

Networking for Professional Advancement

Presented to Kemp Mill Synagogue

JobAssist Workshop

www.JobAssist.org

Kemp Mill Employment Assistance Initiative

August 12, 2008

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Much of the Material (Italic Titles) was Drawn from the Book Effective Networking for Professional Success: Making the Most Your Personal Contacts (See Last Slide for Reference)

Topics

- Build your marketing frame of mind
- Build network of contacts
- Nurture job leads
- Develop resumes, and
- Secure leads and references

My Personal Professional Background

- Ivory tower mathematician: teacher and researcher
 - NYU, University of Michigan, Tel Aviv University
- Summer Research Mathematician, Marathon Oil Co
- Research Mathematician, Navy Dept (White Oak/NOL)
- Research Mathematician, Dept of Commerce (NBS/NIST)
- Congressional Fellow, U.S. Senate Commerce Science & Transport Comm.
- Program Director, Applied Mathematics, National Science Foundation (NSF)
- Senior Executive, NSF, Computing & Information Sciences
 - (5 different positions)
- Consultant to Academic & Research Community
- Real Estate Marketing

Why is Networking Important?

- Very few of us are so attractive that others are going to track us down
- Many positions are not publicly advertised and are filled when they find interesting people
 - Even for advertised jobs, often organizations are grappling to figure out what skill set they need and could use your help in showing them how your skills fit their goals, if not a specific job
- It's not (just) what you know but whom you know
- You learn from every experience – even negative ones
 - Learn about organizational cultures, learn about people and mostly about yourself

Networking Wisdom in a Nutshell

- Networking is essential for both new jobs and business contracts.
- Effective networking is 12 times more effective than answering advertisements.
- Advertising is becoming ineffective except on a large scale.
- Networking helps you find hidden opportunities and can set you apart from the competition.
- An indirect approach is better than a direct one
 - Use someone you know to introduce you to your target contact.
- You can overcome your natural shyness, your fear of using people, and your fear of rejection.

Build Your Marketing Frame of Mind

- Much of what I will suggest in this talk will sound like I am asking you to promote yourself in an outright self-serving manner ... In fact, that is the case!
- So, let me say at the outset there is nothing wrong with advancing yourself, especially, when you are always giving back through the value of your productivity to others.
- If you need more justification, then perhaps you need to remind yourself about some “Life Rules” for Success ...

Some of My Favorite Work/Life Rules

- Rule 1:
 - Try to work with ethical, smart and eager people
- Rule 2:
 - Show up: be timely, enthusiastic and positive
- Rule 3:
 - Always provide honest value ... helpful content
- Rule 4:
 - Follow Up ... Keep in touch ... Make friends – Be Team Player

The Career Search is A Life-long Process

- Stay positive on the job, But always keep your eye open for opportunities
- Study your contacts and try to organize them in terms of your interests and goals
- Keep adding to your pool of recent contacts to mine connections and opportunities
 - Choosing References - Maintain lists
- Stay connected

Grow and Refresh Your Network

- Go out of your way to be where people are.
- Get into the habit of being talkative.
- Get the contact details of people you meet - not just exchanging business cards:
 - Take a real interest in other people's skills and experience and
 - Choose the right method for the right person.
- Warm up long-cold contacts.

What is Networking?

- Showing Up/ Keeping in touch with your community
- Example Venues:
 - Coffee/ Tea / Socials
 - Colleague Lunches (brown Bag it if necessary)
 - Conferences; Workshops; “Hallway Talking” is THE Main Event
 - Participate in the social after any event
 - Share a cab
 - Read the social columns; follow the literature, etc
 - Emulate successful people ... In your own style
 - Others from Audience

When to Network? Always

- Don't wait until you're actively looking for a job
- Volunteer in your community or professional society
- it's an uncertain world--your "secure" job can become intolerable overnight ..
 - E.g., new management ... It happened to me many times!
- **Others from Audience**

