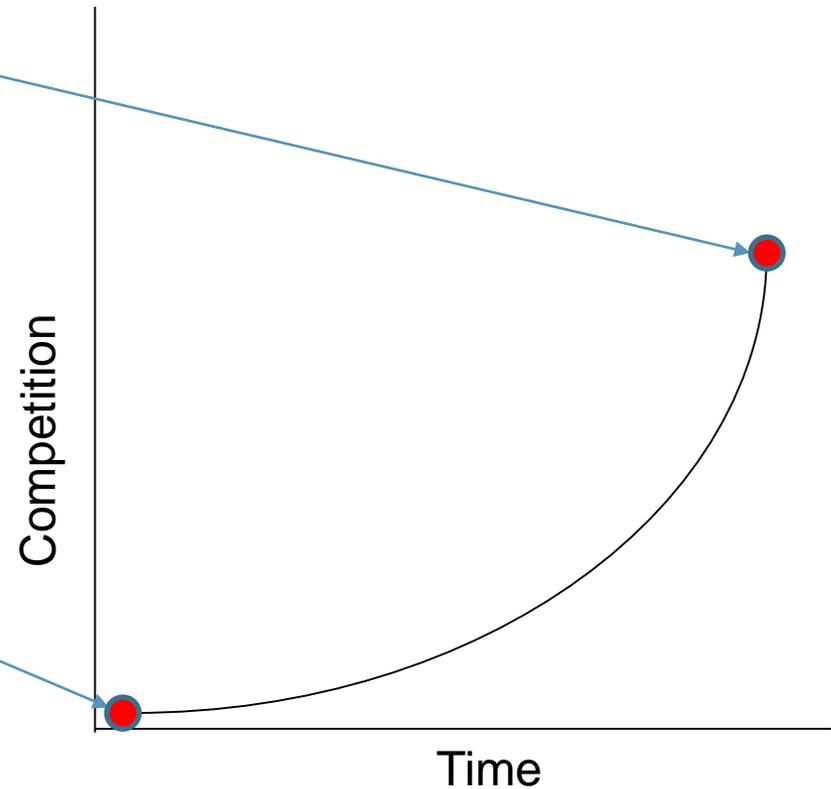
Key Learning Objectives



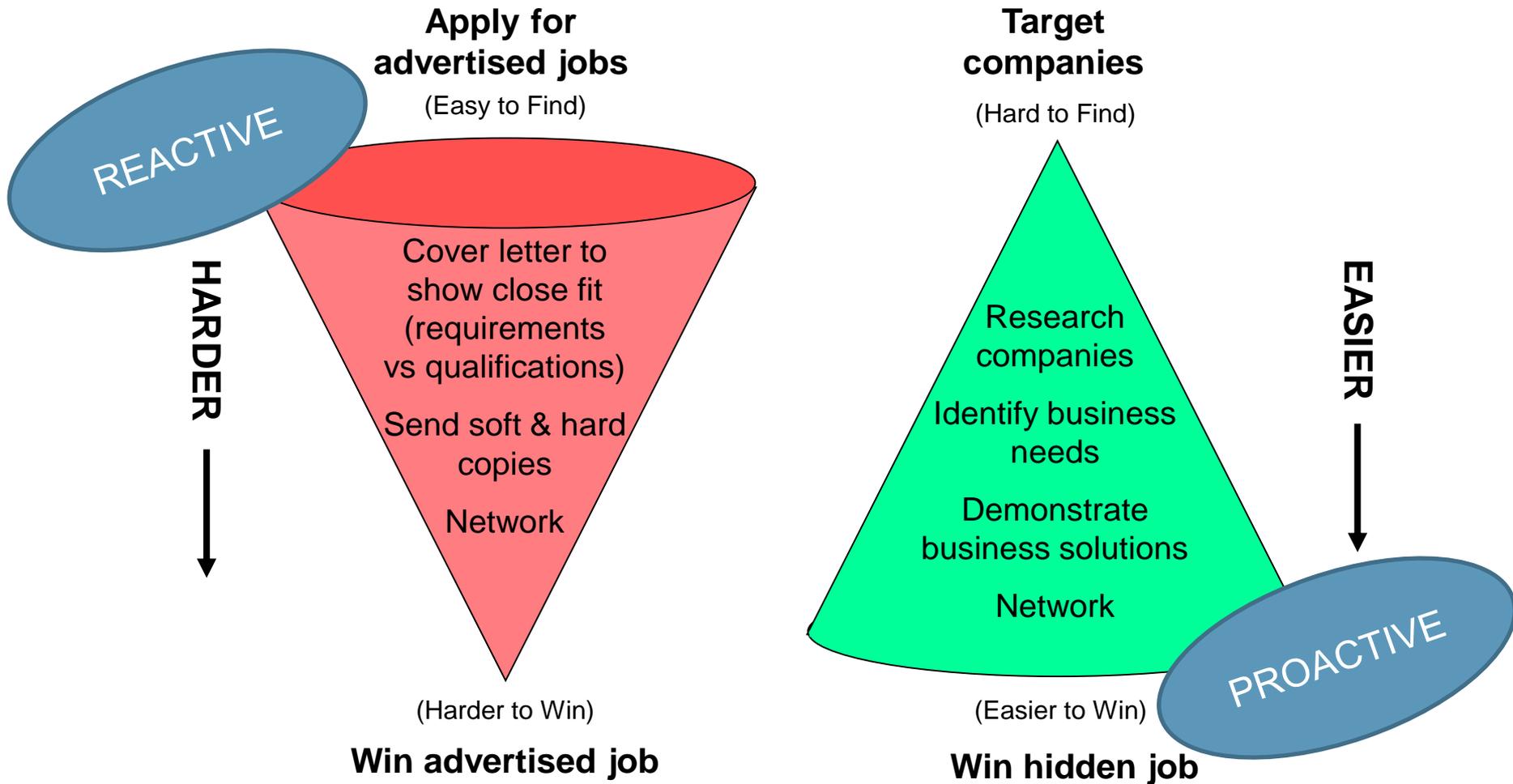
- Understand what effective networking is
- Consider proactive and reactive approaches to finding a job
- Determine how you need to adjust your approach to job search

