

Networking to Get a Job

Networking is NOT manipulating relationships to get what you want.

Networking is NOT starting a relationship to extract information from someone.

Networking is NOT abusing trust with others to gain an advantage.

Networking is NOT friendships with a hidden agenda.

Networking is NOT contacting someone, getting the name of someone else, getting what you want, and then dumping everyone.

What is Networking?

Think of networking as making friends – expanding your social network.

Networking is purposefully making friends in social/career circles that you would like to join.

Why is Networking Important?

- Networking allows you to learn from others' experiences
- Networking gives you the opportunity to mentor and be mentored
- Networking gives you trusted professionals with whom you can collaborate
- Networking opens doors to the companies YOU want to work for
- Networking exposes jobs that have not been posted yet
- Networking exposes jobs that will never be posted
- Networking can create jobs that never existed

Some estimate that 75% to 85% of available jobs are filled by Networking

If Networking is so great, should I just ignore the Rockwell Center, then?

Absolutely not! The Rockwell Center resources (job listings, job fairs, counselors) are NOT the same as doing a web search for job openings. The companies that are recruiting from the Rockwell Center:

- Are interested in hiring UH Bauer students
- Are interested in hiring YOUR major
- Are interested in hiring students and recent graduates with limited experience
- Are coming to YOU with REAL jobs

Do not ignore these resources. Because YOU are a UH Bauer student, these resources GREATLY increase your chances of getting a job.

Networking is a *supplement* that MULTIPLIES your chances of finding a job when combined with utilizing the Rockwell Center resources.

Just tell me how to do it. What are the steps for networking?

- Identify a group of people of which you would like to belong
 - What is your major?
 - Within what industry would you like to work?
 - What job title would you like to have?
 - Do you have a specific company for which you would like to work?
- You are already part of at least one very successful career group
 - University of Houston Bauer College of Business Students
 - Your Business Major Student Organization
 - Other Bauer Student Organizations
- Do a LinkedIn Search
 - Search for a keyword (search box on the top of the LinkedIn browser)
 - Your major in quotes. e.g. “Supply Chain”
 - A topic within your major. e.g. procurement
 - The job title you want in quotes. e.g. “Procurement Analyst”
 - A search refine bar will emerge: Click “People”
 - People with your keyword(s) in their profile will emerge
 - In the search refine bar, click “All Filters”
 - Under “School” select University of Houston CT Bauer College of Business
 - NOTE: Below are more suggestions for refining your search. The more specific your filtering, the FEWER people will emerge in your search.
 - If LinkedIn does not return any results, REDUCE the number of filters you are specifying.
 - If LinkedIn provides an overwhelming number of results, INCREASE the number of filters you are specifying.
 - Under “Locations” select a specific geographic region in which you are interested in working and living
 - Under “Current Companies” and/or “Past Companies,” select specific companies for which you would like to work
 - Under “Industries” select a specific industry in which you would like to work.
 - After entering all the specific filters you would like to be applied, click the blue “Apply” button at the top of the page. LinkedIn will list UH Bauer graduates and students that match the types of jobs that YOU want to pursue.

- Connect with people from your LinkedIn search with whom you would like to network.
 - Click on a person's profile and read it. Just like looking at an online-dating site: Does this person look like someone with whom you could be friends? Does this person have the experience and career trajectory that you would like to have one day? Does this person seem like someone that you would enjoy having a working relationship with one day?
 - If so, click on the "Connect" button and, if given the opportunity, add a note. For instance, something like "Your LinkedIn profile impresses me. I am dreaming about having a job like yours one day. Looking forward to connecting." You should NOT copy/paste this message into LinkedIn. You should write a message that matches your personality.
 - Wait for the person to connect with you. Once connected, send the person a "Thank you" for connecting to you through the LinkedIn messenger: click the person's profile and select "message."
- Wait at least a week or so before making a request for a conversation (you do not want to look like a stalker!)
- Initiate a personal conversation with your new LinkedIn contact.

IMPORTANT: The purpose of this conversation is NOT to get a job, learn about jobs, or get hired. The purpose of this conversation is for YOU to LEARN from this person and to begin building a FRIENDSHIP. Remember, the purpose of Networking is building friendships and becoming part of a social/career group. Getting a job is a side benefit to networking!

