DARDEN

Networking for Job Search

UNIVERSITY *of* **VIRGINIA**

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Networking is…

… **building useful relationships and fostering mutual support.**

… based on credibility, trust and a willingness to help each other by connecting to other points of one's network

… most successful when it is two way street

… fruitful when effort, care and time is used to nurture relationships

… ongoing and relational, it is **NOT** merely transactional.

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Why is networking important for job search?

➤ Managers prefer to hire someone who comes "highly recommended" by someone in their own network

➤ Some of the best jobs are filled without ever being advertised

➤ If you aren't an *exact* match to the job description and qualifications, it is difficult to get selected for an interview without a personal connection

➤ Information learned from insiders can help you understand challenges and how you can help a company

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The goals of networking :

- Generate **awareness** of yourself in the marketplace

- Establish **relationships** with a diverse set of "*agents*"

- Build **credibility** to inspire someone to help you

- Collect **information** on the industry, company, function and position

- Get **introductions** to more contacts → more *agents*

- Open up for **continued** dialog

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Agent? What's that?

Definition of AGENT

1: one that acts or exerts **power**

2: something that produces or is capable of producing an **effect**

3: a means or instrument by which a **guiding intelligence** achieves a **result**

4: one who is authorized **to act for** or in the place of another

If you meet people and educate them on who you are and what you are looking for, you equip them as an "agent" for you. If you build your credibility with them through your conversation, they will be willing to become an advocate or connector for you. In essence, they are another set of eyes and ears in the market place … ready to act as an "agent" for you.

Agents are Powerful, Effective, and will achieve Results for you!

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Develop a networking plan

1. Know what you are looking for and be able to **articulate** that so others CAN help you

2. **R**esearch and develop a list of your target companies and segment them (industry, location, size of company, combination of criteria)

3. **Learn** about the companies and segments

4. I**dentify who** you know that might be connected to your target segments and companies

5. **Research** each connection -- learn what & who s/he is likely to know and how you might add value to him/her

6. Set contact **goals** by week to make it part of your rituals

7. **Request** meetings, starting with "low risk" people who know you well

8. **Visit** in person when possible, call at a minimum

9. Send a **Thank You** note

10. Follow up on **leads** provided

11. Put a date on your calendar to **follow up** in 6 weeks.

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Research for networking

Goal		Sample resources
Develop a list of target employers	→	LinkedIn, Darden Community American City Business Journals Book of Lists, CDC lists
Learn about the potential employers	→	Company Websites, LinkedIn, Standard & Poor's, Going Global,Vault,Wetfeet, classmates
Identify connections	→	LinkedIn Alumni Networks
Research connections	→	LinkedIn, Web sites, Darden Community, Twitter, Google search

Knowledge leads to better conversations!

Darden Community --
Online Searchable Alumni Directory

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LOGOUT

Alumni Education   Chapters   Affinity Groups   Reunion

My Public Profile   Update My Profile   Event Calendar   Alumni E-mail   Search Alumni Dir

Alumni

Site Tools   Logout   Public Profile   Update My Profile   Alumni Directory   My Groups   My Events   Tutorials & Support

The Advanced Search provides a large number of additional search criteria for you to find fellow members. Just disregard any crite
The more search criteria you select the more fine tuned your search will be.

To return to the Simple Search option , click on **Simple Search** below.

Simple Search

Search Help

Search Criteria	Search Operator / Search Value
Find all Community Members: ☐	
First Name:	Contains ▾
Last Name:	Contains ▾
City:	Contains ▾
Zip:	Contains ▾
State:	AL / AK / AS / AZ / AR CTRL or Shift to select multiple fields.
Country:	United States of America / Afghanistan / Albania / Algeria / Andorra CTRL or Shift to select multiple fields.
Current Job Title:	Contains ▾
Past Job Title:	Contains ▾
Current Employer:	Contains ▾
Past Employer:	Contains ▾

ADVANCED SEARCH

en.edu/s/1535/09-darden/wide.aspx?sid=1535&gid=9&sitebuilder=1&pgid=6&cid=41&Se

Past Employer:	Contains ▾
Job Function:	50 CREATIVE / 50 Curating/Preservation / 50 Design/Create / 50 Editing/Writing / 50 Performing CTRL or Shift to select multiple fiel
Employment Area:	Africa / Arts / Asia / Automotive / Biotech CTRL or Shift to select multiple fields.
Employment Status:	Full-Time / Part-Time / Consulting Only / Self-Employed CTRL or Shift to select multiple fields.
Work Eligibility:	Afghanistan / Albania / Algeria / Andorra / Angola CTRL or Shift to select multiple fields.
Darden Degree:	MBA / Doctor of Philosophy Business Administration / Doctor of Business Administration / No Degree CTRL or Shift to select mul
Darden Graduation Year:	1930 / 1931 / 1932 / 1933 / 1934 CTRL or Shift to select multiple fields.
Program:	DBA / Foreign Exchange Student / MBA / MBA/JD / MBA/MA CTRL or Shift to select multiple fields.
Student Section:	A / B / C / D CTRL or Shift to select multiple fields.
Darden Clubs:	Class Secretaries / Class Agents / Chapter Leadership / Board of Trustees / Alumni Board C1
Major:	ACP-Pediatric Nursing / Accounting / Acute Care Nurse Practitioner

