Networking

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

Networking is NOT…
Using people for personal gain
“Working a room”
Faking interest
A “Win-Lose” situation
Going to just happen to you

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)

Reasons for Networking
Help you understand your potential career better
Narrow your list of potential employers
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

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)
Networking

Local Networking Groups

Business Journal article on networking groups

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
## Network Contact List

**The most important networking tip:** Keep an organized list of people you talk to, when and about what.

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<th>Date</th>
<th>Name/Title/Occupation</th>
<th>Company/Address</th>
<th>Phone</th>
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<th>Discussion / Follow Up Points/ Next Steps</th>
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