



Master the Art of Networking

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- 8+years in HR and Recruiting
- Entry to executive level roles, both agency and corporate
- Involved in global recruitment strategies including 2 global mergers
- Currently a Transition Specialist and a Delivery Leader for Canadian Operations at RiseSmart



Who is RiseSmart and WIL?



Leading
Talent



WIL
Career
Portal

Agenda

- Why Networking is important
- The Hidden Job Market
- How to Approach Contacts
- The 20-Minute Networking Meeting
- Key Questions to Ask
- Express Gratitude and Follow-up
- Q & A

Why It's Important to Build Your Network

- Keeps you abreast of trends and changes in the marketplace
- Helps you determine your purpose and set clearer objectives
- Uncovers opportunities that you may not have otherwise been privy to
- Allows you to have a network to lean on for advice and information sharing
- Gives you the opportunity to provide value and give back

Have You Ever Thought That:

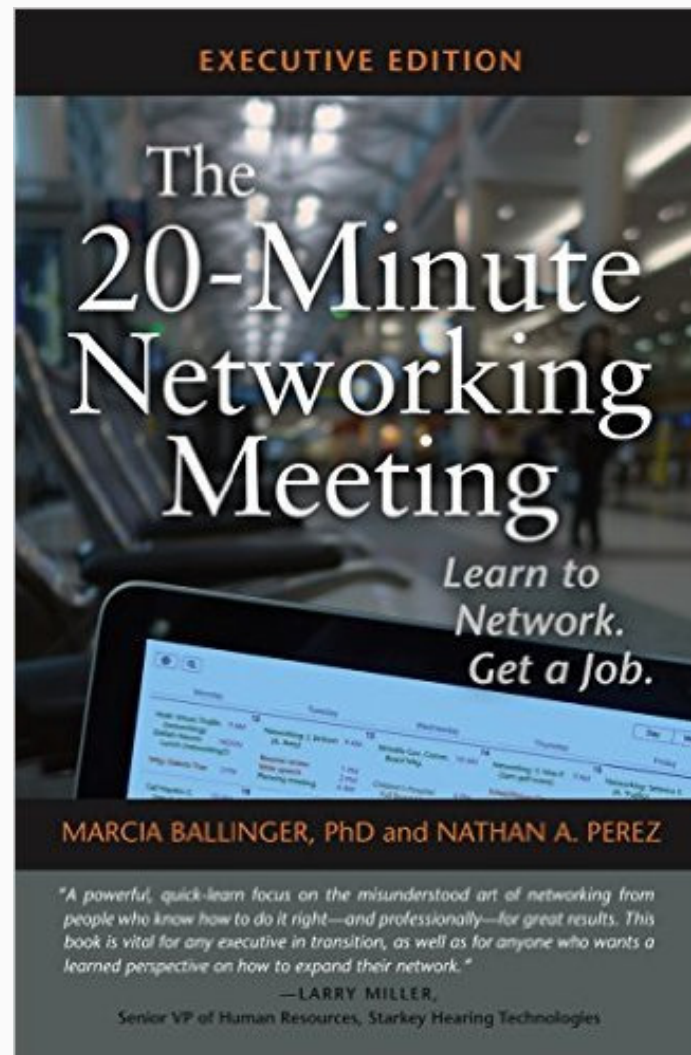
- Networking is just schmoozing or salesy and only about getting what you want.
- You only need to network when you need to find a new job
- The longer a networking meeting is the better the outcome.
- When networking you must give a very detailed description of your background.
- You don't really need to prepare for networking meetings.
- Your contacts WILL find you a job.

Poll

How many hours per week do you spend networking with actual live people ? (not online!)

Be honest!

- (a) Less than 1 hour per week
- (b) 2 – 3 hours per week
- (c) 3 – 5 hours per week
- (d) More than 5 hours per week



Poll

How comfortable do you feel with networking, regardless of how much time you are currently spending on it?

- (a) Very comfortable
- (b) Somewhat comfortable
- (c) Somewhat uncomfortable
- (d) Very uncomfortable

What Networking Is (and Isn't)



Networking *is*...

