

GET RESULTS NETWORKING

MEET • SHARE • RECONNECT

How Networking Works

- Talk to people for career insight and referrals
- Identify people you know and people you want to meet
- Reach out via email or LinkedIn to connect
- Schedule meetings to learn and share, NOT TO ASK FOR A JOB
- Ask for advice, information and referrals
- Schedule regular follow up to stay in touch



Why Networking Works

- Forges new relationships
- Builds trust
- Creates awareness
- Hiring managers network to fill jobs
- Taps into the hidden job market
- Bypasses the black hole of job postings

80%

of jobs are never advertised



Develop Your Strategy

- Who
- Why
- What questions will you ask
- Where and when will you meet them
- How will you introduce yourself
- Set #s of contacts/meetings/frequency/goals

70–85%

secured new job due to networking

Networking Activities

Add these networking activities to your schedule

- Informational meetings
- Online/social networking
- Professional association events
- MeetUps, Specialty groups
- Industry Conferences
- Workshops/classes
- Alumni networking events
- Volunteering
- Employer presentations on campus or virtual

Your Pitch Template

I am pursuing a career as a ... [career goal]

My experience has been [industry, role or type of company]

This gave me the opportunity to [skills used or problem solved]

I've been successful [what problems you solve, what solutions you offer]

My [type of degree, concentration and name of school] further developed my skills.



Purpose of Informational Meeting

- Acquire information about careers & industry
- Learn first-hand about career
- Get career advice
- Ask for introduction or referral to other contacts
- Develop relationship for future assistance

10x

more likely to get hired if referred



Outline for 20-30 Minute Informational Meeting

Greetings, small talk	3-5 minutes
Your pitch and purpose of the meeting	3-5 minutes
Ask questions	10-15 minutes
Thank you, ask for other contacts, offer help	3-5 minute



35% recieved job from referral, of which:

- 49% friends
- 35% professional connections
- 19% community forums
- 11% alumni networks

Sources: Lever, Jobvite, Payscale

**TO IMPROVE YOUR NETWORKING,
GET THE NETWORKING TOOLBOX
BY BEYOND B-SCHOOL**



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Online Career Training for MBAs