

Networking

MESA COMMUNITY COLLEGE • CAREER AND RE-ENTRY SERVICES



“ Talking to people, making friends, building relationships – all with a little self-promotion and sales savvy thrown in.”

(A Foot in The Door, Katharine Hansen, 2000)

Networking is...

- Discovering connections
- Utilizing those connections
- On-going, happening constantly
- A sharing process
- A “Win-Win” situation
- The #1 job search strategy...

Why is Networking the #1 Job Search Strategy?

Approximately 85% of job openings are never advertised

A “word of mouth” referral increases your chances of getting interviews (or information not available to the public)

<http://www.ctdol.state.ct.us/youth/fiindjob-networking2.htm>

“It means establishing relationships so that you can enlist support and comfortably ask for ideas, advice, and referrals of those with hiring power.”

(A Foot in The Door, Katharine Hansen, 2000)

How Do Most People Find Jobs?

- 24% Cold contacts
 - 23% School/Alumni placement
 - 5% Classifieds
 - **48% Friends, relatives
- US Dept of Labor*

Networking is NOT...

- Using people for personal gain
- “Working a room”
- Faking interest
- A “Win-Lose” situation
- Going to just happen to you

Reasons for Networking

- Help you understand your potential career better
- Narrow your list of potential employers
- Develop understanding and self-confidence
- Gain recognition in the field
- Learn interviewing skills
- Gain support for your job/career-related experience search
- Get leads on potential positions
- Gather information not available to general public
- Develop relationships with people you may work with in the future

“It’s not what you know, it’s who you know.”

“...you don’t have the same competitive edge in the job market as someone who is well connected with the people who possess the hiring power.”

(A Foot in The Door, Katharine Hansen, 2000)

Roadblocks to Networking

- Social discomfort
- Lack of experience/ practice networking
- Waiting to be “properly” introduced
- “Good things come to those who wait” syndrome
- Fear of appearing pushy, insincere, needy, unprofessional, wimpy

Types of Networking Situations

- School (guest speakers)
- Activities/Hobbies
- Gatherings of Family / Friends
- Professional Activities
- Work
- Everyone, all the time (even shopping)

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Local Networking Groups

Business Journal article on networking groups
<http://www.bizjournals.com/phoenix/stories/2001/10/22/newscolumn4.html>

Phoenix Business Women
<http://www.bizjournals.com/bizwomen/>

American Business Women's Association
<http://www.abwa-turquoisecamel.org/>

Entrepreneurial Mothers Association
<http://www.emausa.org/>

Business and Professional Women's Association
<http://www.bpwusa.org>

Scottsdale Job Network
<http://www.scottsdalejobnet.com>



My Personal Network

Networking is the #1 job search strategy because approximately 85% of job openings are never advertised.

A "word of mouth" referral increases your chances of getting interviews (or information not available to the public).

Who do you know now that you can be networking with? Remember that if everyone you know or meet knows 100 people, the only way to access those 100 people is to have a conversation with the people you know!

Review your personal network now, to see who you can network with. Everyone you know and meet is a potential networking contact.

Immediate / Extended family

Friends / Friends of family

People in your neighborhood

Landlord / Other you pay bills to

Priest / Rabbi / Spiritual leader

People at clubs (social or professional)

Gym / Athletic teams

Former co-workers / bosses

People who have done you a favor

People you watch sporting events with or go to dinner with

People you knew from high school

Doctor / Dentist

Kids' coaches / friends' parents

PTA members

Hair stylist

Colleagues / Professors / Classmates

Guest Speakers

Professional Associations

Volunteers



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