

Immediate Benefit Career Strategies- September 2006
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The Truth About Networking

Lie #1: "I'm uncomfortable networking so I'll spend my job search time posting on internet job banks, company websites and answering newspaper ads. I have a good e-resume with the right key words, and I enjoy working in my pajamas. I'll get hits, interviews and a new job, all from the comfort of my home."

Truth # 1: Most people are uncomfortable networking at first because they are unprepared and don't know what to expect. But if you spend all of your time on the internet you will be missing out on the number one way that job seekers find new careers. In my research for the *Over-40 Job Search Guide* I discovered that networking and direct company contacts account for 80% of new hires. Internet, print ads and job fairs account for 15% with employment agencies, retained search firms, and executive recruiters accounting for 7%.

Networking can mean contacting a former co-worker on the telephone, talking to a neighbor at a Labor Day picnic or going to a formal networking event. The difference in attending a formal networking event is that you wear your best business casual, bring business cards and your resume and wear a name tag. As a job seeker, here is how your conversation might go.

"John, I'm LaToya Johnson. How are you? Have you attended Refocus on Careers before? (Notice that LaToya uses best networking protocol by showing interest in the other person first.)

" Nice to meet you LaToya. I found my new job through Refocus. What brings you here?"

Now it's La Toya's turn. "My company has recently gone through a major reorganization and I'm looking for new opportunities as a web content manager."

"LaToya, I have a friend who is a Director of IT who is looking for a web content manager. Let's exchange business cards and I'll share your resume with her."

Networking Opportunities for September and Early October

I am the presenter at all of these events and will give you a 10% discount card on any of my services when you attend any one of these events. Out of town, check networking events through your browser and your weekend newspaper.

- "Interviewing from the Outside In and the Inside Out", Monday, September 11, 6-8PM. Register in advance at www.refocusoncareers.com
- "Interviewing from the Outside In and the Inside Out", Tuesday, September 19, 6-8PM. Info at http://www.bgs-atlanta.org/events_and_news.htm
- "Leading Edge Job Search Strategies", Thursday, September 28, 6:30-9PM, www.stbenedict.net (Crossroads (nondenominational) Career Ministry)
- "Leading Edge Job Search Strategies, Monday October 2, 7-9PM (Crossroads (non-denominational) Career Ministry www.jfbc.org

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