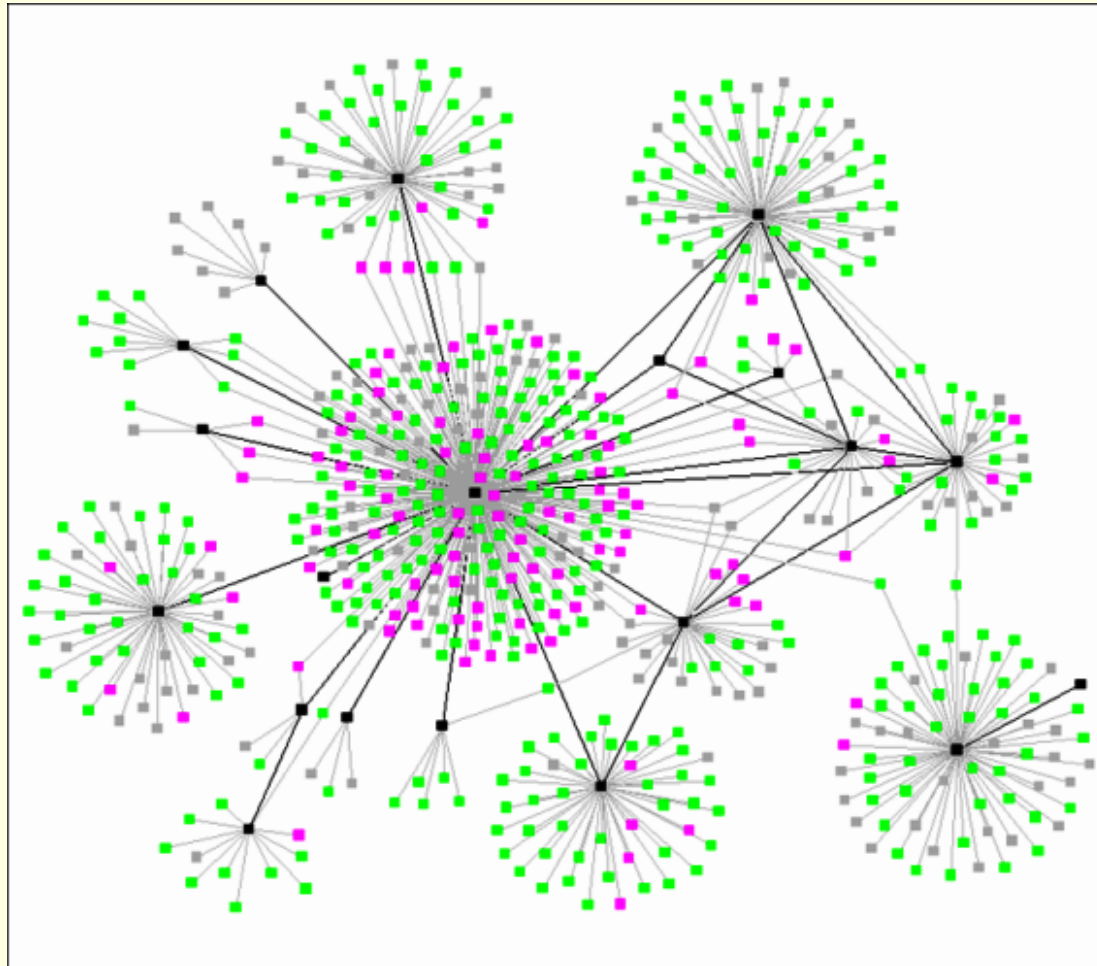


# Professional Networking

by Thomas E. Kenny

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# Agenda

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- What is Networking?
- How Do I Get Started?
- Building Your Network
- Tools
- Maintaining Your Network
- Leveraging Your Network



# Career Management – The Big Picture



# Professional Networking

- **Professional Networking is mutual relationship building and maintenance**
- Why should I care?
  - Think of yourself as the CEO of Me Inc.
  - Financial security.
  - Professional IT community good will.
  - Use viral marketing to your advantage.
- A Chinese proverb states “**Dig the well before you are thirsty**”
- Online presence concerns
  - What will my manager and peers think? Privacy concerns?
  - Current recruiting practices per [ExecuNet](#), “**83 percent admit they're looking online to augment what's found on a résumé.** And... using what they found (or often what they didn't), 43 percent of those recruiters have eliminated a candidate from consideration before the first phone call is made.”