- for *everyone*!
- *easy* with practice!
- all about making connections and offering value to others

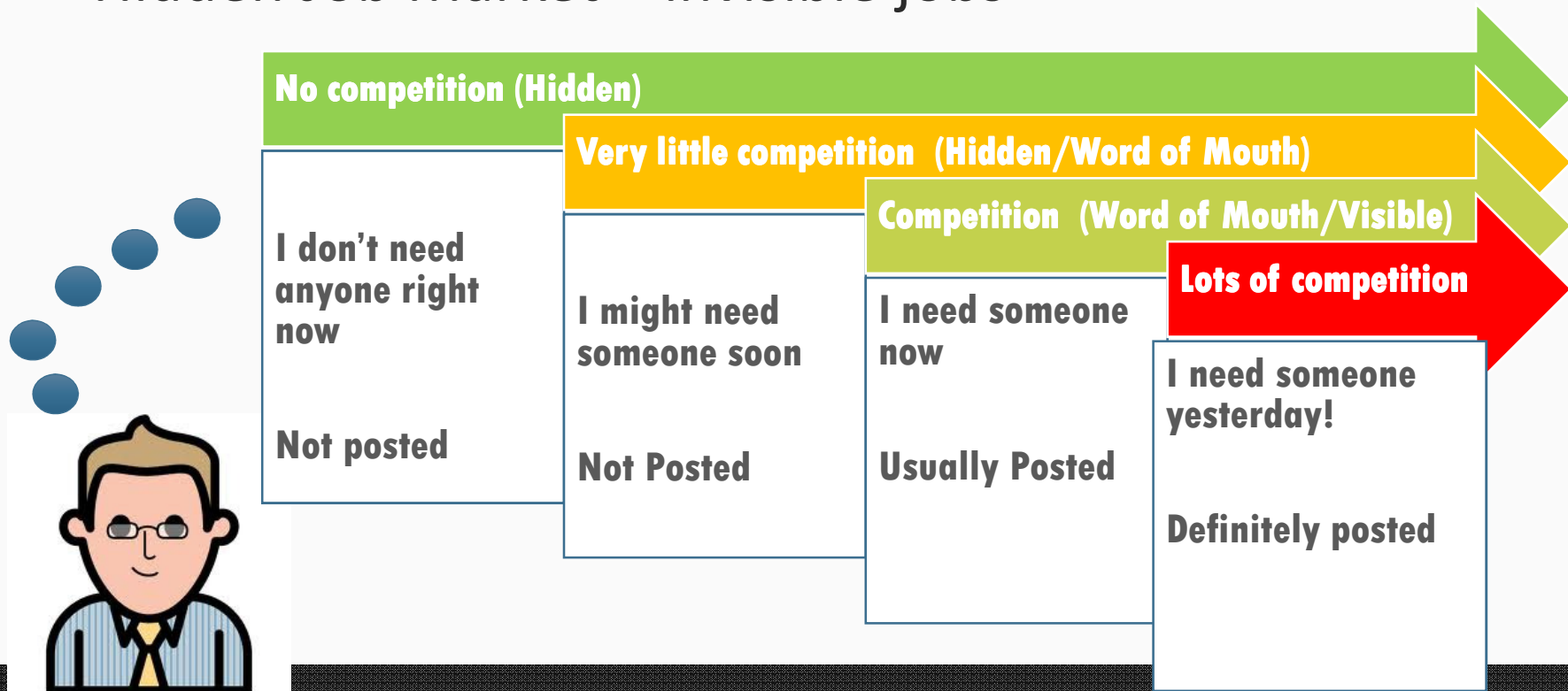
Networking is **NOT**...

- asking a stranger for a job.
- sending out massive email blasts.
- calling random people
- disorganized or unfocused.



