

THE UNWRITTEN RULES OF THE **Highly Effective Job Search**

Job Search Networking: Goals and Preparation

These pages are guidelines for successful networking meetings with friends and acquaintances. Start networking with the people you know and like best. As you get comfortable with it, branch out to others.

If you are not sure what kind of jobs to look for and need help with career direction, choose a few knowledgeable people to do that with, rather than doing it with everyone you network with. Do that as part of creating a Project Plan, before you begin the kind of networking on these pages.

Goals for networking meetings with friends and acquaintances (not insiders or Decision Makers). If you achieve the first goal and any one of the other four, consider the meeting successful.

1. Make sure your networking partner is comfortable with the entire meeting, and feels appreciated, not put upon.
2. Gather information on the organizations on your Target List.
3. Collect names of additional organizations that fit your Search Plan.
4. Get introductions to people who might know more about organizations on your Target List.
5. Get introductions to people who are current or former employees of your organizations on your Target List.

Preparing for a networking meeting

1. **Before the meeting, write your Project Plan on paper.** Even if you're not certain about all of it, you need to be able to discuss it with your networking partner. You must have a Target List, even if it's a short one.
2. **Set an appointment with your networking partner** for a meeting on the phone or in person. Tell them exactly what you have in mind and how long it will take. If possible, give them the last page of these Networking Guidelines before the meeting.

The following page is a set guidelines for you, the job seeker, to use in a networking meeting with a friend or acquaintance (not an insider or Decision Maker). The page after that is a set of guidelines for your networking partner, the person who has agreed to talk to you about you search. The two of you should use these guidelines in your meeting to make sure it goes well.

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Job Search Networking Guidelines For the Job Seeker

While your networking partner may help, it's your job to guide the meeting. You and your networking partner can use the written guidelines in the meeting if you like.

- 1. Describe your Project Plan**, including your Professional Objective, Core Message, and Target Market. Do this briefly, in 3 to 5 minutes. Answer any questions your partner has.
- 2. Give your Target List to your networking partner**, and ask questions about it:

Do you know anything about any of these organizations? If so, what?

When they have information, ask: *How do you happen to know that?* If the information came from a printed source or Web site, see if they can tell you which one. If it came from a person, ask about that person in the next step.

Can you suggest other organizations that I should include on my list?

- 3. Check to see if your networking partner knows other people you should talk to.** You definitely want to know if your partner is comfortable introducing you. You want to have only those meetings that your partner is confident will work out well. You don't want to press your partner to do anything they are not completely comfortable doing, since those doubtful moves are usually a recipe for problems.

List any names you and your partner agree on, along with contact information. Understand that not everyone will have people they are comfortable introducing you to. Possible questions to ask:

Do you know anyone else who might know about the kind of organizations on my Target List? If so, would you be comfortable introducing me to them?

Do you know anyone who works at any of them? If so, would you be comfortable introducing me to that person?

- 4. Ask your partner's advice on how to make each contact**, and write that advice next to each name on your list. Should you phone them? Should you e-mail them first? Would it be best if your partner contacted them first? If you are making the contact, be sure you have your partner's permission to use their name in doing so.

- 5. Ask your partner if they would be comfortable talking to you again later in your search**, after you have further refined your Project Plan and Target List. If so, make arrangements to do that. If not, tell them you will send a note or e-mail to let them know what happened with anyone they referred you to. Don't forget to say thank you.

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Job Search Networking Guidelines For Networking Partners Assisting a Job Seeker Using the Pierson Method

Note to the Job Hunter: Give this to your Networking Partner before you talk to them.

Job seekers using the Pierson Method follow these proactive steps:

1. They make a large list of possible employers, organizations that sometimes hire people with their background.
2. They gather information on all employers on that list in order to refine and prioritize the list.
3. They contact the right Decision Makers in the most appropriate organizations and let those managers know of their interest in being a candidate for the next appropriate opening.

How you can help a job seeker in a networking meeting

1. Listen to their Project Plan, which includes a description of the kind of work they are looking for, a brief statement of what qualifies them to do that kind of work and a list of organizations that sometimes hire people in that kind of work with those qualifications.

If you know something about the kind of work they are looking for and their qualifications are strong, say so. This kind of feedback is very useful. If you notice any potential problems with their plan, please give whatever advice you can to help them make it stronger.

2. Review their Target List and give them any information you can about the organizations on it: what they do, how they do it, what's it like to work there, how well they're doing right now, How they treat employees and anything else you may know.

If you know of other similar organizations that perhaps should be on the list, let them know.

Introduce them to people who may know more about any of the organizations on their Target List. Current and former employees of those organizations (at any level, in any department) are particularly helpful. Make introductions only when you are completely comfortable doing so. If an introduction might not be a good idea, do not do it.

4. Call or e-mail them if you think of more information later.

5. Get a copy of their Target List and resume to show to others you may know. If you can help connect a job hunter with the right people in the right organizations, you do both the job hunter and the employer a favor.