Creation of a Job

- When is a **job posted** publicly?
 - When all other options have been exhausted
- Why does a job exist?
 - A **business problem** needs to be solved



The Job Funnel



Two Roads to Winning a Job

Second road

- Network
- Research

First road

- Posted job
- ATS gate
- Recruiter gate
- Shortlist gate



Decision Maker



“Begin with the end in mind” – Steven Covey

Your goal is to reach the Decision Maker

- Network
 - What is Decision Maker’s job title
 - Ask your contacts if they know this person
 - If in doubt, aim higher rather than lower – “gravity” works in organizations
- Research
 - Would you be excited to work with this company?
 - Find out history, operations, financials, Board/Management and company culture
- Optimize your application
 - HR controls the process, but is not the enemy
 - Targeted cover letter
 - ATS (Applicant Tracking System) gate – use www.jobscan.co to quickly check key words
- Take both roads
 - Apply for fewer jobs where you are well-qualified and very interested
 - Firing off applications without networking and researching → low success rate

Be Clear about your Objectives

Develop a personal Marketing Plan

- CAREER OBJECTIVE
- POSITIONING STATEMENT
- AREAS OF EXPERTISE
 - Technical / Functional Skills
 - People Skills
 - Business Skills
- KEY ACCOMPLISHMENTS
- TARGET MARKET INFORMATION
 - Preferred role(s) or function(s)
 - Preferred location(s)
 - Preferred industries
 - Preferred company sizes (employees or revenue)
 - Preferred company culture
 - Target companies
- STRATEGY & TACTICS TO APPROACH MARKET
 - Networking / Recruiters / Job Boards / Direct Company Contact

Be Clear about the Value You Bring

| <h2>SWOT Analysis</h2> | Positive (Potentially helpful in achieving your objectives and may give you an advantage over others.) | Negative (Potentially harmful in achieving your objectives and may put you in a competitive disadvantage to others.) |
|---|--|---|
| Internal (Factors internal to you or your job search plan) | Strengths <ul style="list-style-type: none"> • Enter first Strength • Enter additional Strengths | Weaknesses <ul style="list-style-type: none"> • Enter first Weakness • Enter additional Weaknesses |
| External (Factors from your environment or external to you or your job search plan) | Opportunities <ul style="list-style-type: none"> • Enter first Opportunity • Enter additional Opportunities | Threats <ul style="list-style-type: none"> • Enter first Threat • Enter additional Threats |

Networking Meeting Agenda

- Introduction to objectives and marketing plan
- Discussion of the current marketplace
 - Business climate in general
 - Industry
 - Conditions at contact's company
 - Competitors
- Advice on your Marketing Plan
- Review of your target company list
- Additional people, known by your contact, with whom you should be talking:
 - Within the contact's company
 - Within competitors, vendors, customers, suppliers
 - Recruiters
 - What you can do to help your contact

Questions

DON'T ask

- Have you got a job for me?

DO ask

1. What advice can you give me?
2. Who else should I be talking with?
3. How can I help you?

Networking is about Relationships

- Build your list
 - You should never run out of contacts
- Prioritize your contacts
 - Highest to lowest
- Develop relationships
 - Get to know them as they get to know you

“Strangers don’t get hired”

What will you do differently?

- How do you need to adjust your approach to job search?
- What will you START doing?
- What will you STOP doing?

Contact me

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