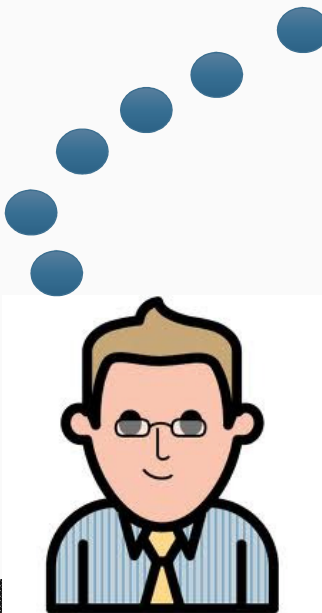
The Hidden Job Market

- Visible Job Market – online job postings
- Word of Mouth Job Market – referrals
- Hidden Job Market – invisible jobs



What Is the First Thing a Hiring Manager Does When They Need Someone?

- They think about whether they know of someone already.
- They put feelers out.
- They ask people they know and trust if they know anyone and often tell those around them that they are seeking someone!



How to Approach Contacts

1

Identify your targets

2

Tier 1: existing network

3

Tier 2: new contacts

4

Focus on informational meetings

The 20-Minute Networking Meeting

**Stop networking from your own
point of view and begin
networking from your contacts
point of view!!!**

•**From the book “The 20 Minute Networking Meeting from Marcia Ballinger and Nathan Perez

What Do Most Contacts Think?

- Networkers are often unprepared
- Networkers often expect their contact to lead the meeting
- Networkers often take up way too much of time
- Networkers often do not have a clear idea of what they want

Let's Flip the Script!

1. Come prepared – research just as much as you would for an interview
 - Research the contact, the company , the industry, everything
2. Have your agenda for the meeting ready
3. Do not take up more than the promised 20 minutes (unless the contact is leading the way)
4. Be very clear and concise about what your brand is and what you want
5. Be thankful and gracious!!!

Brief Elevator Pitch

I am an executive with over 20 years of experience in franchise operations with expertise in business development, retail sales and operations, budgeting and financial planning. I have worked across retail, franchise, real estate, and restaurant operations leading all aspects of a \$270M business, adding 170 franchise locations in 4 years for one company, and opening 105 new stores in 10 years for another company. I am interested in executive leadership opportunities for a startup or mid-size company.

The 20-Minute Networking Meeting

- **First Impression (2-3 minutes):** Arrive early, make light conversation with gatekeeper, thank them, chitchat, and set the meeting agenda
- **Introduction (1 minute):** Give your brief elevator pitch
- **Discussion (12-15 minutes):** 5 questions
 - Question 1 – 3: Ask 2-3 tailored questions and take notes
 - Question 4: Ask what you can do for them
 - Question 5: Request an introduction (do you know....)
- **Ending (2 minutes):** End the meeting on time, thank them again, and ask to keep in touch
- **Follow-up:** Send a thank you, offer value, keep in touch
- Repeat the process with your next contact!

Key Questions to Ask

Do your research! Observation → Question

Questions 1 – 3 Examples: Insightful Questions

- I noticed on your LinkedIn profile that you keep very up to date with professional development. Which activities have had the most ROI for your career growth? Are there any you might recommend for my career path?
- I noticed on LinkedIn that you spent 5 years in management consulting before moving into your current role. What was it like moving into, and out of, consulting? Would you recommend it?

Key Questions to Ask...

Question 4: Do you know anyone.....

- Do you know of anyone from your work on the ABC conference who might be a good connection for me? Can I reference your name?

Question 5: How can I help you....

- Thank you Jim for being so helpful, now how can I help you?
- I am planning the next event for our trade association, I would love to send you a free ticket as a thanks for all your help today.

Wrap It Up!

- Thank you so much Sally for your time, I know you are busy so will let you get back to your day. Thank you again for offering to introduce me to Paul, it will be great to meet him. I will send that vendor contact list to you tomorrow as promised.

The Networking Follow-Up

Best Practices:

- 24 hours after meeting a new person, or participating in an informational interview or networking meeting
- 5-7 days if someone gave you a referral
- Once a quarter with Tier 1 network to build and continue relationships

Questions?