



COLLEGE OF BUSINESS

Networking

Melissa Luna

Career Center Liaison, College of Business

Melissa.luna@colostate.edu

WHAT IS NETWORKING?

- **Establishing relationship so you can enlist support and ask for ideas, advice, and referrals to those with hiring power**

QUESTIONS TO ASK

- **Who is a part of your network?**
- **What to say?**
- **How do you say it?**
- **What is your goal?**

LAW OF 250 PEOPLE

- **Every person knows at least 250 other people.**
- **Each of your contacts knows at least 250 people. So that's 62,500 at your 2nd level.**
- **Each of your 2nd level contacts knows 250 people - and that's over 15,000,000**

COROLLARY TO LAW

- **It is typically not your first level contact that eventually hires you – hiring contact may be 2, 3 or 4 levels deep.**
- **Some sociologists have found that “acquaintances are more likely than family members to give individuals direct information and to recommend them for opportunities.” (Mark Granovetter, “*The Strength of Weak Ties*”**

CSU Level 1 Contacts

- **Me!**
- **Contacts in the Career Center!**
- **Recruiters & employers who give presentations on campus.**
- **CSU Alumni - i.e., Alumni Sharing Knowledge (ASK)**
- **Current/Former Professors**

EXERCISES

- **Brainstorming exercise**
- **Develop contact list**

What Will I Say?

- **“May I ask your advice?”**
- **Develop a 10-Second “Sound bite”**
- **Enlarge it into an expanded 30-second “elevator pitch”**
- **Prepare a set of opening lines - statements, questions, etc. for job fairs, parties, professional association meetings, etc.**
- **Be prepared... practice, practice, practice.**



30 SECOND COMMERCIAL

- **Name, degree, and any minors**
- **Targeted summary of experience**
- **Specify interest in company demonstrated by research**
- **Outline skills you've developed**
- **“Name Dropping” if applicable**
- **Activities demonstrating leadership, teamwork, and service**
- **Warm confident tone delivered in clear voice**
- **Open and welcoming body language**

What Am I Asking For?

- **Help identifying job opportunities**
- **Referral to company**
- **Make career change**
- **Increase knowledge/expertise in target career**
- **Increase visibility to others**
- **Generate new business/professional contacts**

Making the Initial Contact

Purpose: Set up a meeting to discuss your needs.

- **Level 1 Contacts - Phone call, e-mail or letter**
- **Level 2, 3, etc. Contacts - Send an “Approach” letter followed by a phone call.**

Create A Business Card

- **Your Name**
- ***Description of Target Career Interest***
- **Home Address**
- **City, State Zip**

Phone

Fax (optional)

E-Mail Address

URL (optional)

- **Assert yourself positively**
- **Ask good questions and be a good listener**
- **Present yourself attractively**
- **Develop an introductory “opening line” for recruiters at job fairs**
- **Smile!**
- **Make eye contact!**
- **Practice!**

GOALS

- Make at least 1 “live” networking contact per day.
- Keep in regular contact with your contacts.
- Keep a log of all contact interactions (see example)

RULES

- **Don't ask for a job - Ask for Information**
- **Don't take up too much of their time**
- **Give the other person a chance to speak**
 - **Ask ?'s**
- **As for suggestions on expanding network**
- **Create a vehicle for follow up**
- **Find ways to reciprocate**
- **Send a thank-you letter**

CSU RESOURCES

- **CareerRam – RamNetwork**

<http://www.career.colostate.edu/careerram-login.aspx>

- **CareerShift – People Search**

<http://www.careershift.com/?sc=colostate>

- **Career Fair Checklist**

http://www.quintcareers.com/career_fair_checklist.html

- **Alumni Association**

- **College of Business Alumni Group**

<http://www.groups.yahoo.com/group/COBAG>

<http://www.colostate.edu/services/acns/listserv/subother.html>

ADDITIONAL RESOURCES

- **Online Communities AND Blogging**
- **School Alumni and Employer Sites**
- **Military Links**
- **Professional Organizations**
- **http://www.quintcareers.com/Internet_networking_sources.html**
- **LinkedIn: <http://www.linkedin.com/>-best for domestic (US) contacts.**
- **10 Ways To Use LinkedIn”**
http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html
- **Xing: world business professionals <http://www.xing.com/>**

CAREER INFORMATION

- www.career.colostate.edu
- <http://www.biz.colostate.edu/career/>
(currently under construction)
- **Contact Melissa Luna, Career Center Liaison
for the College of Business, at
970-491-0706 or email
melissa.luna@colostate.edu**

