



**How to get a job:
Effective Networking Discussion**

Agenda

- Bob's story
- Goals of this session:
 - Getting a job = Creating a "Go to Market strategy" for yourself as the product
 - Value Proposition
 - LinkedIn vs Resume
 - Why Networking
 - Effective Networking
 - Leveraging LinkedIn
 - Job Hunting/Networking Do's and Don'ts

The Purpose of Sales

<https://trustedadvisor.com/trustmatters/the-purpose-of-sales>

You may think the purpose or goal of sales is obvious – to get the buyer to buy, to get the sale, to get the buyer to hand over the money. **Indeed, that's what most people believe – and it's precisely the source of the problem.** It all starts there, and heads downhill fast. Here's why.

If you believe the purpose of selling is to get the sale, then you have made three key assumptions. **First, that the 'purpose' of selling is one-sided – all about the seller. Second, that value to the buyer is per se irrelevant, as long as it's enough to result in a sale. And third, that selling is essentially competitive – that you fail if you don't get the sale, whether the loss is to a competitor or to the ubiquitous DND (Did Not Decide).**

How do I present myself? / Value Proposition

- Why do people hire people?
- How do you describe yourself?
 - Can you answer the question: "Tell me about yourself?"
- The Scout Law:
 - "A **Scout** is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent."
- Is your description of yourself relevant to the other person?
 - Or, in sales speak, "What can you do for me?"
- How are you marketing yourself?
 - The Value Proposition
 - What are you looking for?
 - Specific vs Broad

Resume vs LinkedIn

- What is the first thing everybody does when looking for a job?
- Do you use your resume when networking?
- Are you looking for more than one different job, so you need different resumes?
- Do you tweak each resume you send out, to best match the job requirements?
- But...can you have multiple LinkedIn profiles?

Why Should I care about Networking?

- Where are you spending your time now?
- Why did Willie Sutton rob banks? “It is where the money is”
 - Some experts say that 70 percent of people ended up in their current position thanks to networking. Others say it’s more like 80 percent or even 85 percent.
- Between 40-80% of jobs are “hidden.” However, Career Advisor Rich Grant noted in an article on LinkedIn:
 - *‘Even though most jobs are not hidden today, that doesn’t mean that the market is totally open and transparent. The job market can be compared to a gated community where you need to know someone to get through the gate.’*
- Can you find a job without networking? Well...yes...but...

What is purpose of Networking?

- Meet new contacts
- Refresh old contacts
- Learn about job opportunities
- Learn about companies to explore
- Identify new people to network with
- ...
- ...
- Are these really why you are networking?

What is real purpose of Networking?

- Educate yourself about the market
 - Learn about problems that companies have that YOU could solve
 - Identify what types of roles and types of companies would be appropriate for your background – i.e. who might hire me and who probably won't?
 - Get advice for career advancement
- Identify how to differentiate yourself from your peers

What networking should not be

- This is **not** an opportunity to ask for a job
 - IF you approach each connection and just ask for a job AND they don't know of one, the conversation is over before it starts.
 - Even if there is a job opening, start off with a networking conversation – this way they will get to know you a bit and you will get to know the concerns and problems a bit. IF there is a match, ask them to introduce you to the hiring manager. If that doesn't work, ask them to submit a resume
- This is **not** an opportunity to share a resume
 - Many people when approached about networking will simply ask for a resume, as they believe that this is the best way to help.
 - Explain that while you would be happy to share a resume IF there is an appropriate position available, it would be much more helpful to find time to chat AND/OR get introduced to a potential hiring manager
- This is **not** a one way street
 - Networking is about building relationships. Ask people you network with how you can help them

But that person knows me, why should I network with them?

- Most people who know you, know you based on usually one context – oftentimes a job you did with them at some point in the past
- You might not be currently looking for that specific job again
- They probably don't know what else you have done
- They probably don't know what your real value could be to a prospective employer
- They probably don't know what types of jobs you are looking for
- They probably know other people you should be talking to
- Even if they do know all this...keeping top of mind is always helpful

How do I start?