Key Networking Techniques

- Build a network of partners to keep an open eye and ear for new opportunities for you.
- Reach targeted individuals in two ways: directly or indirectly.
 - Build visibility by raising your profile.
 - Go to every social gathering you possibly can.
- Building your network is an ongoing process. You need to increase your range of contacts constantly.
 - If you don't move forward you fall behind as we are always losing contacts by accretion

How to Network

- Professional organizations
- Voluntary activities (neighborhood organizations, political campaigns, etc.)
- One-on-one and small group
 - coffee/lunch
- Make it productive, informative and fun: share experiences, opinions and gain insight from others
- Analyze the kinds of people you should target for networking
 - In and outside your own organization
- Have a ready message/resume

Resume Building

- Keep multiple versions updated
- Elevator pitch (30 second)
- One pager: Career Objective/Summary
- Full Blown “Academic” for some job applications
- Custom Resumes
- Look at other people’s resumes for stimulation and ideas

Networking Issues in a Resume

- Choosing Resume References
 - whom to select: mentors, colleagues, experts who might be interested in you
 - analyze how/when to approach them
 - importance of staying in touch regularly, not just when you need them.
- Your Resume Projects your Connections with:
 - accomplishments; people, organizations, ideas, creativity, etc
- Sometimes you might be asked to draft the letter yourself.
 - Be prepared and be objective

Planning Your Networking Campaign

- Define your objective.
- Select the right technique.
- Understand that “deal flow” or your number of prospects must be great in order to bag one new business contract.
- Identify your target.
- Work out your positioning. This is a short statement of what you are about, what you can offer.
- Think about what you can do for your network partners in exchange for information and contacts.

Building Networking Partners

- Talk to everyone you know about opportunities.
- Clarify what network partners can and will do for you
- Know which contacts to build into network partners.
- Find those friendly network spiders, those types of people who just seem to know everyone.
- Use the telephone

Find Targeted Individuals for Your Network

- Focus on what you want to achieve and how people can help you.
- Use your network partners to find suitable companies.
- Gather key information on these companies.
- Figure out who is the one with the power to hire you
- Find people connections and common areas of interest.

Reaching Targets Through Network Partners

- Find and persuade the best partner for your targeted individual.
- Engineer an introduction.
- Build word-of-mouth exchanges about yourself.

Reaching Networking Targets Directly

- Decide if you should write a letter or not.
- Be able to demonstrate your achievements
- Have a line ready to get you past the secretary
- Act as though you expect to be put through
- Be ready to leave a short, persuasive message for the decision-maker.

Your Networking Opening Line

- Be cheerful, confident and straightforward
- Exploit connections and recommendations.
- Mention common interests.
- Report news of interest to the target
- Wait for a response. Know when to shut up.
- Write down your opening lines before picking up the phone.

Be Visible Without Really Trying

- Ask a question at a conference.
- Make a point in a meeting.
- Write letters to your industry magazine.
- Introduce yourself to lots of people at an industry show or ball.
- Buy people a drink at the bar at a lecture.
- Discuss a book with an industry leader
- Wear bright ties.
- Make people laugh
- Have an opinion on everything. (But keep an open mind.)
- Hand out an unusual business card.
- Recast your CV to be a little different

Linked In

- Google: Professional Networking .. There are 16,700,000 results
- Number 1 is Linked In <http://www.linkedin.com/>
 - Even my former government contacts are engaging in this and have dragged me into it.
 - Perhaps, I am too old fashioned, but I don't get it, yet
- Social networking may be important for some trendy modern jobs
 - So it can't hurt to much to try it
 - If anything, you can see how some people are making into a way of building Internet intimacy

Summary

- Networking for Professional Advancement is difficult and continuous for most of us
- Need inner character and resolve to see your own worth in a world of rejection
- Strive to make it creative and be flexible;
 - see/find continuous value from your contacts
- Try to see the value that you give and receive in the process

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***Effective Networking for Professional Success:
Making the Most Your Personal Contacts*** (Better
Management Skills Series) by Rupert Hart, Stirling
Books, 1996 (ISBN: 0949142093)

<http://humanresources.about.com/library/weekly/uc051202a.htm>