Networking for New Professionals

Connecting students to global careers!

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What are we going to cover?

• What is networking

• Steps on how to prepare for networking & develop relationships

• Informational interviewing

• How social media impacts networking

• Proper etiquette for engaging contacts

• Opportunities to practice some networking techniques
What is networking?

• By definition, networking is the informal exchange of information or services among individuals, groups, or institutions who have grouped together for some common purpose. (http://www.quantum3.co.za/CI%20Glossary.htm#N)

• Networking is the act of meeting new people in a business context. (http://en.wiktionary.org/wiki/networking)

• Well, I’d like to re-define it...
Networking (re-defined)

• Networking is *simply talking and listening* to people while at the same time *developing relationships* around *common interests & experiences*
Why is networking important?

• It is important because only 15% of available jobs are advertised through online resources, newspapers, and trade journals.
• That means that the other 85% are found by being in the right place at the right time, through word of mouth... (aka, **Networking**)
• It gives you the opportunity for someone to get to know, meet, learn about you in-person, rather than from a resume.
• So, the saying “It’s not what you know, but who you know!” takes on new meaning.
Why is networking so stressful?

• The “meeting” people part of networking can be intimidating – *it takes us out of our comfort zone*!

• Networking is not quickly acquiring names of people just to get a job

• Networking should be more about “planting the seed” and building “advocates”
How do you make networking easy?

1. Informal conversations
2. Relationship building
3. Paying attention to opportunities
4. Tell me about yourself?
How to prepare for networking...

• **By knowing yourself**
• Questions to think about?
  • What is my career trajectory?
  • Where do I see myself headed?
  • Where did I come from?
Places to network..

• The ones you know...
  • Social gatherings
    • Receptions
    • Alumni events
    • Happy hours
  • Business settings
    • Career Fairs
    • Conferences
    • Panel discussions

• Some you don’t now...
  • Seminars
  • Advisement meetings
  • Lectures
  • Student groups
  • Volunteer activities

The key is what are yours and others common interests!!
Who makes up your network?

• Everyone!!!!
  • Classmates (current & past)
  • Professors/Advisors
  • Alumni
  • Co-workers and former co-workers
  • Former supervisors
  • Your contacts from community
  • Neighbors, friends, relatives
Who do you know?

• Three levels of your contacts:
  
  **Level 1:** Those you currently know
  
  • Close friends
  • Family
  • Work Colleagues
Who do you know?

• Three levels of your contacts:

  **Level 2:** Those with a connection
  • Friends of friends
  • Other students
  • Other alumni

There is a connection that you can use to bring them into **Level 1**
Who do you know?

• Three levels of your contacts:

  **Level 3:** Those without any viable connection.

  • What do we do to bring them into **Level 2** and eventually into **Level 1**?
Maintaining Your Contacts

Organize your contacts into two categories:

- Targets and Non-Targets (or whatever groups names work for you)
- Targets: those that would be important for you to stay in contact with.
- Non-Targets: those who are useful, but not as important.

Staying in touch

- Targets: every couple of months
- Non-Targets: every 6-12 months

Strategies:

- Quick note to let them know how you are doing.
- Quick note about an article or something that you wanted to get to them.
Informational Interviewing = Networking

Ice Breakers

Informational interviewing can be your first step in networking with anyone – Alumni, Faculty, Professional, etc.

What to remember:
1. Not asking for a job
2. Think like a reporter gathering information
3. Representing the school
4. Planting the “seed” for future help
5. People generally like to talk about themselves and usually they are willing to help
Informational Interviewing – How to do it?

1. Start with an email – less intrusive

**Subject line:** Questions from a current JHSPH student

**Email Text:** My name is _________ and I came across your information in a search of ____________ in the _____________. I’m curious to learn more about your career path and about your work at (name of organization). I’m emailing you today to see if it would be possible to find a convenient time in your schedule for an informational interview. I’d only ask for approximately 30 minutes of your time as I’m sure your schedule is quite busy.

If necessary, I can send you more information about me and what I’m currently doing at the Bloomberg School of Public Health. I’m hoping you’ll be able to accommodate this request.

Thanks in advance for your consideration and I look forward to hearing from you soon!

Sincerely,

- Don’t attach resume.
- Don’t ask for help in finding a job.
Informational Interviewing – How to do it?