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Connecting with UVA alumni

HoosOnline = greater UVA alumni directory

http://alumni.virginia.edu/

LinkedIn Alumni tool:
www.linkedin.com/alumni

Requesting a networking call or visit

- Identify yourself and the connection
- Reveal your purpose (personally tailored)
- Ask for the call or visit
- Arrange for suitable time
- Keep it short and simple

> **Don't lead with your resume!**
> If you include your resume, it is automatically assumed
> that you are merely inquiring about a job in their company. The value
> of the connection may be greater beyond their present company.
> Hold off on sending the resume until they ask for it or after your first meeting.

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Example of networking request email

Hi William,

I have recently begun my MBA studies at Darden having worked for WellPoint for the last three years. I noticed in the alumni directory, that you have been consulting in the health care industry since graduation. I thought you might have some advice for me as I strategize about leveraging my health care experience to get into consulting next summer and after graduation.

I would appreciate the opportunity to talk with you. Might you be available next Tuesday or Wednesday afternoon for a phone conversation?

Thanks,

Brian Networker
Darden Class of 2014
901-234-5678

Very quick intro of me
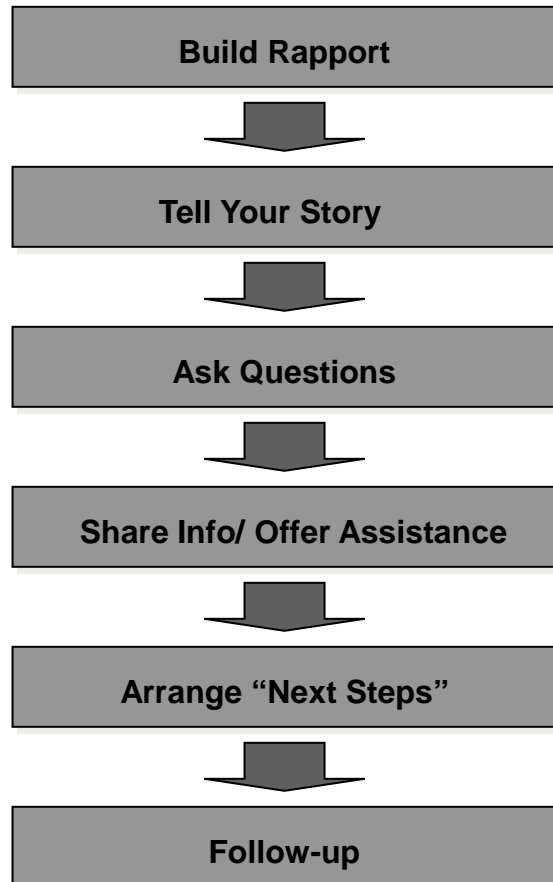
Why I picked **you,** connect the dots

What I want from you

Specific request that requires minimal effort for reader to respond

Your name, and phone number for future use

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Executing a successful networking meeting

Meeting portion   ## Details

Build Rapport
- Darden/connection chat
- Why him/her?

Tell Your Story
- Who you are, what you're looking for
- How he/she can help you

Ask Questions
- Ask questions about target, referrals, companies
- Remember to listen

Share Info/ Offer Assistance
- Share information/Knowledge
- Give and Take – look for ways to help him/her

Arrange "Next Steps"
- Contact info for interesting connections?
- Okay to Follow-up?

Follow-up
- Extend a "Thank You" (email and/or snail mail)
- Provide any promised information
- Reconnect … get the "second date"!

The agenda is your responsibility!

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What to do after a meeting

- Extend a "Thank You"
  - Within two days of your meeting
  - Most appropriate medium for particular person
- Follow up with leads and promised information
  - Resume
  - Blurb about your search if they asked for it
  - List of target companies
  - Reach out to people suggested
- Reconnect … get the "second date"!
  - 5-6 weeks later to give an update
  - Include helpful connections or info
  - In person if possible. "I'm going to be in town…"

Common pitfalls of networking

- Approaching networking as a single transaction/meeting
- Failing to keep in touch with people who think highly of you (past employers, classmates, friends)
- Failing to be creative about one's network … the people you least expect to be helpful might be a gold mine
- Assuming a person will provide connections without knowing you first
- Putting the onus on the person to whom you are reaching out rather than making it easy for them to help
- Focusing on a person's place of employment rather than who and what they know in the space you have interest
- Trying to develop a relationship over email
- Failing to do research before meeting with someone
- Failing to fully leverage LinkedIn