Networking for Job Search
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Networking is…

… building useful relationships and fostering mutual support.

… based on credibility, trust and a willingness to help each other by connecting to other points of one’s network.

… most successful when it is two way street.

… fruitful when effort, care and time is used to nurture relationships.

… ongoing and relational, it is NOT merely transactional.
Why is networking important for job search?

- Managers prefer to hire someone who comes “highly recommended” by someone in their own network.
- Some of the best jobs are filled without ever being advertised.
- If you aren’t an exact match to the job description and qualifications, it is difficult to get selected for an interview without a personal connection.
- Information learned from insiders can help you understand challenges and how you can help a company.
The goals of networking:

• Generate awareness of yourself in the marketplace
• Establish relationships with a diverse set of “agents”
• Build credibility to inspire someone to help you
• Collect information on the industry, company, function and position
• Get introductions to more contacts → more agents
• Open up for continued dialog
Definition of AGENT
1: one that acts or exerts **power**
2: something that produces or is capable of producing an **effect**
3: a means or instrument by which a **guiding intelligence** achieves a **result**
4: one who is authorized **to act for** or in the place of another

If you meet people and educate them on who you are and what you are looking for, you equip them as an “agent” for you. If you build your credibility with them through your conversation, they will be willing to become an advocate or connector for you. In essence, they are another set of eyes and ears in the market place … ready to act as an “agent” for you.

**Agents are Powerful, Effective, and will achieve Results for you!**
Develop a networking plan

1. Know what you are looking for and be able to **articulate** that so others CAN help you

2. **Research** and develop a list of your target companies and segment them (industry, location, size of company, combination of criteria)

3. **Learn** about the companies and segments

4. **Identify who** you know that might be connected to your target segments and companies

5. **Research** each connection -- learn what & who s/he is likely to know and how you might add value to him/her

6. Set contact **goals** by week to make it part of your rituals

7. **Request** meetings, starting with “low risk” people who know you well

8. **Visit** in person when possible, call at a minimum

9. Send a **Thank You** note

10. Follow up on **leads** provided

11. Put a date on your calendar to **follow up** in 6 weeks.
<table>
<thead>
<tr>
<th>Goal</th>
<th>Sample resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a list of target employers</td>
<td>LinkedIn, Darden Community</td>
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<td></td>
<td>American City Business Journals</td>
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<td></td>
<td>Book of Lists, CDC lists</td>
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<tr>
<td>Learn about the potential employers</td>
<td>Company Websites, LinkedIn,</td>
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<td>Standard &amp; Poor's, Going Global, Vault, Wetfeet,</td>
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<td></td>
<td>classmates</td>
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<td>Identify connections</td>
<td>LinkedIn</td>
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<td>Alumni Networks</td>
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<td>Research connections</td>
<td>LinkedIn, Web sites, Darden Community, Twitter,</td>
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<td>Google search</td>
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Knowledge leads to better conversations!
## Advanced Search

The Advanced Search provides a large number of additional search criteria for you to find fellow members. Just disregard any criteria you do not need. The more search criteria you select the more fine tuned your search will be.

To return to the Simple Search option, click on Simple Search below.

### Search Help

<table>
<thead>
<tr>
<th>Search Criteria</th>
<th>Search Operator/Search Value</th>
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<tbody>
<tr>
<td>First Name</td>
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<td>Last Name</td>
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<td>Country</td>
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<td>United States of America</td>
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<td>Afghanistan</td>
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<td>Algeria</td>
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<td>Andorra</td>
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<td>Current Job Title</td>
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<td>Past Job Title</td>
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<td>Current Employer</td>
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<tr>
<td>Past Employer</td>
<td>Contains</td>
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<td>1930, 1931, 1932, 1933, 1934</td>
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<td>Darden Clubs</td>
<td>Class Secretaries</td>
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<td>Class Agents</td>
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<td>Chapter Leadership</td>
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<td>Board of Trustees</td>
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<td>ACP - Pediatric Nursing</td>
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<td>Major</td>
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<td>Acute Care Nurse Practitioner</td>
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<td>MBA/MA</td>
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<td>MPA/AUD</td>
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<td>Foreign Exchange Student</td>
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<td>MBA</td>
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<td>Doctor of Business Administration</td>
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<td>MBA/MA</td>
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<td>MBA/MA/MA</td>
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<td>CTRL or Shift to select multiple fields.</td>
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Connecting with UVA alumni