2. Timely follow-up

Possible email reply from alumni/contact:

Thanks for reaching out. It would be helpful to see your resume and I would be happy to speak for 20-30 minutes via phone in the next couple of weeks. My flexible days are Wednesday, Thursday and some Fridays. Have a good weekend!

Your email reply:

Thanks so much for getting back to me. Attached you will find my resume for your review. Please let me know if the following dates and time slots are available to you. My calendar is fairly wide open on the flexible days you mention above. Look forward to speaking with you soon.

• *Maintain momentum. Reply within 24-48 hours if possible.*
• *Be flexible.*
3. Confirm and offer to call them

Email confirming:

Wednesday Nov 17th at 1 pm would be great for me. I will plan to call you at the number in your contact information below.

Should you need any additional information from me prior to our call, please don’t hesitate to contact me.

- **Confirm with a reminder 24 hours beforehand.**
- **Email communication between you and contact is a reflection on how you will be viewed as a potential employee or colleague.**
Informational Interviewing – What to ask?

1. How did you get to be where you are at? or What was your career trajectory?
2. What ways do you use your JHSPH training in your current position? Or How did your JHSPH training prepare you?
3. What advice would you give to a student preparing for their transition from school to working?
4. Can you describe your typical day to me?
5. What is it like to work at your organization?
Informational Interviewing – How it helps?

Create advocates – other people can be your “eyes” and “ears”
Influential introductions - new or old connections can help you to “meet” people you wouldn’t otherwise know or know how to connect with them.
Informational Interviewing is done – Now what?

1. How do you keep in touch?

2. What if you have a long delay in touching base?

3. Sharing resources
Employers & Social Media

20th century

Resumes, Cover Letters, Transcripts, Referrals

21st century

Resumes, Cover Letters, etc.

+ Google

facebook

twitter

LinkedIn
Employers & Social Media

Do you use social media for recruitment?

- **YES** 80.2%
- **PLAN TO BEGIN** 8.7%
- **NO** 10.5%
- **DON'T KNOW** 0.5%

Jobvite Social Recruiting Survey 2011
Employers & Social Media

Which social media do you use for recruiting?

- LinkedIn: 86.6%
- Facebook: 55.3%
- Twitter: 46.6%
- YouTube: 11.6%
- Blog: 16%
- None: 9.4%

Jobvite Social Recruiting Survey 2011
What are employers looking for?

• Employers are looking at this information and it’s influencing their opinions regarding candidates
  – 53% had been positively influenced; 45% had been both positively & negatively influenced; 2% had been negatively influenced

• Information found on these sites can support or discredit that shared by the candidate during the interview process
  – A new tool employers can use to get information straight from the source—the students themselves
  – Five minutes on a candidate’s social networking profile can often provide more information about his or her judgment than an hour talking with a carefully chosen reference.

• Digital dirt - the 21st century of gossiping/passing notes
Social Media and Job Searching

• Fact: Prior to a meeting or interview, more than 40% of the people you meet will have either:

  • Searched for you using Google or another search engine
  • Reviewed your LinkedIn profile
  • Looked you up on Facebook

Social Media & Job Searching

• Google yourself....

• What do you find?

• Would your grandparents approve?

• approve?
Paul Hutchinson, Ph.D. Psychologist and Therapist Bellevue WA
www.paulhutchinson.com/
Bellevue Psychologist and therapist specializing in individual and couples therapy for depression, alcoholism, and relationship issues.

Paul Hutchinson profiles | LinkedIn
www.linkedin.com/pub/dir/Paul/Hutchinson
View the profiles of professionals named Paul Hutchinson on LinkedIn. There are 25 professionals named Paul Hutchinson, who use LinkedIn to exchange ...

Paul Hutchinson | LinkedIn
www.linkedin.com/in/paulhutch
Greater Salt Lake City Area - Director, Principal at ROC|Bridge Partners
View Paul Hutchinson's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Paul Hutchinson discover ...

Paul Hutchinson's web site
paulhutch.com/
Nov 18, 2011 – Welcome to Paul Hutchinson's web site. I've put a strange mix of items here. Maybe you'll find them useful, interesting or, entertaining.

'I want to poke his eyes out': Mother's fury as Paul Hutchinson jailed ...
www.dailymail.co.uk/.../i-want-poke-eyes-Mothers-fury-Paul-Hutchi...
Jan 26, 2010 – The case - the first to be featured on BBC's Crimewatch programme - was only solved after scientists used a new technique called familial ...

