

# NETWORKING

## The Smart Way to Find Work



**Searching for a job can be done in a variety of ways. Making phone calls, using the internet or networking are just a few. It's important to use these "job search tools" in the most efficient way so that you don't waste time. Prospective employers will expect to see a resume and other documentation, as well as interview you to decide if you are a potential employee.**

### IT'S NEVER TOO EARLY

A simple rule to remember about job hunting is that many jobs become available well before the opening is actually posted online or advertised in a newspaper.

**To better understand the impact of a good job search, look at the stages of a job opening:**

1. There are no formal job openings, but employers are always looking for good workers.
2. The need to hire additional resources is clear to an employer, but no action is taken.
3. A job opening officially exists. Referrals are desired and applications are accepted.
4. An online job posting or want ad in the newspaper. This generates many responses.

### GET "IN THE KNOW"

More than 80% of today's jobs aren't advertised, according to respected researchers. This is referred to as the hidden job market. Networking is how you tap into this hidden job market.

Networking is not about who you know, but about finding out "who knows who." It's discovering and using connections between people. A friend or acquaintance who

knows someone looking to hire a new employee or working in the industry or firm you're interested in just may be what helps you find a job. Results from a Drake, Beam, Morin Career Transition Study show that 64% of the 7,500 people surveyed said they found their new jobs through networking.

#### **Networking begins with planning.**

Know what you want and be specific when telling others. This means the type of job you are looking for and the companies that interest you. In short, before you can network with people in a chosen field, you must first do research and know enough about that field in order to have productive discussions with professionals in that field.

#### **Know who to contact and develop your network.**

Start with familiar contacts. Open the address book on your phone, email account, Facebook page or LinkedIn account. This is the beginning of your network. Expand your network by adding to your list.

#### **Begin with:**

- Professional associations
- Family
- Friends
- Former coworkers
- Former employers
- Former schoolmates
- Neighbors
- Spouse
- Spouse's friends
- Physician, minister
- Civic organizations
- Religious organizations
- Service industry