



## NETWORKING GUIDE

Gerald Marquez

UCR ALUMNI ASSOCIATION 3701 Canyon Crest Dr., Riverside, CA 92521



## INTRODUCTION

Submitting 'cold' job applications without targeted job search networking can be likened to sending your resume into a 'black hole'. Unfortunately, this is the repeated job application strategy used by most job seekers and results in a loss of motivation and morale as the seeker submits hundreds of applications with a close to zero response rate.

From the employer's perspective, they like to fill positions with people whom they trust. They prefer candidates they know directly or who have been referred to them by people IN their network. Thus, the only way to bridge the gap between the cold job application and the employer seeking a trusted referral is to NETWORK. It is more important than any other phase of the job search outlined above.

## BEST PRACTICES

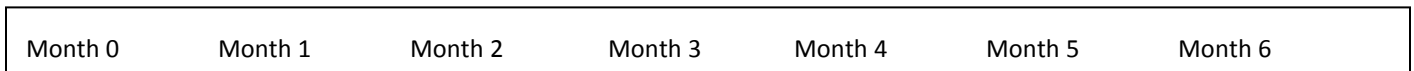
WE SUGGEST FOLLOWING THE 80.10.10 RULE:

- 80% of your time as a job seeker should be spent on strategic networking
- 10% of your time should be spent on your resume and LinkedIn profile
- 10% of your time should be spent on job applications

## YOUR TIMELINE

Having a defined target (specific industry and function) and clear career brand (that is resume and LinkedIn profile) PRIOR to networking is key:

1. To impressing all networking contacts (who must always be viewed as potential employers)
2. To being strategic with your time and energy.



## STEP BY STEP

DEVELOP A LIST OF TARGET ORGANIZATIONS

1. By clarifying your interests and goals in the first stage, you should have a clear idea of 1. Your industry of interest 2. Your target function/role.
2. Your list should have four columns: Company; Alumni; Motivation; Posting (CAMP)

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## COMPANY

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### 1. USE LINKEDIN

Type an interest into “Keyword” in an Advanced Search and examine profiles to see positions related to your areas and positions of interest. Identify three people who are striving towards career objectives like your own, note where they work.

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### 2. USE INDEED.COM

Find three to four job postings that are an exact match of your area and industry of interest.

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### 3. DREAM

Identify three companies that are dream employers in your industry of interest.

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## ALUMNI

Are there Alumni at the company? Use the [LinkedIn alumni tool](#) to identify potential contacts. Do not worry if they are unknown contacts. Simply write N/Y in this column (you can find contact information later).

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## MOTIVATION

How motivated are you to network and build trust with this potential employer? Evaluate your motivation on a scale of 1-3. 1 Very motivated; 3 not motivated at all. This is important because many job seekers stuck in the doldrums of the job search must be motivated to FOLLOW THROUGH with the employers whom they contact. You want to make a positive impression; if not for this opportunity, then for the next one.

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## POSTING

Use Indeed.com to see if the company of interest is currently hiring. Use a scale of 1-3. 1- Hiring and it’s the exact position of interest; 2 Hiring but not exact position; 3 Not hiring

Company	<u>A</u>	<u>M</u>	<u>P</u>
Trinity Health	Y	1	1
Toyota Tech Center	Y	1	1
Bluecross Blueshield	Y	1	1
Grant Thornton	Y	1	1
AT Kearney	Y	2	2
PRTM	Y	2	2
IBM	Y	2	2
PWC	N	3	2
Deloitte	N	3	2
Ernst & Young	N	3	3
UMHS	N	3	3
BDO	N	3	3
CapGemini	N	3	3

You should conclude this stage by using the sort function in excel to generate a list of organizations that:

1. Have potential contacts/alumni (sort Y/N)
2. You are motivated to reach out to (from 1 to 3)
3. Are hiring or possibly hiring (from 1 to 3)

This list should serve as your guiding light to direct your job search and allow you to focus on specific organizations versus being distracted by other possibilities.

## REACH OUT TO CONTACTS

Now it's time to craft a thoughtful approach email, systematically working your way down the list of potential alumni/contacts.

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### LOCATING CONTACT INFORMATION

#### a. LinkedIn

Simply go to [UCR LinkedIn Alumni](#) do a search for alumni by where they work, what they do (and click the right aligned arrow) by what they studied and their expertise. You can also search by when they attended UCR. Once you have located an alumnus, take note of their name. If they are a member of the UCR Alumni Association, go to our group, click <members> (on right side bar) <search their name> and reach out to them by scrolling over 'message'.