- Have you determined where you could work – i.e. What type of company and what type of role?
 - IF YES – Great – start identifying those companies and those people you know....or if not specific companies, what characteristics do they have?
 - IF NO – Who knows you well enough that can offer you advice
- “Know your work, Like your work”
- Hiring Managers or Above

Networking during a Pandemic

- Leverage those you know –
 - People you currently work with,
 - Those you've worked with before
 - People from your social circles – neighborhood, church, family
 - People from school – alumni, classmates, professors
- Ask people you know if they know someone for you to talk with
- Attend webinars & read articles and reach out to presenters/authors
- Join NE HIMSS Networking email list - ppc.nehimss@gmail.com

A few words about LinkedIn

Questions:

1. How can I leverage LinkedIn?
2. Is it appropriate to contact people out of the blue?

Process:

1. Create a noticeable LinkedIn profile
2. Be active on LinkedIn – get yourself noticed & connect with those on discussion threads
3. Find others on LinkedIn that are 2nd degree connections and ask to join network
4. Leverage all other 2nd degrees of connections , such as prior work and school to find people to connect with
5. Find people that are experts and ask to talk with them
6. Pay attention to people who look at your profile and ask to join theirs

Do's and Don'ts – Page 1

- Don't show up in jeans and a t-shirt.
- Dress for success. Unless told otherwise, always look your best in business attire. This includes virtual video meetings as well – networking OR interview.
- Do get other individual's feedback on your resume and cover letter.
- Do use a professional looking email address.
- Keep your social media accounts and actions professional and respectful.
- Find out about logistical items ahead of time. For example, do you need to install a plug-in for an video call? Do you need to go through security, bring your own personal protective equipment, park and take a bus, etc.?
- Send a thank you note.
- Life happens. If something comes up and you need to change the interview time/date, give your host plenty of time. (Don't wait until the last minute.)
- Have some stories in the back of your mind that you are willing to share. For example, there are standard questions like "tell me about a time..." or "what will other people say your strengths and weaknesses are". Be prepared to think fast on your feet, for quirky ice breaker questions. For example, who is your favorite super hero? If you could be any animal, what would choose?
- Be respectful of everyone you interview with and the people around you. For example, if the interviewer takes you out to lunch be polite to the restaurant staff and respectful to other diners.
- When setting up an interview, ask if it will be via telephone or Zoom/Webex so you can be prepared. In terms of being prepared:
- Also, if you happen to be on a Zoom/Webex interview where the interviewers do NOT have their video turned on, PUT/KEEP YOUR VIDEO ON! It shows confidence and that you can speak well to a blank audience. Seriously, interviewers should have their video on and it can be a challenge for the interviewee to be able to see/read the non-verbal cues.
- Obviously, call in early – don't make the interviewers wait. And remember that you are on camera when you're in the meeting early. (I've seen some strange behavior from interviewees who thought no one was on the line yet)
- Don't talk negative about your former employer or be negative in general – people are looking for employees that will NOT cause risk – negativity can be a cause for concern. People also gravitate to people who are positive.
- Be concise in your answers – encourage people to ask you follow up questions

Do's and Don'ts – Page 2

- 1) If I don't have experience working in Healthcare, but I have managed IT services or projects in other industries, how can I convince a hiring manager to give me a chance?
 - a. Research open positions and their descriptions at varying levels
 - b. Do your research on anything you are unfamiliar with in the job descriptions – Google, HIMSS.org, etc
 - c. Join HIMSS, Attend Virtual (and in-person events), Network with HIMSS members, ask for informational interviews with those you meet
 - d. Make connections and ask them about the types of roles they are familiar with
- 2) How do I prepare for an interview/virtual interview
 - a. Dress professionally whether in-person or virtual; Be conscious of your posture and body language
 - b. If virtual, practice with the tool that will be used. If you don't know yet, be sure you have installed and tested Webex, Zoom, Google, Teams, etc. Make sure video and sound are working well ahead of the call. Ask a friend to test with you. Find a quiet spot.
 - c. Be mindful of what is in your background in the video
 - d. Know the company/organization you are interviewing with; Try to find information on LinkedIn, people you may know there, types of roles they have
 - e. Know the job description – don't show up unprepared to speak about the position that you applied for. (Worst question ever – “Which position is this again? I applied for several here....”)
 - f. Make sure your online presence is clean and up to date. People will look for you. Don't submit a resume radically different from your LinkedIn presence.
 - g. Research training in any areas you may be weak so that you can speak to how you will gain experience and understanding needed to perform the job. Show the interest in continual learning and growth.
 - h. Have questions prepared. ALWAYS have a final question or questions for the interviewer.

Advance Questions

- How to network without it being oblivious
- How can I network in a new city, especially as a job seeker? / Best way to network when you are not active in that field
- Is there any benefit to informational interviews?
- How do I make the most of my network without abusing the relationships?
- How may I give back to my network and help others in their job search?

Contact Information:

Bob Dichter

Robert.Dichter@OptimalPractice.com

<https://www.linkedin.com/in/bobdichter/>

Founder

Manage My Career Search