 - Using LinkedIn messenger (click the person's profile and select "message"), request to have a phone conversation. Some message ideas:
 - I'm in my ___ semester at the UH Bauer College of Business majoring in _____. I'm thinking about pursuing a job in (whatever their job is). Could we set up a time to talk for 15 minutes about what your job is like? Here's my direct email and cell number: _____ Thanks,
 - I'm in my ___ semester at UH Bauer College of Business majoring in _____. I've always dreamed of working at (whatever company they work at). Could we set up a time to talk for 15

minutes? I'd love to hear about what it is REALLY like to work there. Here's my direct email and cell number: _____ Thanks,

- I'm a _____ student at the UH Bauer College of Business. My friends are getting jobs in the (whatever their work industry is) industry, but I'm not sure that is the right career path for me. Could we set up a time to talk for 15 minutes about your experience in the _____ industry? Here's my direct email and cell number: Thanks,
- I'm a _____ student at the UH Bauer College of Business. I'm taking the _____ class right now and we are learning about _____. I'm enjoying learning about the topic, but I suspect that the way real companies are using this principle might be different than what we are learning in class. Could we set up a time to talk for 15 minutes about how your company uses _____? Here's my direct email and cell number: Thanks,
- Create your own message:
 - Introduce yourself and the characteristic about you that is the same as them (for instance, you both attended Bauer)
 - Mention a quality, experience, job, company, or career path that this person has that you would like to LEARN more about.
 - Request a 15 minute phone conversation to LEARN and GET ADVICE.
 - Include your email and cell number in the message to make it easier for them to contact you.
- If you approach the relationship in this way, you have a high probability of starting a meaningful conversation. Think of it this way: Imagine that you graduate from Bauer and you land your dream job. Your career takes off and you are successful. Now, a young student from your alma mater contacts you and says, "I want to be like you one day. Will you talk with me for 15 minutes to give me some advice?" What would you do in that circumstance? You would want to give back To contribute to the future success of a Coog!

- When you get to talk with them, be respectful of their time and be respectful of the relationship:
 - Start a timer at the beginning of the call. When the timer gets to 15 minutes tell the person, “We had agreed to talk for 15 minutes. I know you are very busy. I’ve enjoyed our conversation. Thanks for taking time to talk with me. I’d love to talk again sometime.” And then end the call.
 - You should NOT ask about jobs or whether they are hiring or if they would hand out your resume. That is NOT the purpose of the phone call. The purpose of the call is for you to LEARN and begin building the relationship. You are just trying to become a friend.
 - Stick to the request you made in your initial contact with them. Ask them about their experiences. Your attitude should be curiosity – you want to find out more about them. It is a lot like dating: you learn about what that person is like ... And, when possible, you give some insight into things you have in common. For instance, if the person mentions a concept that you have learned in class, say “we just learned that in class.”
- After this first conversation, continue the relationship It is a friendship. Continue to interact, to learn more. Like other relationships, if you nurture this interaction, your circle of relationships will grow:
 - The conversation will eventually and naturally transition to your interest in finding a job. Because you now have a friend within the industry/company in which you are interested in working, your new friend will be looking for ways to help you.
 - At some point, if your new friend mentions some really interesting feature about their company, you can mention, “wow – that sounds really interesting. I’d love to be able to see that in person.” Now, you have the opportunity to expand your network (friendships) within their company and with their colleagues.
 - Your new friend will invite you to functions or to join organizations where you can meet more of their friends and colleagues.
- Over time, you will be building your network – a large group of people with whom you have built real relationships. You will have the type of relationship where you could text or email these people with questions or to get advice. You trust them and they trust you. If you haven’t learned

about or been offered jobs by now, you now have the type of relationship where you can begin asking for a job.

- Once you have built REAL relationships with people who work for your dream company, you can say, “I really love this company. The things I like most about this company are _____. I would love to work here. At this point in my career, it really doesn’t matter to me what type of work I do – I’m just excited about contributing to the success of this company. You already know my major and my skills and experience because we’ve been friends for a while. Do you have any ideas how I can fit in with your company?”
- This is a natural progression of the RELATIONSHIP. This is not contrived or forced. This is something that happens with professional friendships naturally. This is also an ONGOING friendship. Even after you find a job, you continue nurturing and maintaining the friendship. Follow their career, send them congratulation notes, continue to ask them for advice and to give advice, continue to attend social events together. You have now developed a life-long friendship.