Networking/Job Search Process

- Think of it as a CAMPAIGN
- Today’s market
  - Job vs Career?
  - Utilize all your skills?
  - Allow you to develop all your interests?
  - Incorporate a value system completely compatible with yours?
- Give yourself at least 6-12 months to find a job
- Sources for Job Leads
  - Career Services Office
  - Alumni
  - Professionals in the field
  - Professors
  - Friends, Neighbors, Relatives, Parents and Parents’ Friends
  - Newspaper
  - Internet, Job Boards
  - Trade/Professional publications
  - Conferences
Ways to Network

Networking actions to consider

- Informational Interviews
- Join a professional organization
- Attend career fairs, on-campus recruiting events, networking events
- Visit the campus career office
- Do an internship
- Be visible in your field
Employers Want People With……..

- Communication skills
- Teamwork skills
- Leadership skills
- Problem Solvers
- Innovators
- Passion
- Adaptability
- Interpersonal skills
- Strong work ethic
Purpose of a Career Fair

- Networking
- Job Search
- Development
  - Exploring career options
  - Skills analysis
Career Fairs

- Prepare for these events
  - update your resume and bring lots of copies
  - dress appropriately for the event
  - practice your introduction
  - Research the employers that will attend and know something about them

- Impress them before asking about employment
- Arrive early and stay as long as possible
- The option of Business cards
- Clearly viewable name badge
- A pen and portfolio
- Request a business card
- Have a professional or collegiate e-mail address
- Trinkets.....???
The One Minute Pre-Screen.....

- University
- ...........
- GPA
- Major
- Experience
- And more
- ...........
- Geographic Preference
- Willing to Travel
- Work Authorization
How to Work a Room

Attend on campus recruiting events and other networking events

- Most everyone there is a bit uncomfortable
- Expect to do the approaching
- Move around
- Short conversations are okay!
Lifelong Networking

- Networking is important throughout your career
- Get involved in business organizations, get to know people, and tell them about what you do
- Volunteer for committees, attend conferences, and increase opportunities
- Join online networking communities
- Give back to your field!
Follow Up

Follow up after meeting employers or networking

- Send a quick *hand-written* note—keep blank professional-looking notes on hand
- Include a business card
- Send them information you promised
- Make sure to remember and mention details of your discussion
- Send them a new item/web page of mutual interest
- Ask them for a tour of their company’s operations
- E-mail is okay, too--sometimes
Social Networking Sites

- Fun but not a likely place for employment prospects
- If you do decide to use the social networking sites for professional networking here are some suggestions on how best to utilize it:
  - First, make a decision whether to keep your profile social or expand your use
  - If you decide to use it for professional networking, take a close look at your profile and decide what you want business contacts or prospective employers to see
  - Create a simple profile with minimal graphics and widget
  - Limit the photos you post
  - Post content relevant to your job search or career
  - Choose your Friends wisely. Remember your friends can see information about your other friends in your Profile
LinkedIn targets professionals between the ages of 25 and 65 and lets them connect with others in their current jobs, past jobs, or schools they have attended.

As of today, LinkedIn boasts more than 35 million members.

People use it to maintain professional ties or for specific tasks.

“The no-nonsense attitude" of LinkedIn, often appeals to those who are so busy at work.
Be Methodical and Organized

- Keep a file
  - Computer database or contact manager
  - Notebook
  - Business cards
- Keep track of everyone
  - their name, title, address, phone number, e-mail address
  - how you met
  - the outcome
  - anecdotes
  - any follow ups
Seven Steps on Building a Successful Job Search Network

- Define The Field
- Build A File
- Make Your Pitch
- Practice, Practice, Practice
- Return The Favor
- Say Thanks
- Stay In Touch
Remember…. It’s not only what you know…. it’s who you know…. and who they know!
Informational Interviews