Paul Hutchinson
paulhutchinson.co.nz/
New Zealand artist Paul Hutchinson - a contemporary realist painter working in oils, encaustic wax and pastels.
Paul R. Hutchinson | Facebook
www.facebook.com/paulr2
Paul R. Hutchinson is on Facebook. Join Facebook to connect with Paul R. Hutchinson and others you may know. Facebook gives people the power to share ...

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View Paul R. Hutchinson’s professional profile on LinkedIn. LinkedIn is the world’s largest business network, helping professionals like Paul R. Hutchinson ...

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Estate of Bevelle 81 Cal. App. 2d 720 - Justia
law.justia.com › ... › California Case Law › Cal. App. 2d › Volume 81
She was represented by Attorney Paul R. Hutchinson, Esq. After contest, and ... The bill was on the stationery of Paul R. Hutchinson, Esq., and was not verified.

Paul Hutchinson Consulting
www.prhutchinson.com/
Paul Hutchinson | LinkedIn
www.linkedin.com/pub/paul-hutchinson/2/985/6a9
Paul Hutchinson's Overview. Current. Assistant Director, Career Services at Johns Hopkins Bloomberg School of Public Health. Past. Assistant Director, Career ...

Paul Hutchinson profiles | LinkedIn
www.linkedin.com/pub/dir/Paul/Hutchinson
View the profiles of professionals named Paul Hutchinson on LinkedIn. ... Coordinator at Johns Hopkins School of Professional Studies in Business & Education ...

Career Services - Johns Hopkins Bloomberg School of Public Health
www.jhsph.edu/offices-and-services/career-services/
The Office of Career Services at the Bloomberg School helps students, alumni, faculty, staff and employers navigate the world of public health jobs. Whether you ...
For Students - Contact Career Services - For Employers - For Faculty and Staff

contact the Office of Career Services - Johns Hopkins Bloomberg ...
www.jhsph.edu › Offices and Services › Career Services
Paul R. Hutchinson, MS. Assistant Director, Career Services ... Contact Information. Johns Hopkins Bloomberg School of Public Health Career Services Office ...

Past Events Presentations - Johns Hopkins Bloomberg School of ...
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Paul Hutchinson, Assistant Director, Career Services (phutchin@jhsph.edu). Feb. 7, 2012 ... Johns Hopkins Healthcare Business Case Competition - Pfizer ...

Paul Hutchinson, Assistant Director, Career Services, Johns ...
Do you have a LinkedIn account???

If so, how do you use it?
What is LinkedIn?

• LinkedIn is the world’s largest professional network on the Internet with more than 238 million members in over 200 countries and territories.

• Professionals are signing up to join LinkedIn at a rate of more than two new members per second.

• Sixty-five percent of LinkedIn members are located outside of the United States.

• There are over 30 million students and recent college graduates on LinkedIn.

• Great way to enhance your online reputation and extend your digital footprint.

• As a student, you can utilize LinkedIn to...
  • Build your professional network
  • Connect to alumni and other professionals
  • Learn and keep up to date about current trends
LinkedIn - Extend Your Digital Footprint

- Here are LinkedIn’s tips to make sure your profile is complete.
- 1) Add a profile photo – people more likely to connect
- 2) List all the jobs or positions you’ve held, along with descriptions of your roles – more emphasis on current roles
- 3) Have 5 or more skills on your profile - New section in LinkedIn
- 4) Write a summary about yourself – similar to PROFILE in resume
- 5) Fill out your industry and postal code.
- 6) Add where you went to school.
- 7) Have 50 or more connections – more connections means more people will connect with you
LinkedIn - Extend Your Digital Footprint

Add a “Skills” section to your profile
Edit your profile – you can add up to 50 skills

Factors affecting whether people click to view your LinkedIn profile:
• Photo – avoid having silhouette
• Headline – include keywords and make your headline a PITCH
• Shared connections – more shared connections, more likely to connect
LinkedIn & Your Resume

LinkedIn profile will take place of resume

Resume, cover letter, etc in one

Passive Job Searching – Searching while you're sleeping

57% say online resumes are doing more for their job search than traditional resumes
LinkedIn & Your Resume

LinkedIn: meet the resume.