# Network Relationships

- Understanding the types of relationships that exist
  - The supplier/consumer dimension of a relationship
    - **Both are networking collaborators**
    - You are a (service) supplier
    - You are a (service) consumer
  - The ties that bond dimension
    - Geographic
    - Industry / Company
    - Profession
    - Cultural
    - Hobbies / Interests
- Networks have both **breadth and Depth**
- Set and measure networking goals
  - At least 50% of your network connections on LinkedIn
  - Establish a network of at least 200 network connections



# How Do I Get Started?

- **Develop a plan for your personal brand**
  - Perform a skills inventory (review/update resume)
  - What career opportunities do you wish to seek?
  - Identify market needs for your skills and desires
  - Gap analysis and develop a plan to synchronize the above items
  - What accomplishments differentiate you from others?
- Google yourself with varying names
- **Establish your profile and build your network connections on LinkedIn**
- Contact Management
  - How will you store your relationship data?
  - Don't keep track of everything and don't keep score of giving.
  - Easy access to past Email exchanges.



# Developing Your Personal Brand

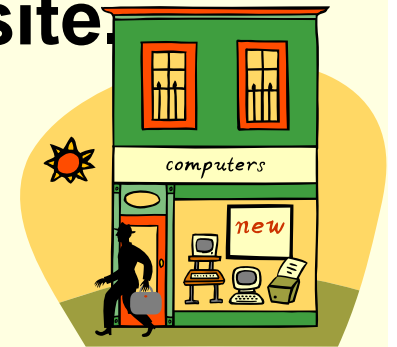
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“When I was in my job search I was a nobody. I was cliché, a commodity, a dime-a-dozen. No one had heard of me, and I was a perceived expert in ... nothing. I knew that I had expertise, and could bring value to the equation, but nobody knew that, nor did they know me. **My job search was a lot of push-marketing, and it was painful.**” Jason Alba, CEO of JibberJobber.com and author of the book “I’m on LinkedIn – Now What?”



# Developing Your Personal Brand

- **Comment on blogs, podcasts & answer LinkedIn questions but assure comments are positive & on target for your brand.**
- Establish a web site known by Google to promote the accomplishments of your brand.
- **Create an Email signature that includes the URL of your LinkedIn profile or web site. Also include distinguishing degrees and certifications.**
- Publish – blog, papers, articles, books.
- **Assure there are no conflicts of interest.**





# Building Your Network

- Data mine your Email address books and Email archive.
- Search your mind for positive professional relationships from your past, then search for there name on LinkedIn. If found send them a personalized invite.
- **Ask about their goals, note it and assist them however you can.**
- **Plan one networking related lunch a week.**
- Remember to use the phone and not just send Email.
- The goal is to build relationships of mutual benefit.
- **“Build your network, Support your network, Lead your network”** Rod Colon, CEO & Founder of ETP Network



# Tools



- **Personalize invites, don't use the default message.**
- Keep your profile accurate and complete for at least 10 years.
- Use variations of job titles, corporations, universities and acronyms in your profile.
- Review your public profile settings and open up as much as you are comfortable and assure it's consistent.
- **Establish a "vanity" URL for you public profile.**
- Join corporate & university alumni groups on LinkedIn.
- Improve your "Profile Completeness".
- **Review network updates via an RSS reader.**

# The LinkedIn Network

## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 2,024,300+ professionals — here's how your network breaks down:

1	<b>Your Connections</b> Your trusted friends and colleagues	<a href="#">165</a>
2	<b>Two degrees away</b> Friends of friends; each connected to one of your connections	19,600+
3	<b>Three degrees away</b> Reach these users through a friend and one of their friends	2,004,500+
<b>Total users you can contact through an Introduction</b> Your network also includes 1,400+ user in your 4 LinkedIn Groups.		2,024,300+
9,269 new people in your network since February 21		

## The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can [contact directly](#) — [try a search now!](#) **19,000,000+**

## More About Your Network



### REGIONAL ACCESS

Top locations in your network:

- 9% 1. [Greater New York City Area](#)
- 7% 2. [San Francisco Bay Area](#)
- 4% 3. [Greater Boston Area](#)
- 3% 4. [Greater Los Angeles Area](#)
- 3% 5. [Washington D.C. Metro Area](#)

Your region: [Greater New York City Area](#): 178,100+ users

Your connections are in 20 locations but your network gives you access to **1,418 additional locations**, including:

