Developing Your Network at Columbia University

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Presenter Introductions

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Learning Outcomes

• Introduce students to each other
• Understand why it is important to begin networking early and often
• Help explore ways to network effectively
• Assist in helping you to define your message
Why Should You Network?

• Helps you to make a career transition
• Express your value beyond your resume
• Build connections with potential champions
• Gain valuable, “behind-the-scenes” information
• Overcome resume gaps
• Identify hidden job opportunities
First stage of Networking – Helps in Making Connections to Solidify your Goals

• Validate your areas of interest
  • Primary market segments
  • Identify target companies
  • Understand your market
• Research, research, research!

• Reasonable vs. Reach
  • Are there gaps in your skill set?
• What would provide those credentials?
• How can you get from Point A to Point B?
The Stats: What Really Works?

Referral (Networking) (81%)
- Personal contacts
- Blind contacts
- Social media
- Professional associations
- Former business associates
- Professors
- Student Clubs
- Undergrad alumni associations
- Personal affiliations and groups

Ads (7%)
- Newspaper and internet classified advertising
- Professional publication job boards
- Website Advertising

Search (6%)
- Executive Recruiters
- Employment Agencies
- Kennedy Directory of Executive Recruiters

Civil Service / Unions (5%)
- State employment service offices
- Federal Government (US Office of Personnel Management)
- Labor unions

Corporate Personnel / HR (<1%)

Source: US Department of Labor Bureau of Statistics
From the Other Side of the Desk
Myth #1: Networking Is a Numbers Game

- Attending events and collecting business cards is ineffective
- Networking requires meaningful, trusted connections
- Follow up is critical
Myth #2:
Networking = Resume Distribution

• Widely distributing your resume is not an effective job search strategy
• Asking for help finding a job puts pressure on your network
• Use informational interviews instead
Myth #3: Networking Is All About You

• Networking must be bi-directional
• Always consider what you have to offer
• Don’t expect immediate results
Stepping out of your comfort zone can be difficult for people. It can be harder or easier in different areas of your life.
Establish Trusted Relationships

• Begin with your inner circle
• Ask for introductions to their networking contacts
• Leverage additional resources
  – Networking events
  – Professional Associations
  – LinkedIn/LinkedIn Groups
The Networking Process

The Five Steps:

1. Phone
2. Email
3. Meeting
4. Thank you
5. Follow ups
The Networking Process: Following Up

**Immediately following the meeting**
- Thanks for meeting with me. I particularly enjoyed talking about__________. Sorry we didn’t have a chance to discuss _______, which was a key component of my work at ________.
- Invite person to connect on LinkedIn.

**Two weeks after the meeting**
- Just wanted to drop you a line that I met with Pat Smith, to whom you had referred me, and she was immensely helpful. We met yesterday, and she was as knowledgeable as you had indicated...

**Five weeks after the meeting**
- I just read an article in the Journal today that reminded me of our meeting several weeks ago. In case you haven’t seen it, I’ve attached it here, and thought you’d definitely be interested.

**Eight weeks after the meeting**
- I hope you remember me from our meeting of a few weeks ago; I was the guy who__________. I’m writing now to ask a favor. I’ve recently been in conversations with ____________, and I remembered that you knew of this organization from your own experience. Would you be available for a very quick conversation about the company?
LinkedIn

Benefits of LinkedIn:
• 92% of employers use social media to support recruitment
• 86% of employers research candidates before and after the interview
• Key part of your job search documents
• Need to develop your brand online
Setting up your Network Follow-up in LinkedIn

Re:
Hi Diane! It was great seeing you this weekend. I wanted to share this little nugget with you.
6/15/2015 via LinkedIn
Define Your Message

• Learning how to market your skills and abilities effectively is the single most important element to conducting a successful job search campaign.

• Know your strengths and talents and **OWN** them!

• Have a high impact resume and cover letter

• Develop your pitch
Making Connections at an Event

• Understand the set up and format of the event
• If you can, find out who is expected to be at the event beforehand
• Choose five people to connect with at the reception
• Introduce yourself with a smile and a strong handshake
• Ask them your prepared questions, such as:
  • What do you enjoy about work? How did you prepare for this position? How would you advise me to prepare for a similar position?
• Thank them for their time, ask for their business card for follow up. Smile, shake hands and move on
  • For professional business cards from Columbia Print Services: http://printservices.columbia.edu/business-cards
Opportunities to Network at Columbia

• **Program Specific Events/Seminars** – Provide networking opportunities as well as educational value. Can help with industry trends, hiring patterns and profiles.

• **Professional and Career Development SCE** – Provides career programs and workshops specifically for SCE students. Coordinates services and helps programs to facilitate program specific events. Provides individual coaching for students. Provides many website resources.

• **Your Faculty and Program Directors** – Thought Leaders

• **Professional Associations**
Network with SCE and Columbia Alumni!

• Networking with Columbia Alumni through LinkedIn

• SCE MS program specific events posted on the Student Life Calendar

• SCE Professional and Career Development events
Practice! Practice! Practice!
Recommended Resources

Books
• Dig Your Well Before You’re Thirsty, Harvey Mackay
• Networking for Job Search and Career Success, Michelle Tullier
• Quiet: The Power of Introverts in a World That Can't Stop Talking, Susan Cain
• Networking for Career Success: 24 Lessons for Getting to Know the Right People - Diane Darling

Web Resources
• LinkedIn
• Job-Hunt.org Directory of Networking & Job Search by State
Questions

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Thank you for joining us!