Turn your LinkedIn Profile into a beautiful resume in seconds. No more messing around with multiple Word and PDF documents scattered all over the computer. Pick a resume template, customize the content, and print and share the result to your heart's content.

1. Pick a template
   Pick a resume template that best suits your style: classic, modern, business, executive, law and more.

2. Edit
   Your resume content is automatically fetched from your LinkedIn profile, so you can customize it as much as you want. You can also pick which sections (summary, specialties, experience, education, etc) to include and in what

3. Share
   Export your resume as a PDF and print it any time. Also, each resume gets a custom link that you can share with others via email, LinkedIn, Facebook, Twitter, etc.

Sign in with LinkedIn to get started!
Paul Hutchinson
Baltimore, Maryland Area | Higher Education

Current
Assistant Director, Career Services at Johns Hopkins Bloomberg School of Public Health

Past
Assistant Director, Career Services at Johns Hopkins University Carey Business School
Senior Program Coordinator at Johns Hopkins School of Professional Studies in Business & Education

Education
The Johns Hopkins University
University of Maryland College Park

Connections
212 connections

Paul Hutchinson's Experience

**Assistant Director, Career Services**
Johns Hopkins Bloomberg School of Public Health
October 2007 – Present (4 years 4 months)

**Assistant Director, Career Services**
Johns Hopkins University Carey Business School
January 2006 – March 2007 (1 year 3 months)

**Senior Program Coordinator**
Johns Hopkins School of Professional Studies in Business & Education
2002 – 2007 (5 years)

Paul Hutchinson's Education

**The Johns Hopkins University**
2000 – 2004

**University of Maryland College Park**
1996 – 1999

View Paul Hutchinson’s full profile to...
- See who you and Paul Hutchinson know in common
- Get introduced to Paul Hutchinson
- Contact Paul Hutchinson directly

View Full Profile

Not the Paul Hutchinson you were looking for? View more »

Name Search:
Search for people you know from over 135 million professionals already on LinkedIn.

First Name
Last Name
Example: Paul Hutchinson

Find a different Paul Hutchinson:

**Paul Hutchinson**, Co-Founder, Fund Manager: Bridge Loan Capital Fund
Greater Salt Lake City Area

**Paul Hutchinson**, Sales & Operations engineer at Herrenknecht Asia
Thailand

**Paul Hutchinson**, VP Customer Advocacy and Managing Director Professional Services Canada
Toronto, Canada Area

**Paul Hutchinson**, Sales Team Leader at MaxAd
Guildford, United Kingdom

**Paul Hutchinson**, --
Edinburgh, United Kingdom

More professionals named Paul Hutchinson »
John Michael O'Brien
CMS Innovation Center
Washington D.C. Metro Area | Public Policy

Current
Senior Advisor, Campaign Leadership & National Field Director at Centers for Medicare & Medicaid Services
Clinical Assistant Professor, Rutgers Institute for Pharmaceutical Industry Fellowships at Rutgers University

Past
Strategic Operations Group, Office of Strategic Operations & Regulatory Affairs at Centers for Medicare & Medicaid Services
Assistant Professor of Clinical and Administrative Sciences at College of Notre Dame School of Pharmacy
Health Policy Fellow at United States Senate

Education
The Johns Hopkins University
Nova Southeastern University
University of Florida

Recommendations
9 people have recommended John Michael

Connections
500+ connections

Twitter
Follow @drjmob

Public Profile
http://www.linkedin.com/in/drjmob

Summary
John Michael O’Brien is Senior Advisor, Campaign Leadership & National Field Director at the
JHSPH – LinkedIn Groups
LinkedIn for career information

Review member profile of your connections!!!

• Where do they current work?
• Where did they use to work?
• How long have they stayed at their jobs (1 year, 3 years, 10 years, etc.)
• Use LinkedIn Groups Insights Statistics
How to Find a Job Using LinkedIn

There’s no doubting the fact that the job market is tough these days, but the economy isn’t the only thing presenting a challenge for job seekers. To make things even more complicated, the process of finding a job has changed drastically in just the last few years. Whereas a

http://www.statestats.org/how-find-job-using-linkedin/
Thanks & Stay Connected
to the Career Services Office!!!

Subscribe to the Career Services Office listserv (career-l)
• Send an email to careers@jhsph.edu and type "subscribe" in the subject line.

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