



Networking

**The most effective
method of achieving
gainful employment**



The greater the unemployment rate, the more important networking becomes

- As unemployment reaches 7%, networking becomes the primary method of finding jobs
- In times of great unemployment (10%+), networking becomes the virtually exclusive method of finding jobs

Build a Network

A “network” consists of the people you already know who can either help you directly or lead you to someone else or to more information.

REMEMBER:

“You can count the number of seeds in an apple, but not the number of apples in a seed.”



Networking Generates Results

Job Search Methods	Where Jobs are Found	Where People Look
Advertisements/Internet	14%	65%
Agencies/Recruiters	13%	27%
Approaching Companies	30%	3%
Word-of-mouth Referrals (networking)	44%	5%

Example: How an employer finds a new executive secretary to the board

- i. Executive Secretary \$50K / year
- ii. VP/CIO/CFO
- iii. Clients
- iv. Customers
- v. Vendors
- vi. Competition
- vii. Friends/Relatives/Church
- viii. Intranet/bulletin boards
- ix. Internet
- x. Human Relations
- xi. Staffing Agencies
- xii. Newspapers \$30K / year

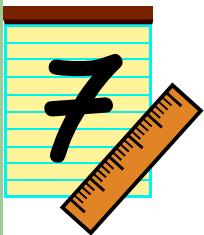
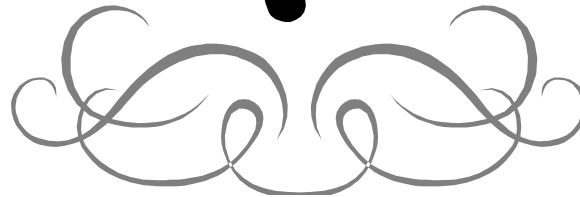
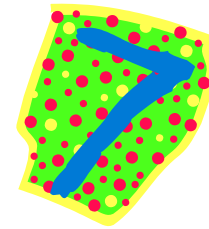
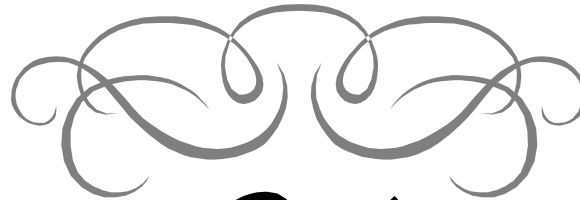
We want you to find the job up in this area. By networking, you are statistically only five people away from your next job.



My Network List

- Friends
- Members of professional Organizations
- Members of my political party
- Friends from my mission
- Present or former Teachers
- People I play sports with
- Relatives
- Former co-workers
- Former employers or supervisors
- Former employees
- Former students
- School classmates
- Neighbors
- Fraternity or Sorority members
- Members of my church
- Members of my social club
- People I know from community service

Seven rules for Networking



Networking Rule 1



Know why you are contacting a person and how he or she can help you. Don't limit yourself to asking only for employment; ask for information, leads, and ideas as well

Networking Rule 2



Make a powerful first impression. Use your “me in 30 seconds” statement...a memorized summary of your skills, aptitudes and experience, and how you have helped past employers. Hone your profile.

Networking Rule 3



Remember that a network is series of symbiotic relationships. You will be much more successful by offering and giving help to your contacts. State what you will be doing for that person. Help yourself by helping others.

Networking Rule 4



Get at least two referrals from every contact. Be ready to give contact information. Contact every lead you get.

Networking Rule 5



Each networking group has site culture and rules of etiquette. Get to know them by discussing them with members or by studying them. As an example, some may like formal messaging, some may like it informal

Networking Rule 6



Write a thank-you note or email to every person you contact, and keep copies of these for your reference

Networking Rule 7



Keep an accurate list of follow-up activities. Return calls, and send correspondence, resumes, or other information as promised. Attention to detail impresses others.

Networking resources available through the Church or community

- Employment Resource Survey Database
- Pikes Peak Workforce Networking Groups
- C/S Employment Resource Center
- Ward Employment Specialists
- Quorum Leaders/ Bishopric
- Internet /blogs /message boards
- LDSemploymentcenterCS.blogspot.com

Start your own networking group!

- Allows you to define the parameters of group
- You will be the center of attention!
- Gives you administrative and creative control
- Makes networking easier, since all conversations start, “I am the head of a _____ networking group
- Let the Employment Center assist.
- Blog, forum, message board?