

# Networking for Shy People

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# What Is Networking?

- Developing and maintaining relationships
- Exchanging information and support
- Making new connections
- Networking is not a way to get jobs, as commonly believed. It is a way to make contacts.





# Purpose of Networking

## In CAREER RESEARCH →

- To get information and advice about career options, and show how you might match

## In JOB SEARCH →

- To learn about job opportunities and be able to say how you can contribute to an organization

## In CAREER DEVELOPMENT →

- To maintain awareness of opportunities for new projects and jobs, to enhance skills, and to assist others in their development



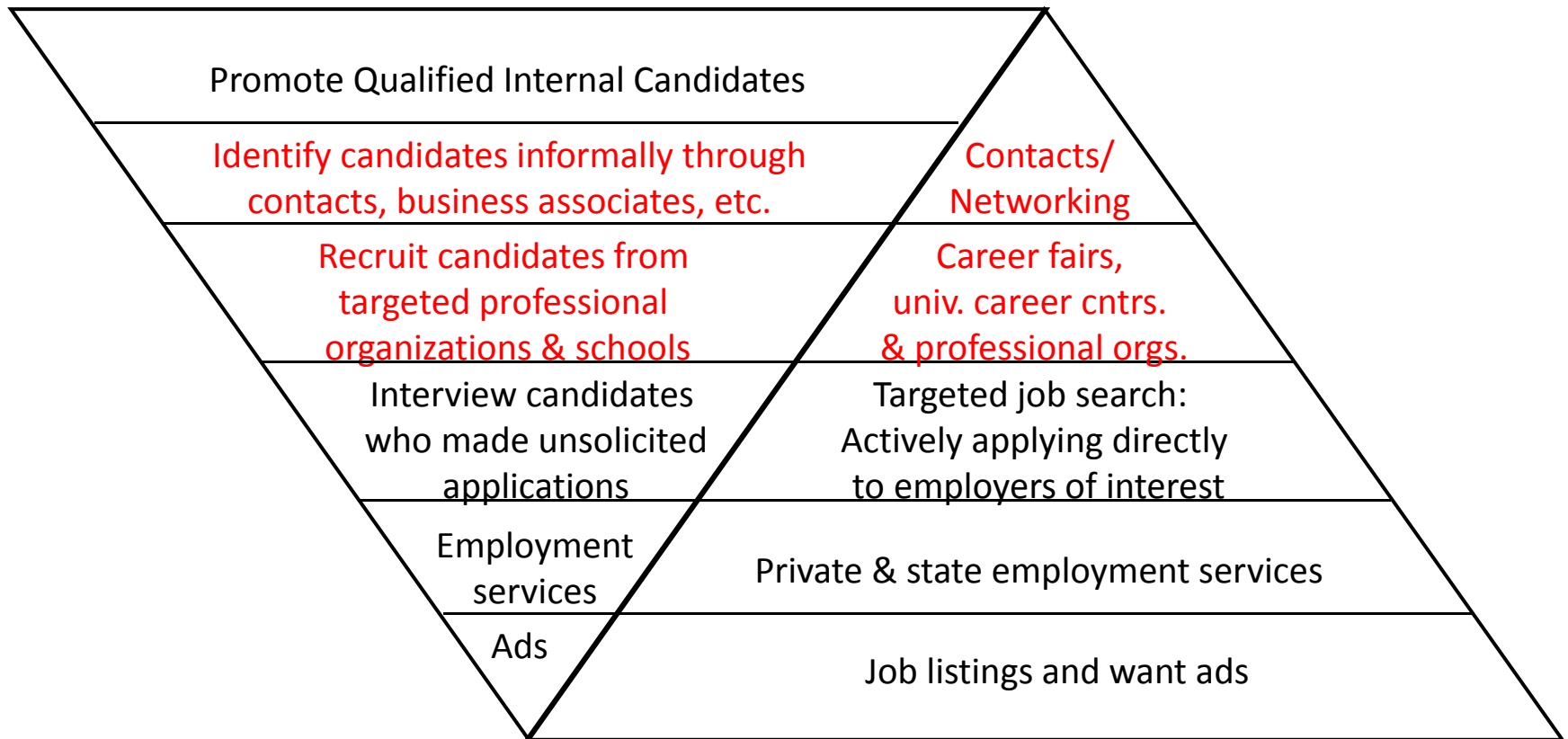
# Why should I Network?

- It builds relationships and enhances your social circle
- It's a resource for jobs, events, referrals and opportunities
- A chance to contribute to the success of others
- Introduces you to a wide range of people with different skills, knowledge and links to further contacts.
- Provides you with sources of information and a forum for sharing ideas.



# Recruitment Methods

## Employers Recruitment Methods



## Job Seekers' Strategies

# Research indicates ...



Statistics from the Federal Bureau of Labor indicate that **70%** percent of all jobs are found through networking (personal contacts).

Compared to....

- **4%** of jobs are found using internet job listings
- **5 – 24%** of jobs are found answering local newspaper ads
- **5 – 28%** of jobs are found through employment agencies/search firms

Source: Bolles, Richard. (2005). What Color is Your Parachute?

# Why do people avoid it?

- FEARS: rejection
- Misperceptions: “people aren’t interested in talking with me”
- Control: “I have to talk too much”
- False belief: “talking about myself and my strengths is self-centered”
- It requires too much effort
- I don’t know how!



