

Networking Your Way to Career Success

Career Services

Suite E1140

(410) 955-3034

Prospecting Job Leads

- Placement Services
 - College Placement Services
 - Professional Placement Services
- Publications
 - Newspapers
 - Business Magazines
 - Professional Association Publications
- Personal Contacts

Employer's Applicant Sources

To understand the best way to network with potential employers, you must learn how employers look for potential applicants

Employer's Applicant Sources

- Advertisements
- Write-ins
- Walk-ins
- Specialized agencies
- College recruiting
- Referrals

The most effective way to find a
job is through a referral

Seven out of 10 job leads are found
through networking

Goals of Networking:

- To get a job
- To make a career change
- To increase knowledge and expertise in field of work
- To have skills and expertise more visible to others
- To generate new business and professional contacts

Networking for Career Needs

- Most firings could be avoided by strategic networking
- Poor career management decisions could be avoided through effective networking
- Senior level managers on average have had three mentors during their climb to the top
- As you move up the ladder, it is important to become a mentor

Three Ways to Build a Network

- Use existing network for building additional network
- Use organizational meetings, conferences, and events to meet people
- Contact people directly without the aid of a network contact



The Existing Network

- List everyone that is an acquaintance. Don't overlook anyone.
- Make a plan to telephone these people for advice and referrals.
- The key is contacts. It takes about two or three network contacts to get a solid lead.

Using Meetings and Conferences

- Networking a room includes:
 - Going to the function with a goal in mind
 - Presenting yourself as a professional
 - Taking business cards, pen, and calendar
 - Entering the room, center yourself, and observe
 - Initiating a conversation
 - Asking good questions and listening
 - Circulating
 - Not getting stuck with one person for a long time
 - Following up

Directly Contacting People

- Get names from trade journals, business articles, directories, job ads, etc.
- Contact these people and ask for an informational interview.
- Only ask for information and if they can refer you to an additional contact person. You are not asking for a job.

Successful Informational Interviewing

- Be focused. Be self aware. Don't ask the person to make sense of your life
- Be succinct; Don't babble
- Your request should be objective and credible
- Explain why you want what you want

Eight Steps for Information Interviewing

- Contact the person via phone
- Send a confirmation letter to your contact if an appointment has been scheduled
- Have a list of questions prepared.
 - Keep them open ended
- Listen carefully to what has been said
- Ask for names of additional contacts
- Exchange business cards if you are in person
- Follow-up with a thank-you letter
- Record your meeting
- Keep in contact with the person

Creating a One Minute Commercial

- **Level:**

How much experience do you have?

- **Roles and Functions:**

Exactly what can you do for your next employer?

What is your primary area of competency?

What other skills and abilities can you contribute?

How do you most want to be used?

- **Setting:**

Where have you performed most recently, and how similar was the setting to the one you are now seeking employment?

What earlier settings did you perform in?

Creating a One Minute Commercial

- Example

- My name is Munish Copa and I am a doctoral student at Johns Hopkins Bloomberg School of Public Health where I am studying Epidemiology. Before attending the PhD Program, I worked in South Africa with WHO in an effort to educate individuals on the dangers of HIV/AIDS. During that time, I was responsible for implementing public health programs that were successful in reducing the number of HIV/AIDS cases in the region by 20%. I was able to use my research skills along with my communication skills to develop an ongoing effort to eradicate other infectious diseases, in the region.

Networking by Telephone

- Give a brief introduction: who you are, why your are calling, and what help you need
- Ask if this is a good time to talk. If not, ask when a good time to call back would be
- Ask for their help in sharing with you any information they know about your job goals
- Thank them for their time
- Follow-up as scheduled

Networking Your Way to Career Success

If you have questions, contact

Career Services

Johns Hopkins

Bloomberg School of Public Health

Careers@jhsph.edu

(410) 955-3034

Suite E1140