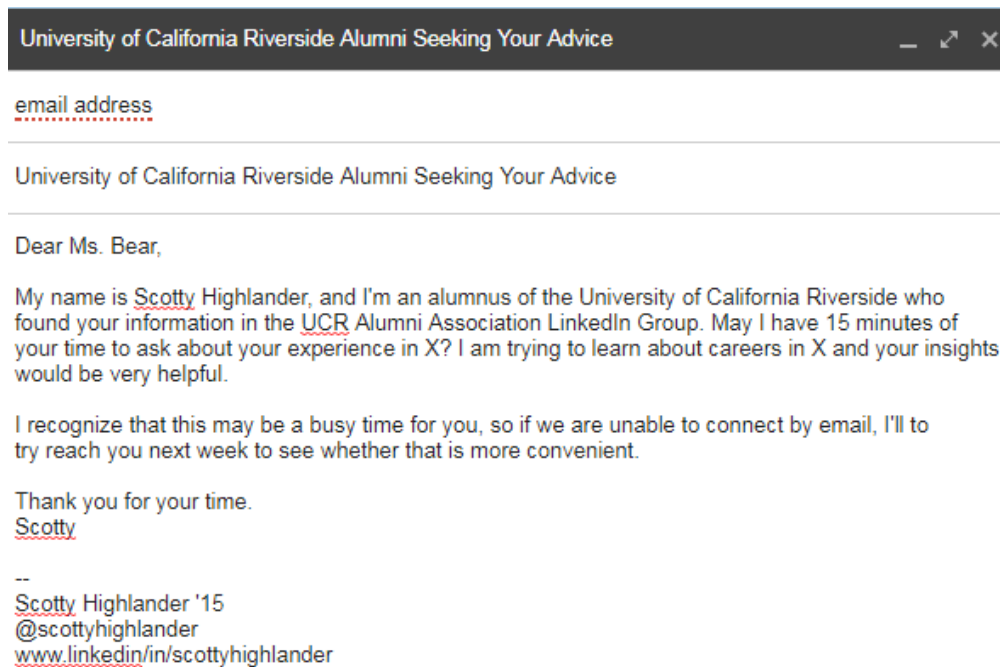
#### b. Company search

Organization and company webpages often may contain contact emails for employees. Carefully search company pages for this.

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### DRAFT YOUR APPROACH EMAIL

- a. Fewer than 100 words
- b. No mention of jobs anywhere (in subject line or body)
- c. Mention your UCR connection first (forge trust)
- d. Generalize your interest (you never know what information they may be able to provide)
- e. Follow-up with a thank you note



## TRACK

It is very important to keep track of potential advocates; those who take the time to respond to your approach email and who ultimately might recommend you for an opportunity. Do not get tangled with obligates (those who feel obligated but ultimately never reciprocate) or those who don't respond. Rather focus your attention on advocates by doing the following:

- a. Set reminders in your calendar to send initial outreach
- b. Follow up initial outreach with a reminder email (1 week later)
- c. If you receive a response, reply immediately (capitalize on momentum) and schedule your informational interview.
- d. If no response after initial and reminder email, move on to next contact on your list.

## CONDUCT

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### RESEARCH

1. Be prepared to answer interview type questions specifically "Tell me about yourself" (see our Interview Guide)
2. Research the company website, learn about new initiatives
3. Review the LinkedIn profile of your interviewer(s)

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### DO NOT ASK FOR A JOB

Never ask for a job. Advice and mentoring only. Even if this is your goal, your immediate focus is to forge trust. Do not ask for favors before building this trust. It is important to exercise patience, demonstrate commitment to the profession and to ask appropriate questions.

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### QUESTIONS

Always conduct informational interviews by phone or in person; this is best way to forge trust. Communicating by email does not allow for a strong connection to be built and it is not recommended.

An informational interview typically follows a similar structure:

1. Small talk/how are you?
2. Lay Out agenda
3. Your questions:
  - a. Trends- what are the trends in X and how is that affecting your team?
  - b. Insights- What is the most valuable experience you've had at X?
  - c. Advice- What can I be doing right now to prepare myself for a career in this field (for newer graduates)
  - d. Resources- Do you have suggestions as to what resources/books I should consider next?
  - e. Assignments- What projects are most important to your work?
4. Thank them genuinely and if a referral is offered, commit and schedule follow up.

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### FOLLOW UP

Send thank you email after informational interview within 2 business days. Thank them for their time and helpful information they provided and show them how you are using that information. For example, "I located the book you recommended and have reviewed chapter 1 and 2."

Continue to update advocates and inform them of your progress to be 'top of mind' if/when an opportunity at their company presents itself.

## IN PERSON

### IN PREPARATION:

1. Have a business card: This allows connections easy access to your email and contact information for later use.
2. Do your homework by reading presenter or alumni bios or LinkedIn profiles (if available in advance). If meeting employees of a specific employer, research the employer and read employer pages. Set aside 30 minutes for this process. Be prepared to ask intelligent questions and provide thoughtful responses.

### CONDUCT:

3. Smile: Remember to smile not scowl. A smile warms people up.
4. Ask a Question: Asking a question builds engagement, rather than barging in to a conversation with an opinion.
5. Listen: Listen with genuine interest, people love talking about their experiences and opinions.
6. Say the person's name: When you meet someone, use his name in the conversation.

### FOLLOW-UP:

7. Keep a record of your exchanges and connections by jotting down who you spoke to and what you discussed. Networking only becomes beneficial to you if you can remember and track this information for easy follow-up.
8. Quality not quantity is the name of the game, a thousand business cards given and received don't mean much without the establishment of genuine positive relationships.
9. Send a follow up email thanking the alumni for their time and indicating how you took heed to their advice. This step is essential in forging longer-term relationships that illustrate your commitment.

## REFERENCES

*Thank you to Steve Dalton and his book the 2 Hour Job Search for many of the recommendations in this guide.*