# How do I network?

Confidence

Goals

Research

Sharing  
Information

Self-  
Introduction

- Figure out what it is that you want
- Research occupations and industries
- Target groups and individuals based on your desires
- Create a Marketing Plan
- Create a Network list
- Develop an Elevator Speech
- Conduct Informational Interviews





# Research & Self Reflection

**Figure out what you really want to know.**

- **Is it Research –**

- Research areas you want to explore: industry, company or organization, occupations, job descriptions, salaries, graduate school
- Information about your area of interest, or about jobs that match your strengths and interests

- **Or Job Search –**

- Important contacts
- Advice on conducting a job search
- Advice on how to become a good candidate





# Create a Marketing Plan

- Name, Telephone number, E-mail address
- Job Title/s
- Position Statement - Know and articulate your strengths
- Skill Sets – 3 to 5 buckets
- Target Market
- Target Industries, Companies & Organizations

Use this one page plan to share with your network

# Identify Current Contacts



# Map your Current Network

- Social Network: Friends, Relatives, Neighbors, Peers
- Student Organizations, Clubs, Community, political groups
- Department/Academic Contacts/Professors
- Personal business connections [banker, broker, CPA, lawyer, doctor, dentist]
- UW Alumni Association: Husky Career Network
- Career Fairs & UW Networking Events
- Professional Contacts - Co-workers, suppliers, customers [past and present]
- Professional Organizations
- Employer Directories – Puget Sound Business Journal Book of Lists



# Elevator Speech

An "elevator speech" gives you an opportunity to provide the most important information about you to everyone you come in contact with. You want a succinct personal introduction on your most important skills, accomplishments, and assets.

- You will include your college, major, and any relevant facts about your academic interests and motivations.
- Previous experience as well as volunteer and co-curricular pursuits can also be included.
- Include your areas of interest and what type of career you are looking to gain experience in.
- Describe the skills and services that you offer.
- Get your message out in a natural way – fitting into social conversations.



# 30 Second Introduction

Choose a combination of the following components that will comprise your pitch.

- **Greeting** - include your first and last name
- **Experience** - accumulated experience in your specific industry and jobs or coursework
- **Areas of Expertise** - your major skill categories
- **Strengths** - specific skills that you possess
- **Accomplishments** - accomplishments that emphasize your strengths
- **Professional Style** - traits and characteristics that describe how you perform your job
- **Job search strategy** - what you want to do with your experience



# Elevator Speech Template

- **Greeting**.....Hello my name is \_\_\_\_\_
- **Experience**....I am an experienced \_\_\_\_\_
- **Areas of Expertise**....I have \_\_\_\_\_years of experience in the \_\_\_\_\_ industry with expertise in \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.
- **Strengths**....My strengths are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and I have been recognized for \_\_\_\_\_
- **Professional Style**.....I'm \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_
- **Job search strategy**..... I am interested in expanding my experience into \_\_\_\_\_



# How do I network?

## Make contact!

- Meet in-person
- Phone
- Email
- Write a letter
- Online Social Networks (LinkedIn)

## Own the conversation!

Let whoever your talking to talk about themselves.  
Ask leading questions.

Also, ask them for advise.  
It's a great way to get what you want and not be too direct.

Do not ask for a job!

# How do I network?

- Get your name out there!
  - Participate in campus events such as career fairs and graduate school expos.
    - Don't forget about industry and professional events like trade shows and public conferences.
  - Take advantage of the resources available to you.
    - Schedule an appointment with a career advisor.
    - Get to know your professors.
    - Get referrals or virtual introductions from your current network.
    - Cold call successful people in your field.
  - Conduct Informational Interviews



# Informational Interviews

- Informational Interviews are a great way to connect with the professional community.
  - Quintcareers.com cites these statistics:
    - **“1 out of every 200 resumes results in a job offer”**
    - **“1 out of every 12 informational interviews results in a job offer”**
  - An informational interview is career exploration, not a request for a job
  - Call and schedule a time to chat with someone doing something your interested in. Be respectful of time



# Informational Interviews

1. Most people like to talk about themselves
  - “How did you get where you are?”
  - “What did you find most challenging?”
  - “How do you like working here?”
2. Most people like to give advice
  - “What is your best advice about how to do this?”
  - “What are your suggestions as to how I might fit?”
  - “How can I make myself a stronger candidate?”
  - “What is your opinion?”



# Informational Interviews

## Sample Questions:

- What qualities do you recognize as being important for success in this area?
- What advice can you offer to someone interested in entering your field?
- What types of special certification, licensing, or advanced degrees are necessary in your field?
- What special qualities do you see as important for success in this occupation?
- What do you like most and least about your job? What is the most stimulating aspect of your position?
- What are the current trends within your industry/field?
- How did you select this organization/company?



# How to End the Conversation

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## Declarative statements and emphatic questions

- “This has been very informative, thank you!”
- “I’ve really enjoyed talking with you, would it be possible to meet over coffee for more discussion?”
- “Thanks for your time! I look forward to meeting you again! May I contact you in a couple of weeks?”
- “Your comments and suggestions have really helped me! Thanks! Unfortunately, I have to go now. Can we meet again soon?”
- Might there be someone else you would recommend I speak with?



# Remember...

- Handshake
- Nametag
- Body language-mirroring language
- Strategies for small talk
- Awareness of Others
- Closure/Business Card
- Ask permission to use as a reference
- Keep in touch on a regular basis
- Build Relationships



# Helpful Tips

Maintaining the connection is important.

Follow up after any meeting or conversation with a thank you.

Don't let your network die!

- Be sincere/genuine
- Don't use your network only for job hunting
- Respect other people's time
- Follow through on promises
- Use special care with referred 'friends'
- Don't make disparaging jokes
- Err on the side of politeness and formality
- Let your contact know how their referral helped you
- Send them information you think may benefit them
- Send a thank you note
- Collect business cards or develop lists recording contact names, referrals and details for easy reference



# Questions?

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