Thank you for joining:

*Networking Strategies to Find Your Dream Job in Today's Economy*

The webinar will begin shortly.

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Networking Strategies to Find Your Dream Job in Today's Economy

Presented by: Alix Fraser, ESIA MA '11

November 25, 2013
12 pm – 1pm EST
Networking Strategies and Tools

- The Power of Networking
- The Eight Steps to Networking Success
- The Three Steps to a Successful Informational Interview
- Networking in Action: Successes and Pitfalls
- Time to Network
- Tools for Networking Success
The Power of Networking: An Introduction

- Networking is King
- 70-80% of Jobs Not Listed
- Tough Economy
- Black Box of Resumes
- 150 Informational Interviews = Dream Job

"YOU ARE ONLY A NAME ON A PIECE OF PAPER, UNTIL YOU ARE MORE."
The Eight Steps to Networking Success

The Eight Steps:

Step 1: Establish Your Goal
Step 2: Determine Your Strategy
Step 3: Identify Your Strengths and Weaknesses
Step 4: Get Organized
Step 5: Identify Potential Networks and Contacts
Step 6: Access Your Networks and Reach Out to Contacts
Step 7: Conduct Successful Informational Interviews
Step 8: Increase Your Network Until You Accomplish Your Goal
Step 1: Establish Your Goal

- Field
- Sector
- Position
- Salary
- Other Factors
Step Two: Determine Your Strategy

- Networking vs. Other Tactics
- Work While Networking?
- Length of Search
- Network or Bust!
Step Three: Identify Your Strengths and Weaknesses

- Market Your Product
- What Product?
  - Research
  - Analysis
  - Negotiation
  - Writing
  - Public Speaking
  - Technical Skills
- Self-Assessment
Step Four: Get Organized

- Whom to Network With?
  - Depends on Goal
  - Decision Makers
  - Access

- Stay Organized
  - Spreadsheet
  - Reminders
  - Any Other Tools
Step Five: Identify Potential Networks and Contacts

- **First Tier:**
  - Friends, family, colleagues, classmates, professors, etc.

- **Second Tier:**
  - Group Association (GWU, other associations)

- **Third Tier:**
  - Networking Events

Think Hard!
Step Six: Access Your Networks and Reach Out to Contacts

- Be Bold!!!
- Ask Friends for Help?
- Tools to Your Success
  - LinkedIn
  - Alumni Sites
  - Events
Step Seven: Conducting Successful Informational Interviews
Step Eight: Increase Your Network Until You Accomplish Your Goal

- Increase Contacts or Search Will Dry Up
- Importance of the “Ask”
The Three Steps to a Successful Informational Interview

1. Build a Rapport

2. Show Your Value

3. Ensure Follow-Up Actions
1. Build a Rapport

- 70/30 Rule
- Extrovert vs. Introvert
- Sincerity is Key
- What is Appropriate?
  - Personal Questions?
  - Jokes?
- Assumptions Can Kill

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

-Dale Carnegie
2. Show Your Value

- *Informational Interview*
- Most Challenging
  - 9 Minutes!
- Don't Ruin Rapport
- Keys to Success:
  - Research
  - Highlight Skills
  - Leading Questions
  - Know Your Resume
  - Stay Relevant
3. Ensure Follow-Up Action(s)

- Follow-up is CRITICAL!
- Know Your Audience and Sub-Goal
- Be Bold
- Make Specific Requests
- Be Polite
Networking in Action: Success and Pitfalls
Success: Building a Rapport
Success: Showing Your Value

HELLO

I'M AWESOME!
Success: Ensuring Follow Up Actions
Pitfall: Know Your Audience
Pitfall: Know Your Pitch
Pitfall: Preparation and Assumption
Success: Every Meeting Matters
Success: Putting the Networking Trifecta to the Test

1. Build a Rapport
2. Show Your Value
3. Ensure Follow-Up Actions
Time to Network
Tools for Networking Success

The Networking Manifesto:
How to Find Your Dream Job in the New Economy

• Available on Lulu.com
• www.networkingmanifesto.com
• Available Soon on Amazon, Barnes and Noble, and Ibooks.

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