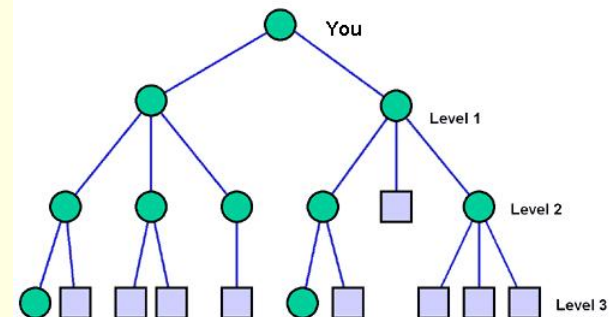
- [Bournemouth, United Kingdom](#)
- [Estonia](#)

**Fastest growing** locations in your network:

1. [Greater New York City Area](#) (1,808 new)
2. [San Francisco Bay Area](#) (483 new)
3. [Washington D.C. Metro Area](#) (397 new)

Three degrees of connections:

- 1<sup>st</sup> degree – your friends
- 2<sup>nd</sup> degree – friends of your friends
- 3<sup>rd</sup> degree – friends of your friend's friends



**There are over 20 million professionals on LinkedIn!**

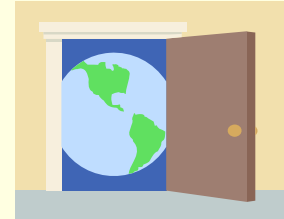
# Network Investing with Compound Interest

- Daily activities
  - **Check for new network LinkedIn connections and profile updates**
  - Review LinkedIn Answers to any questions you've asked
- Weekly activities
  - **Consider new LinkedIn invite candidates from your current work**
  - Provide valuable answers to some LinkedIn questions
  - Review your LinkedIn lurkers
- Monthly activities
  - Adjust your networking growth & strength goals
  - **Improve your brand recognition**
  - Export LinkedIn connects for backup storage
- Periodic activities
  - **Share news of interest that is of value to the recipient**
  - Send well wishes to network connections on birthdays and anniversaries
  - Stimulate dialogue regarding summer vacation or winter Holidays
  - Submit a clear, concise and specific LinkedIn recommendation
  - Adopt use of new tools and OpenSocial APIs to improve efficiencies

Your profile has been viewed by 5 people in the last 5 days, including:

**Jayne L. Wells**, Supply Chain Demand/Forecast Analyst & PSG  
Someone in the **HR** function at **Andiamo Partners**  
**Technical Recruiter** at **Open Systems Technologies**  
Someone in the **Computer Software** industry  
**QA Engineer** at **Comverse**

# Transition by Design



- Targeted job searching on LinkedIn
  - Find people that you can reach out to in a company that you are interested in via your LinkedIn 1<sup>st</sup> degree connections. However to facilitate an introduction prepare a value proposition. Maybe they will be able to obtain a referral fee as a result.
- Leveraging your warm trusted network
  - If you do procure an interview within an unexpected but desirable company. Use your first 1<sup>st</sup> degree LinkedIn connections to make contact with an employee at that company.
- **Keep the network contacts that have assisted you informed and remember to thank them in some special way. Even if the goal was not achieved.**

# Other Resources

## ■ Local job search Yahoo Email groups

■ Bill_Hyland_Network	818 members	1 messages/day
■ CNG	914 members	4 Messages/day
■ <b>etpnews</b>	<b>281 members</b>	<b>5 messages/day</b>
■ mn077	701 members	7 messages/day
■ <b>TheBreakfastClubNJ</b>	<b>691 members</b>	<b>20 messages/day</b>

## ■ Local networking events

- CNG (Career Networking Group) meeting 1<sup>st</sup> & 3<sup>rd</sup> Thursday of each month in Basking Ridge, NJ
- Combined (4 networking groups – AWC, MNA, TBCNJ, CIT) Dinner meeting 4<sup>th</sup> Tuesday 6 PM in Totowa, NJ
- **ETP (Empowering Today's Professionals) Monday Night Networking Conference Call free for ETP members every Wednesday 9:30 PM**
- **ETP Job Search & Networking School 3<sup>rd</sup> Thursdays 8 AM in Howell, NJ**
- **TheBreakfastClubNJ 2<sup>nd</sup> Saturday 8 AM in New Brunswick, NJ**

## ■ RSS feeds for blogs

- The LinkedIn
- I'm On LinkedIn – Now What?
- **Jibber Jobber**
- Never Eat Alone

## ■ Podcasts

- The Connections Show
- The National Networker Show



# References

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- **Never Eat Alone**  
by **Keith Ferrazzi**
- **Online Networking** by **Liz Ryan**
- **I'm on LinkedIn – Now What???**  
by **Jason Alba**
- **The World is Flat**  
by **Thomas L. Friedman**



# Questions & Answers

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- Questions?
- Thank you!



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