**WHY?**
- Learn about a field
  - What is a typical day like in this job?
  - How did you get into this field?
  - What suggestions do you have for someone who wants to go into this area?
  - How can I improve my resume to get a job in this field?
- Access the most up-to-date career information
- Make personal contacts that may point to job leads
- Become aware of employer needs or companies
- Explore careers and clarify your career goal
- Expand your professional network
- Build confidence for your job interviews

**HOW?**
- Set a specific time for the interview—maybe 30 minutes / could offer to take them for coffee
- Offer your resume and ask for tips and suggestions
- Ask for referrals
- **Resist using an informational interview to ask for a job!**
- Be sure to write a follow-up / thank-you letter or note!
Internships

Do an internship or volunteer!

- The best ways to gain career-related experience prior to graduation
- Most internships are PAID
- This often lead to full-time job offers
- A great way to meet people in your field and prove your worth to a company
Visibility

Be visible in your field

- Attend local networking & educational events related to your field
- Many people will see you and remember that you are in a job search mode
- It is vital to have contacts in your career field prior to graduation
- Being visible lets professionals know you are serious
Resume Writing

- Why do resumes fail? Employer survey says:
  - No accomplishments (78%)
  - Negative visual impact (55%)
  - Poor or no cover letter (40%)
  - Lack of objective (36%)
  - Formatting problems (32%)
  - Irrelevant data (29%)
  - Inadequate job description (12%)
  - Time gaps unexplained (10%)
  - Resume too long (10%)
Develop Your Resume

- Self-marketing tool
- Intended to introduce you
- Markets your relevant skills, knowledge, and accomplishments
- One for each type of job you seek
Develop Your Resume

- **Appearance and Style**
  - Visually appealing and easy to read
  - Free of errors
  - Typically one page for entry level positions, two pages if relevant to your profession
  - Uses appropriate font styles and font sizes (10-14 pts.)
  - Incorporates enough white space between sections to facilitate skimming
  - Creates impact using bullets, boldface, underlining, italics, or font sizes for emphasis
  - Begins phrases with powerful action verbs
Maximizing Your Resume on the Web

Your resume is perfect, now what?

Step 1: Spend time on campus system! You’ll get to know which employers are recruiting on campus, what types of jobs and skills are being sought after, and you can take the first step in applying.

- Step 2: After you applied to a position in campus system, chances are you might also need to apply to that company’s corporate employment website. Don’t get frustrated with this! Most companies won’t consider you a formal applicant until you’ve taken this step.

- Step 3: You’ve applied to campus system and now ibm.com/start, for example, now do your homework – find out when these employers have recruiters on campus and then begin to network!
Applying For a Job Online….

Applying for a job online can be like fishing. Once you’ve cast your lure out into the water, the next step requires a biting fish. Since you don’t know when or where the fish will bite, you cast another lure in a different direction. You do this again and again and end up with dozens of potential chances to reel in an interested employer.
Elements of an Elevator Speech

- Include traits that describe yourself
  - What job are you looking for?
  - What makes you the best candidate?
  - What do you bring to the table?

- Describe your value-add
  - What is different and unique about YOU?

- Write and rewrite your speech
  - Sharpen its focus
  - Eliminate unnecessary words and awkward constructions

- Practice your speech
  - Know your speech well enough
  - Should not sound memorized
  - Make it sound natural
Interviewing Tips

- “Tell me about yourself”
  - You know what’s on my resume
  - Use solid descriptive words
  - Take the opportunity to introduce your values
- 30 second commercial of “YOU”
  - Name
  - Job interest
  - Skills
  - Qualifications for a particular job
  - Focus on your brand

- Speak clearly
- Be thoughtful…take your time
- Be confident and proud of what you can offer
- Always speak positively of a current or past employer
- Use your body language to support your words
Seek out employers in non-traditional spaces... often this is where you’ll learn about the true culture and spirit of an organization. While you can’t drop your resume here, you might just find a new contact to send your resume to!
Thank You for Attending

Questions?