HoosOnline = greater UVA alumni directory

http://alumni.virginia.edu/
LinkedIn Alumni tool:
www.linkedin.com/alumni

University of Virginia Darden School of Business
Charlottesville, Virginia Area

13,322 results

Where they live
- United States: 10,576
- Washington D.C. Metro Area: 1,693
- Greater New York City Area: 1,493
- Charlottesville, Virginia Area: 835
- San Francisco Bay Area: 515

Where they work
- University of Virginia Darden School of...: 155
- Capital One: 78
- IEM: 73
- Deloitte: 71
- Bank of America: 66

What they do
- Finance: 1,688
- Operations: 1,261
- Business Development: 1,145
- Sales: 1,061
- Marketing: 1,018

Show More

Connie Whittaker Dunlop
Jenny Zenner
Connie English
Kathryn O'Neill
Adam D'Luzansky

Career Adviser to Business
Summer Consultant
MBA Candidate
Requesting a networking call or visit

• Identify yourself and the connection
• Reveal your purpose (personally tailored)
• Ask for the call or visit
• Arrange for suitable time
• Keep it short and simple

Don’t lead with your resume!
If you include your resume, it is automatically assumed that you are merely inquiring about a job in their company. The value of the connection may be greater beyond their present company. Hold off on sending the resume until they ask for it or after your first meeting.
Hi William,

I have recently begun my MBA studies at Darden having worked for WellPoint for the last three years. I noticed in the alumni directory, that you have been consulting in the health care industry since graduation. I thought you might have some advice for me as I strategize about leveraging my health care experience to get into consulting next summer and after graduation.

I would appreciate the opportunity to talk with you. Might you be available next Tuesday or Wednesday afternoon for a phone conversation?

Thanks,

Brian Networker
Darden Class of 2014
901-234-5678
Executing a successful networking meeting

**Meeting portion**

- **Build Rapport**
- **Tell Your Story**
- **Ask Questions**
- **Share Info/Offer Assistance**
- **Arrange “Next Steps”**
- **Follow-up**

**Details**

- Darden/connection chat
- Why him/her?
- Who you are, what you’re looking for
- How he/she can help you
- Ask questions about target, referrals, companies
- Remember to listen
- Share information/Knowledge
- Give and Take – look for ways to help him/her
- Contact info for interesting connections?
- Okay to Follow-up?
- Extend a “Thank You” (email and/or snail mail)
- Provide any promised information
- Reconnect … get the “second date”!

The agenda is your responsibility!
What to do after a meeting

- Extend a “Thank You”
  - Within two days of your meeting
  - Most appropriate medium for particular person
- Follow up with leads and promised information
  - Resume
  - Blurb about your search if they asked for it
  - List of target companies
  - Reach out to people suggested
- Reconnect … get the “second date”!
  - 5-6 weeks later to give an update
  - Include helpful connections or info
  - In person if possible. “I’m going to be in town…”
Common pitfalls of networking

• Approaching networking as a single transaction/meeting
• Failing to keep in touch with people who think highly of you (past employers, classmates, friends)
• Failing to be creative about one’s network … the people you least expect to be helpful might be a gold mine
• Assuming a person will provide connections without knowing you first
• Putting the onus on the person to whom you are reaching out rather than making it easy for them to help
• Focusing on a person’s place of employment rather than who and what they know in the space you have interest
• Trying to develop a relationship over email
• Failing to do research before meeting with someone
• Failing to fully leverage LinkedIn